

# ACQUISITION OF MEDIA PRODUCTION EQUIPMENT TO SUPPORT THE EFFICIENT IMPLEMENTATION OF THE BOI STRATCOMMS PLAN

## Small Value Procurement (SVP) ACQUISITION OF INDUSTRY-GRADE LASER PRINTER

### TERMS OF REFERENCE

#### I. Background/Rationale

The Philippine Board of Investments (BOI) is implementing the 2020-2022 Strategic Communications Plan (StratComms Plan) on Industry Development and Investments Promotion. Serving as the agency's blueprint or roadmap in communicating to its various stakeholders, the StratComms Plan is anchored on the overall strategic directions of the agency. It involves the development and implementation of three major communication strategies namely: **International Communications** to support the BOI's sector-focused and market-specific promotion of investments; an enhancement and sustainability plan for the BOI's existing **Institutional/Corporate Communication** initiatives with an Online and Social Media Plan as sub-component for the agency's digital platforms; and third an enhancement of the existing **Internal Communication** initiatives and introduction of new ones.

The Strategic Communications Plan addresses the major aspects of communication support and interventions of the agency namely in the areas of **content development and dissemination, information management monitoring and management, capacity-building, communication staffing, organization, and resources, and internal communication policies.**

While the agency's communications delivery unit (Information and Communications Division) provides photo and video documentation support when requested by the Service Units, this is made possible by requesting the DTI Public Relation Unit (PRU)'s assistance by borrowing their manpower and equipment. This practice is not sustainable in the long run as the assistance provided is subject to the availability of the photographer as well as the prioritization of events should there be a conflict in schedule.

To support the various communication initiatives of the StratComms, it is deemed necessary to acquire various industry-grade media production equipment and tools, thereby supporting the agency to efficiently implement its StratComms Plan.

#### II. Specifications for the Media Production Equipment

DESCRIPTION		QTY
ACQUISITION OF INDUSTRY-GRADE LASER PRINTER		1
Minimum requirements		
<b>Function:</b>	Print/Copy/Scan/Send	
<b>Format:</b>	A3 Colour	
<b>Supported Media Sizes:</b>	A3, A4, A5	
<b>Print Resolution:</b>	600 – 1200 dpi	

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<b>Recommended Monthly Print Volume:</b>	More than 3000 pages	
<b>Consumables:</b>	3 Sets of CMYK Toner Cartridges	

### III. Vendor Requirements

a. Prospective vendor who will submit a proposal with the lowest calculated and responsive offer shall be selected. A copy of Mayor's/Business Permit AND Income/Business Tax Return are also required to be submitted along with quotation/proposal.

b. Open quotations may be submitted, manually or through facsimile or email at the address and contact numbers indicated below. For any clarification, Mr. Lubin De Vera Jr. can be contacted at telephone nos. 09190665741 or email address Irdevera@boi.gov.ph office address: Ground Floor Industry and Investments Bldg., 385 Senator Gil Puyat Ave., Makati City.

c. The Prospective vendor must submit certification coming from the manufacturer endorsing them to sell, support, and maintain the products offered.

### IV. Budget

The Approved Budget for the Contract (ABC) is Four Hundred Thousand Pesos (P400,000.00) is allotted for the Acquisition of Media Production Equipment to Support Initiatives to Efficiently Implement the BOI Stratcomm Plan.

Bids received in excess of the ABC shall be automatically disqualified at the opening of the financial proposals. Prices are in PHP and are VAT inclusive.

### V. Source of Funds

The ABC authorized for the Acquisition of Media Production Equipment to Support Initiatives to Efficiently Implement the BOI Stratcomm Plan shall be source from the Stratcomm Plan Capital Outlay (CO).

### VI. Delivery

Delivery is 30 Days upon receipt of Purchase Order.

### VII. Payment

Payment shall be made after the complete delivery of all items including its respective accessories.

### VIII. Warranty

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One (1) Year on Parts, Labor and Onsite support. These products should be free from defects in workmanship and materials. If the product does not operate as warranted during applicable warranty period, the vendor shall, at its expense, replace the defective unit within 1 month and provide service unit while waiting for the replacement.

## VIII. Penalty

If the Supplier fails to satisfactorily deliver any or all of the goods and/or perform the services within the period specified in the contract inclusive of duly granted time extensions if any, the BOI shall impose liquidated damages at least equal to one tenth of one percent (.001%) of the cost of the unperformed portion for every day of delay until actual delivery of performance.

## VIII. FINANCIAL OFFER

Please provide your quotation in the table below. The information stated below shall be the basis for the evaluation and calculation of your total quotation, and does not reflect the guaranteed price.

Project Name: <b>ACQUISITION OF MEDIA PRODUCTION EQUIPMENT TO SUPPORT THE EFFICIENT IMPLEMENTATION OF THE BOI STRATCOMMS PLAN - ACQUISITION OF INDUSTRY-GRADE LASER PRINTER</b>	
<b>Approved Budget for the Contract (ABC)</b>  Four Hundred Thousand Pesos (Php400,000.00)	<b>Your Quotation</b>  _____ <i>(Please state in words and in figures your quotation)</i>