

TERMS OF REFERENCE

A PUBLIC RELATIONS CAMPAIGN ON THE QC: BIZ EASY AUTOMATION OF THE BUSINESS AND LICENSING DEPARTMENT OF QUEZON CITY

I. RATIONALE

Even before the pandemic, several businesses, government offices and agencies have already introduced means where the public could avail their services online. With a stable internet connection, one can easily access the online services of a business or a government agency for different purposes like application, posting of order, payment, or receipt of order among others.

Pursuant to the mandate of the Business Permits and Licensing Department (BPLD) to provide effective and efficient systems, procedures, and practices in the issuance and renewal of business and occupational permits, and in compliance with the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, the BPLD launched on October 02, 2020 the QC Biz Easy Online Unified Business Permit Application System (OUBPAS), an online processing system for business permit applications.

These efforts became more relevant today amidst the country's present situation and the government's call for continued vigilance to prevent the spread of the COVID-19 virus. Not only did these innovations help in minimizing people's risk of exposure to the virus, it also makes the transactions at the BPLD easier, fast and more convenient. Individuals and groups of people intending to open a business in Quezon City can easily do so online, anytime and anywhere.

While the information regarding this significant improvement had been consistently disseminated to the public prior and after its launch through various media such as social platforms and press releases, it is still necessary to widen the reach of such information in order to achieve the goal of the local government of Quezon City to become the preferred destination for businesses.

The continuous posting and uploading of information about QC Biz Easy on the internet and social media platforms will allow the BPLD to reach a far greater number of people.

II. OBJECTIVES

The objectives of the project are as follows:

1. Promote large scale awareness on the innovations in the application for and renewal of business permits introduced by BPLD, as well as the advantages and benefits of such innovations.
2. Encourage the members of the business community in Quezon City to utilize the innovations in the application for and renewal of business permits.
3. Promote Quezon City as a business-friendly and future-ready city.

III. SERVICES, OUTPUTS, AND DELIVERABLES

The output of this undertaking are updated versions of the following communication materials and the duration of every vedios are minimum of 3minutes to maximum of 12minutes:

- a. Video 1: "The Unparalleled Ease of Doing Business in Quezon City"
- b. Video 2: "Start up with Ease in QC – A Showcase of BPLD's Electronic Business Permit Application for New Business"

- c. Video 3: “ Helping Businesses Sustain with Ease-A Showcase of BPLD’s Business Renewal of Existing Business”
- d. Video 4: “ Doing Inspection and Audit Right – Showcase of BPLD’s Digitized Inspection and Audit System, translating to process efficiency and transparency”.
- e. Video 5: How Business Owners Thrive with Speed and Ease through QC’s Innovative System. (Testimonials by QC Business Owners)
- f. Video 6: Location is Key to Success – Reasons Why QC is the best place to set up one’s business enable by BPLD’s Innovative Systems”
- g. Video 7: “Asia Pacific Urban Forum Suwon 2023 Case Entry”
- h. Video 8: A Feature of QC’s Best Business Innovations and How BPLD’s Systems contributed to their Success”
- i. Video 9: “Together We Thrive. QC helps business grow, spurring more growth for the city – A Showcase of BPLD’s Contributions to Business Growth”
- j. Video 10: “10 Reasons Why QC is Most Business Friendly. The Accomplishments and Pipeline of Innovations of the BPLD”

The supplier should be able to provide detailed description of the videos, content of the information material, and copies of the raw and edited files.

IV. SCOPE OF WORK

To achieve the aforementioned outputs and deliverables, the services provider shall:

- Coordinate with the BPLD or its authorized representatives for the discussion and approval of the appropriate content of the information material
- Schedule video shoot of the interviews with identified individuals, with prior notice to the BPLD or its authorized representatives
- Submit a copy of the raw and edited files
- Ensure adherence to Data Privacy provisions based on Republic Act 10173, in managing the whole project.

V. QUALIFICATION REQUIREMENTS

The service provider must possess the following qualifications

1. Registered with the Philippine Government Electronic Procurement System;
2. Has an in-house creative and production expertise backed by technically competent staff to efficiently manage the project and promptly respond to the needs of the BPLD;
3. Has a verifiable track record in marketing communications, advertising, graphic design, copywriting, audio visual production, social media platforms projects for reputable corporations and government clients within the last five (5) years

VI. BUDGET ALLOCATION

The approved budget for the project is **TWO MILLION PESOS (PHP. 2,000,000.00)** exclusive of media buying costs

DESCRIPTION	AMOUNT
Project Conceptualization and Scripting	200,000.00
Production Planning and Management	100,00.00
Production and Post Production Requirements	1,500,000.00
Logistics and Operations	200,000.00
Total Amount	2,000,000.00

The project cost shall be fixed and there shall be no price adjustments applicable for the duration of the contract.

VII. PROJECT MILESTONES AND PAYMENT SCHEDULE

The output of the project shall be delivered by December 31, 2023. It is understood that the payment shall be made after the processing of all administrative requirements under the following payment schedule:

MILESTONES	PAYMENT SCHEDULE
Upon approval of the Concept Paper	15%
Upon delivery of the first five (5) videos	40%
Upon delivery of the second five (5) videos	45%

VIII. WARRANTY AND GUARANTEE REQUIREMENTS


The quality of the deliverables is set to the highest standards as required by the BPLD. Any revision on the visuals and content for each video are to be rendered to the full satisfaction of the BPLD.

IX. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services according to the standards and requirements set by the Quezon City Local Government through the BPLD shall constitute an offense and shall result in the forfeiture of the bond posted by the supplier, and without prejudice to other penalties and / or liquidated damages pursuant to RA 9184 and its revised IRR, and other pertinent laws.

X. CANCELLATION OR TERMINATION OF CONTRACT

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the Quezon City Local Government terminates the Contract due to default, insolvency, or for other causes (s), it may enter into a negotiated procurement pursuant to Section 53 (d) of RA 9184 and its revised IRR.


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