

Republic of the Philippines
Office of the President

BCDA

Bases Conversion and Development Authority

**ELIGIBILITY DOCUMENTS
for the**

**CREATIVE CONSULTING SERVICES
for the**
*Research, Concept Development,
Copywriting & Editing, Photography,
Design & Layout, and Printing
of the 2011 BCDA Corporate Calendars*

SEPTEMBER 2010

Control No. _____

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PART I

SECTION I

REQUEST FOR EXPRESSION OF INTEREST

For the selection of a Consultant who shall perform the Creative Consulting Services for the Research, Concept Development, Copywriting and Editing, Photography, Design and Layout, and Printing of the BCDA 2011 Corporate Calendars

1. The Bases Conversion and Development Authority (BCDA) through its 2010 Approved Corporate Budget intends to apply the sum of **One Million Pesos (P1,000,000.00), inclusive of all applicable taxes**, being the Approved Budget for the Contract (ABC) to payments under the contract for **Creative Consulting Services for a Firm that will assist BCDA in the Research, Concept Development, Copywriting and Editing, Photography, Design and Layout, and Printing of the BCDA 2011 Corporate Calendars**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The BCDA now calls for the submission of eligibility documents for the **Creative Consulting Services for the Research, Concept Development, Copywriting and Editing, Photography, Design and Layout, and Printing of the BCDA 2011 Corporate Calendars**. Interested consultants must submit their eligibility documents on or before **13 September 2010, Monday, 9:00 a.m.** at the **Bases Conversion and Development Authority, 2/F, Bonifacio Technology Center, 31st Street, corner Second Avenue Bonifacio Global City, Taguig City**.
3. The Bidding Firm must have the following minimum qualifications:
 - a. The Firm must strictly be a reputable communications/advertising firm or graphic design studio with at least three (3) years business operation. In the case of joint ventures, each firm should have at least three (3) years business operation.
 - b. The Firm must be registered online with the Philippine Government Electronic Procurement System (www.gppb.gov.ph) as a legitimate service provider for government requirements.
 - c. The members of the bidder's creative team must have at least three (3) years experience in advertising, marketing, public relations and media relations, graphic design, account management, photography, and publication, as relevant to his function in the creative team.
 - d. The members of the bidder's creative team should have at least graduated from a 4-year course or its equivalent training relevant to his function in the creative team.

- e. Each member of the bidder's creative team must have handled at least three (3) premium, full-color design projects for reputable firms which are similar in nature to the requirement (e.g. corporate wall and desk calendars, etc.).
 - f. The Firm must have produced at least three (3) similar creative projects which are in full color and of premium quality (e.g. corporate wall and desk calendars, etc.) and with a value equivalent to the Approved Budget for the Contract or higher.
 - g. The Firm must have printed at least three (3) similar projects which are in full color and of premium quality using modern advanced equipment.
 - h. The Firm must establish that it owns, has under lease, and/or has under purchase agreements, if any; equipment needed for the printing of the requirement and also submit a list of all types and quantity of this equipment.
4. Issuance of the Eligibility Documents will be on **September 6-13, 2010**. Eligibility documents may be purchased by the interested Bidders upon payment of a non-refundable fee of *Two Thousand Pesos Only (P2,000.00)*. The method of payment will be in the form of cash, cashier's check or manager's check.
 5. Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion.
 6. The Bids and Awards Committee–Consultancy (BAC-C) shall draw up a short list from those who have submitted Eligibility Documents, Expressions of Interest, and Curriculum Vitae of the Members of the Proposed Creative Team and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act", and its Implementing Rules and Regulations (IRR). The short list shall consist of at most three (3) prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:
 - Track Record - 35%
 - Quality of Work - 65%
 - 100%
 7. Bidding shall be conducted through open competitive bidding procedures using non-discretionary "pass/fail" criterion as specified in the IRR of RA 9184.

Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.

8. The BCDA shall evaluate bids using the ***Quality Based Evaluation (QBE)***. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
9. The contract shall be completed within six (6) weeks from the date of award.
10. The BCDA reserves the right to accept or reject any Expression of Interest, and to annul the selection process and reject all Expression of Interest at any time prior to contract award, without thereby incurring any liability to the affected consultants.
11. The BCDA invites interested firms to submit their signed Expression of Interest by hand, through electronic mail, or facsimile to the address below on or before ***13 September 2010, Monday, 9:00 a.m.***

Chairperson, Bids and Awards Committee – Consultancy

Bases Conversion and Development Authority
2/F, Bonifacio Technology Center, 31st Street, corner Second Avenue
Bonifacio Global City, Taguig City
Tel No. 816-6666
Website Address: **www.bcda.gov.ph**

or may contact Michelle S. San Juan thru telephone number 816-1113; email address: **mssanjuan@bcda.gov.ph**

ELEANOR L. ATIENZA
BAC-C Chairperson

SECTION II

ELIGIBILITY DOCUMENTS

1. Eligibility Criteria

- 1.1) The following persons/entities shall be allowed to participate in the bidding for Consulting Services:
 - (a) Duly licensed Filipino citizens/sole proprietorships;
 - (b) Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;
 - (c) Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;
 - (d) Cooperatives duly organized under the laws of the Philippines, and of which at least sixty percent (60%) interest belongs to citizens of the Philippines; or
 - (e) Persons/entities forming themselves into a joint venture, *i.e.*, a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, that Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.
- 1.2) When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the **EDS**.
- 1.3) If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the qualifications stated in the **EDS**.
- 1.4) Government corporate entities may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under commercial law, and (c) are not dependent agencies of the GOP or the Procuring Entity.

2. Eligibility Requirements

2.1) The following eligibility requirements shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:

a) Class "A" Documents –

Legal Documents

- (i) Registration certificate from Securities and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or Cooperative Development Authority (CDA) for cooperatives, or any proof of such registration as stated in the **EDS**;
- (ii) Mayor's permit issued by the city or municipality where the principal place of business of the prospective bidder is located;

Technical Documents

- (iii) Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period provided in the **EDS**. The statement shall include, for each contract, the following:
 - (iii.1) the name and location of the contract;
 - (iii.2) date of award of the contract;
 - (iii.3) type and brief description of consulting services;
 - (iii.4) consultant's role (whether main consultant, subcontractor, or partner in a JV)
 - (iii.5) amount of contract;
 - (iii.6) contract duration; and
 - (iii.7) certificate of satisfactory completion or equivalent document specified in the **EDS** issued by the client, in the case of a completed contract;
- (iv) Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate

regulatory body to practice those professions and allied professions in accordance with Clause 1.2.

Financial Document

(v) The consultant's audited financial statements, showing, among others, the consultant's total and current assets and liabilities, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two (2) years from the date of bid submission.

b) Class "B" Document –

Valid joint venture agreement (JVA), in case a joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful, shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security. Each partner of the joint venture shall submit the legal eligibility documents. The submission of technical and financial documents by any of the joint venture partners constitutes compliance.

- 2.2) In the case of foreign consultants, the foregoing eligibility requirements under Class "A" Documents may be substituted by the appropriate equivalent documents, if any, issued by the foreign consultant's country.
- 2.3) The eligibility requirements or statements and all other documents to be submitted to the BAC must be in English. A translation of the documents in English certified by the appropriate embassy or consulate in the Philippines must accompany the eligibility requirements under Classes "A" and "B" Documents if they are in other foreign language.
- 2.4) Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, subcontractors may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.
- 2.5) If a prospective bidder has previously secured a certification from the Procuring Entity to the effect that it has previously submitted the above-enumerated Class "A" Documents, the said certification may be submitted in lieu of the requirements enumerated in Clause 2.1 above.

3. Format and Signing of Eligibility Documents

- 3.1) Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2) Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3) The eligibility documents, except for unamended printed literature, shall be signed, and each and every page thereof shall be initialed, by the duly authorized representative/s of the prospective bidder.
- 3.4) Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

4) Sealing and Marking of Eligibility Documents

- 4.1) Unless otherwise indicated in the **EDS**, prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL - ELIGIBILITY DOCUMENTS". Each copy of shall be similarly sealed duly marking the envelopes as "COPY NO. ___ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2) The original and the number of copies of the eligibility documents as indicated in the **EDS** shall be typed or written in indelible ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3) All envelopes shall:
 - a) contain the name of the contract to be bid in capital letters;
 - b) bear the name and address of the prospective bidder in capital letters;
 - c) be addressed to the Procuring Entity's BAC specified in the **EDS**;
 - d) bear the specific identification of this Project indicated in the **EDS**;
and
 - e) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.
- 4.4) If the eligibility documents are not sealed and marked as required, the Procuring Entity will assume no responsibility for its misplacement or premature opening.

5. Deadline for Submission of Eligibility Documents

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the **EDS**.

6. Late Submission of Eligibility Documents

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 0 shall be declared "Late" and shall not be accepted by the Procuring Entity.

7. Modification and Withdrawal of Eligibility Documents

7.1) The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as "ELIGIBILITY MODIFICATION" and stamped "received" by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.

7.2) A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.

7.3) Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder may also express its intention not to participate in the bidding through a letter which should reach and be stamped by the BAC before the deadline for submission and receipt of eligibility documents. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project.

8. Opening and Preliminary Examination of Eligibility Documents

8.1) The Procuring Entity's BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders' representatives who choose to attend, at the time, on the date, and at the

place specified in the **EDS**. The prospective bidders' representatives who are present shall sign a register evidencing their attendance.

- 8.2) Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder. If the withdrawing prospective bidder's representative is present during the opening, the original eligibility documents and all copies thereof shall be returned to the representative during the opening of eligibility documents. If no representative is present, the eligibility documents shall be returned unopened by registered mail.
- 8.3) A prospective bidder determined as "ineligible" has seven (7) calendar days upon written notice or, if present at the time of the opening of eligibility documents, upon verbal notification, within which to file a request for reconsideration with the BAC: Provided, however, that the request for reconsideration shall not be granted if it is established that the finding of failure is due to the fault of the prospective bidder concerned: Provided, further, that the BAC shall decide on the request for reconsideration within seven (7) calendar days from receipt thereof. If a failed prospective bidder signifies his intent to file a request for reconsideration, in the case of a prospective bidder who is declared ineligible, the BAC shall hold the eligibility documents until such time that the request for reconsideration or protest has been resolved.
- 8.4) The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:
 - a) the name of the prospective bidder;
 - b) whether there is a modification or substitution; and
 - c) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.
- 8.5) The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criterion, as stated in the Request for Expression of Interest, and shall be determined as either "eligible" or "ineligible." If a prospective bidder submits the specific eligibility document required, he shall be rated "passed" for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered "failed" for the particular eligibility requirement concerned. If a prospective bidder is rated "passed" for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "eligible." If a prospective bidder is rated "failed" in any of the

eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "ineligible." In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

9. Short Listing of Consultants

- 9.1) Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the **EDS** shall be considered for short listing.
- 9.2) The BAC of the Procuring Entity shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the **EDS**.
- 9.3) Short listed consultants shall be invited to participate in the bidding for this project through a Letter of Invitation to Bid issued by the BAC of the Procuring Entity.
- 9.4) Only bids from short listed bidders shall be opened and considered for award of contract. These short listed bidders, whether single entities or JVs, should confirm in their bids that the information contained in the submitted eligibility documents remains correct as of the date of bid submission.

SECTION III

ELIGIBILITY DATA SHEET

Eligibility Documents	
1. (1.2)	Not applicable.
1. (1.3)	No further instructions.
2.1a (a.ii)	No additional Requirements
2.1a (iii)	<p>The statement of all ongoing and completed government and private contracts for full-color premium projects similar in nature with the project being bid shall include all such contracts within <i>20 September 2007 to 20 September 2010</i> prior to the deadline for the submission and receipt of eligibility documents.</p> <p>The statement shall explicitly detail the following for each contract :</p> <ul style="list-style-type: none"> a) If it is Ongoing or Completed; b) the corresponding budget with at least three projects—each equivalent to the ABC; c) the kind of service—Design, Design and Printing or Printing only
2.1a(iii.7) (iii.7)	<p>For completed contracts for Design Services, the bidder shall also provide;</p> <ul style="list-style-type: none"> a) a SAMPLE of at least three (3) for full-color premium projects similar in nature with the projects with the project being bid; b) a CERTIFICATE OF SATISFACTORY COMPLETION by the client for each of the three (3) samples submitted <p>For completed contracts for Printing Services, the bidder shall also provide;</p> <ul style="list-style-type: none"> a) a SAMPLE of the final output of at least three (3) full-color premium projects similar in nature with the project being bid; b) a CERTIFICATE OF SATISFACTORY COMPLETION by the client for each sample submitted; c) the types and number of equipment that the prospective bidder owns, has under lease, and/or has under notarized agreements, if any, equipment needed for the printing of the requirement and also submit a list of all types and quantity of this equipment; <p>For completed contracts which incorporated both Design and Printing component, the bidder shall indicate this and follow the applicable</p>

	instructions in EDS iii.7 a,b,c.
(4.2)	Each prospective bidder shall submit one (1) original and two (2) copies of its eligibility documents.
(4.3)	Chairperson, Bids and Awards Committee – Consultancy Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 st Street, corner Second Avenue Bonifacio Global City, Taguig City Tel No. 816-6666
(4.3d)	Consultant who shall perform the Creative Consulting Services for the Research, Concept Development, Copywriting and Editing, Photography, Design and Layout, and Printing of the BCDA 2011 Corporate Calendar
(5)	The address for submission of eligibility documents is : Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 st Street, corner Second Avenue Bonifacio Global City, Taguig City Deadline for submission of eligibility documents is 13 September 2010, Monday, 9:00 a.m.
(8.1)	The place of opening of eligibility documents is: Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 st Street, corner Second Avenue Bonifacio Global City, Taguig City The date and time of opening of eligibility documents is 13 September 2010, Monday, 9:30 a.m.
(9.1)	Similar contracts can be corporate calendar, annual reports, coffee table books, glossy full-color magazines, product brochures, and other premium full-color projects. The bidder should have at least three (3) contracts for premium, full-color projects, with a budget equivalent to the ABC or higher.
(9.2)	The criteria and rating system for shortlisting are: a. The Firm must be strictly a reputable communications/ advertising firm or graphic design studio with at least three (3) years business operation. In the case of joint ventures, each firm should have at least three (3) years business operations. b. The Firm must be registered online with the Philippine Government Electronic Procurement System (www.gppb.gov.ph) as a legitimate service provider for government requirements; c. The members of the bidder’s creative team should have at least three (3) years experience in advertising, marketing,

public relations and media relations, graphic design, account management, photography and publication, as relevant to his function in the creative team; The members of the creative team are:

1. One (1) account director/manager;
2. One (1) creative/art director;
3. One (1) copywriter/editor;
4. One (1) photographer

- d. The members of the bidder's creative team should have at least graduated from a 4-year course or its equivalent training relevant to his function in the creative team;
- e. Each member of the bidder's creative team must have handled at least three (3) premium, full-color design projects which are similar in nature with the requirement;
- f. The Firm must have produced at least three (3) premium, full-color creative projects and with a value equivalent to the Approved Budget for the Contract;
- g. The Firm must have printed at least three (3) premium, full-color creative projects using modern advanced equipment;
- h. The Firm must establish that it owns, has under lease, and/or has under notarized agreements, if any, equipment needed for the printing of the requirement and also submit a list of all types and quantity of this equipment;
- i. The Firm shall be assessed based on the most favorable compliance of the criteria stated below:

Track Record of Firm	35%
Quality of Design Based on 3 Sample Works	40%
Quality of Printing Based on 3 Sample Works	25%
TOTAL	100%

SECTION IV
APPENDICES