



Republic of the Philippines
Department of Finance
Bureau of Customs
1099 Manila

REQUEST FOR QUOTATION

The Bureau of Customs (BOC), through its Administration Office (AO), will undertake a second Small Value Procurement for **Digital and Social Media Assets Management Services**, in accordance with the Revised Implementing Rules and Regulations of Republic Act No. 9184.

Name of Project : **Digital and Social Media Assets Management Services**
Location : **Ground Floor, Office of the Commissioner (OCOM) Building, Gate 3, South Harbor, Port Area, Manila**
Approved Budget for the Contract: **Nine hundred ninety thousand pesos (Php 990,000), inclusive of tax**

Specifications :

Qty	Unit	DESCRIPTION
1	Lot	<p>GENERAL DESCRIPTION</p> <ul style="list-style-type: none">Assist the Bureau in disseminating information and promoting a positive image through social media monitoring and management <p>SPECIFIC REQUIREMENTS</p> <ol style="list-style-type: none">Basic profile maintenance / reputation monitoring<ul style="list-style-type: none">Rebrand the Bureau's existing Facebook and Twitter pages by providing design styles to be standardized (font style for text, colors for graphics, logo placement for visuals, etc.)Analyze page metrics (number of likes, reach, etc.) for social media strategiesMonitor every comment or visitor position both pages, and respond to those that are less technicalContent creation and distribution<ul style="list-style-type: none">Post a minimum of one (1) infographic per day including weekends, and one (1) animation/video per month on both pagesCome up with information campaigns/visuals suitable for various occasions (ie. founding anniversary, corruption awareness month, etc.) that would be effective in social mediaUtilize at least one (1) social media feature like surveys/polls, activity invites, etc. on a weekly basisAudience building<ul style="list-style-type: none">Boost the number of likes of both pages to 100,000 and increase netizen engagement by the end of the projectCreate at least one (1) Facebook and Twitter advertisement(boosting of either posts or pages) per weekProfile existing social media followers (demographics, location, etc.) and target more followersStrategic consulting<ul style="list-style-type: none">Conduct weekly brainstorming with OCOM and PIAD to come up with timely social media engagement campaigns

		<ul style="list-style-type: none"> • Provide weekly reports to help determine online sentiment on key issues and identify relevant viral topics that the Bureau may explore <p>CRITERIA</p> <ul style="list-style-type: none"> • Supplier must: <ol style="list-style-type: none"> 1. be engaged in business and management consultancy activities; 2. have at least one year of experience or track record on social media management and maintenance; 3. have worked with a variety of clients that include government entities, private firms and non-government organizations in creating publicity/information dissemination campaigns utilizing social media platforms; 4. have personnel with (a) marketing or journalism background, (b) design skills, and (c) a vast network of contacts to aid the Bureau in accomplishing its target goals and objectives in social media; 5. demonstrate evidence of knowledge on social media engagement metrics such as comment/post reach, profiling of followers, generation of likes, social media advertisement placing, etc. • Qualifications and experience of personnel who will work on the project must be extensive in terms of conceptualizing suitable key messages aimed at enhancing clients' reputation and management of the same
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Start Date: Three (3) calendar days from signing of PO.

Completion Period: Ninety (90) calendar days from signing of PO.

Interested suppliers are required to submit their sample, valid and current Mayor's Permit, DTI/SEC Registration, PHILGEPS Registration Certificate, Omnibus Sworn Statement, Latest Income/ Business Tax Return and duly signed price quotation form (Annex "A").


Submission of quotation and eligibility documents is on or before **February 14, 2017, 10:00 am**, at General Services Division (GSD), Ground Floor, OCOM Building, Port Area, Manila.

Any interlineations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her duly authorized representative/s.

The BOC reserves the right to accept or reject any or all quotations and to impose additional terms and conditions as it may deem proper.

For inquiry, you may contact us at Telefax no. 527-9757 or email us at bacsecretariat@customs.gov.ph.

Very truly yours,


JOSEPH G. ESCASIO
 Officer-In-Charge, Administration Office
 Internal Administration Group

Annex "A"

PRICE QUOTATION FORM

Date

The Bids and Awards Committee

Bureau of Customs

Port Area, Manila

Sir/Madam:

After having carefully read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation/s for the items as follows:

Quantity	Description	Unit Price	Total Price
1 Lot	<p>GENERAL DESCRIPTION</p> <ul style="list-style-type: none">Assist the Bureau in disseminating information and promoting a positive image through social media monitoring and management <p>SPECIFIC REQUIREMENTS</p> <p>1. Basic profile maintenance / reputation monitoring</p> <ul style="list-style-type: none">Rebrand the Bureau's existing Facebook and Twitter pages by providing design styles to be standardized (font style for text, colors for graphics, logo placement for visuals, etc.)Analyze page metrics (number of likes, reach, etc.) for social media strategiesMonitor every comment or visitor position both pages, and respond to those that are less technical		

	<p>2. Content creation and distribution</p> <ul style="list-style-type: none"> • Post a minimum of one (1) infographic per day including weekends, and one (1) animation/video per month on both pages • Come up with information campaigns/visuals suitable for various occasions (ie. founding anniversary, corruption awareness month, etc.) that would be effective in social media • Utilize at least one (1) social media feature like surveys/polls, activity invites, etc. on a weekly basis <p>3. Audience building</p> <ul style="list-style-type: none"> • Boost the number of likes of both pages to 100,000 and increase netizen engagement by the end of the project • Create at least one (1) Facebook and Twitter advertisement(boosting of either posts or pages) per week • Profile existing social media followers (demographics, location, etc.) and target more followers <p>4. Strategic consulting</p> <ul style="list-style-type: none"> • Conduct weekly brainstorming with OCOM and PIAD to come up with timely social media engagement campaigns • Provide weekly reports to help determine online sentiment on key issues and identify relevant viral topics that the Bureau may explore <p>CRITERIA</p> <ul style="list-style-type: none"> • Supplier must: <ol style="list-style-type: none"> 1. be engaged in business and management consultancy activities; 2. have at least one year of experience or track record on social media management and maintenance; 3. have worked with a variety of clients that include government entities, private firms and non-government organizations in creating publicity/information dissemination campaigns utilizing social media platforms; 4. have personnel with (a) marketing or 		
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	<p>journalism background, (b) design skills, and (c) a vast network of contacts to aid the Bureau in accomplishing its target goals and objectives in social media;</p> <p>5. Demonstrate evidence of knowledge on social media engagement metrics such as comment/post reach, profiling of followers, generation of likes, social media advertisement placing, etc.</p> <ul style="list-style-type: none"> • Qualifications and experience of personnel who will work on the project must be extensive in terms of conceptualizing suitable key messages aimed at enhancing clients' reputation and management of the same 		
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Warranty : ____ months from the date of delivery

Total amount in words:

The above-quoted prices are inclusive of all costs and applicable taxes.

Very truly yours,

Name/ Signature of Representative

Name of Company

Mayor's Permit No. _____

PhilGEPS Registration No. _____

(Please submit the photocopies of the above documents upon submission of quotation)