

**REQUEST FOR EXPRESSION OF INTEREST  
CONSULTING SERVICES FOR A DIGITAL AGENCY  
TO MANAGE BCDA SOCIAL MEDIA PROFILES**

1. The Bases Conversion and Development Authority (BCDA), through its 2018 Corporate Budget approved by the President and CEO, intends to apply the sum of **Two Million Five Hundred Thousand Pesos (PhP 2,500,000.00) inclusive of all applicable taxes, fees, and incidental expenses**, being the Approved Budget for the Contract (ABC) for the Consulting Services for a Digital Agency to Manage BCDA Social Media Profiles. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The Eligibility Documents including the Terms of Reference (TOR) for the project can be downloaded from BCDA website ([www.bcda.gov.ph](http://www.bcda.gov.ph)) or can be secured by the interested proponent at BCDA Corporate Center at the BCDA Corporate Office, 2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner 2nd Avenue, Bonifacio Global City, Taguig City **from 09 November 2018 to 26 November 2018 from 8:00 AM to 5:00 PM, except Saturdays, Sundays, Holidays, and 27 November 2018 8:00 AM to 9:00 AM.**
3. The BCDA now calls for the submission of eligibility documents for the **Consulting Services for a Digital Agency to Manage BCDA Social Media Profiles.**
4. Prospective bidders must submit their eligibility documents on **27 November, 2018 (Tuesday) 9:00 A.M. at the Bases Conversion and Development Authority (BCDA) Corporate Office (same office above).** Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion. The opening of Eligibility Documents is on the same day at **9:30 A.M.** at the BCDA corporate office (same address above).
5. A **Pre-eligibility Conference** for the discussion of the Eligibility requirements will be on **November 19, 2018 (Monday) 10:30a.m.** at the BCDA Corporate Office (same address as above).
6. The BAC for Consulting Services (BAC-C) shall draw up a shortlist of at most five (5) consultants from those who have submitted the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act (RA) No. 9184, otherwise known as the "Government Procurement Reform Act", and its Implementing Rules and Regulations (IRR). Shortlisted bidders shall be entitled to submit bids.

7. The bidder must be registered with PhilGEPS and must have the following qualifications:
- Be strictly a creative/advertising/digital agency which has been in business operation for at least three (3) years and has completed a project similar to the subject matter of this TOR and with experience in providing services comprising the scope of work required in Item No. 2 of the TOR.
  - Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements.
8. The Consultant shall be assessed based on the most favorable compliance with the criteria set by BCDA.
9. The Consulting Firm must assign a communication team with the following qualifications:

Criteria	Score	Required Minimum Score
1. Track record of the consultant	30%	
2. Profile and Qualification of personnel who shall be assigned to the project	60%	
3. Current Workload of the personnel relative to capacity	10%	
<b>TOTAL SCORE</b>	<b>100%</b>	<b>60%</b>

The prospective Consultant(s) must pass the required minimum score of sixty percent (60%) to be shortlisted.

10. Shortlisted eligible bidders may purchase the Bid Documents at a non-refundable fee of Php 5,000.00 at the BCDA Corporate Officer (same address above).

11. Bidding shall be conducted through open competitive bidding procedures and is subject to the conditions for eligibility as specified in the IRR of RA 9184.
12. Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
13. BCDA shall evaluate the bids using the Quality-Based Evaluation (QBE) procedure.
14. The contract for the Consulting Services for a Digital Agency to Manage BCDA Social Media Profiles shall take effect from the date stated in the Notice to Proceed (NTP) and shall remain in force and in effect for a period of six (6) months and effective until the full delivery of the requirement and acceptance by the BCDA.
15. The BCDA reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder/s.
16. For further information, please refer to the BAC-C Secretariat **Mr. Jeff Randell B. Viñas** at telephone number (02) 575-1700 local 1739 or send email at [jbvinas@bcda.gov.ph](mailto:jbvinas@bcda.gov.ph).

**ENGR. JOSHUA M. BINGCANG**  
Chairman  
BAC for Consulting Services