



INVITATION /REQUEST FOR SUBMISSION OF PRICE QUOTATION
Posted in PhilGEPS Webstie/Conspicuous Place at the Procureing Entity

The University of Science & Technology of Southern Philippines, through the Bids and Awards Committee (BAC) hereby invites interested parties to submit quotation for the procurement of the following item:

Reference No	Qty.	Unit	Specification/Description	Approved Budget for the Contract	Mode of Procurement
RFQ NP- HTC- 012- 2021	Please see details below	Please see details below	Negotiated Procurement for the Consultancy Services for the Development of Branding Manual	₱30,000.00	Highly Technical Consultant Section 53.7, Rule XVI, Revised IRR of RA 9184)

Deadline for the submission of quotation is on November 02, 2021 at 12:00 noon at the Procurement Unit, 2nd Floor, USTP Gymnasium building. You may submit your quotation through fax number 856-4696 / 856-1739 or through personal delivery in a sealed envelope.

The University of Science & Technology of Southern Philippines reserves the right to accept or reject any or all bids / price quotations, to annul the process, and to reject all bids at any time prior to contract award, without thereby incurring any liability to the affected bidder or bidders.


ATTY. KENNETH M. KEMPIS
BAC II Chairman

Date: October 27, 2021

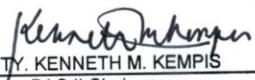
Quotation No.: RFQ-NP-HTC 012-2021

Name of Project: Procurement for the Consultancy
Services for the Development of Branding Manual

The Manager

Cagayan de Oro City

Please quote your lowest price on the item/s listed below, subject to the general conditions below, stating the shortest time of delivery and submit your quotation duly signed by your representative not later than November 02, 2021 noon. Please enclosed in a sealed envelope.


ATTY. KENNETH M. KEMPIS
BAC II Chairman

Note:

1. DELIVERY PERIOD WITH 7 CALENDAR DAY UPON RECEIPT OF PO.
2. PRICE VALIDITY SHALL BE FOR A PERIOD OF 30 CALENDAR DAYS
3. BIDDERS SHALL SUBMIT ORIGINAL BROCHURES SHOWING CERTIFICATIONS OF THE PRODUCT BEING OFFERED IF APPLICABLE.
4. THE USTP RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS FOR ANY JUSTIFIABLE GROUND

WHERE THE AWARD OF THE CONTRACT WILL NOT REDOUND TO THE BENEFIT OF THE GOP.
5. REQUIREMENTS: PHILGEPS REGISTRATION.

ITEM #	QTY	UNIT	DESCRIPTION AND SPECIFICATIONS	Approved	UNIT PRICE
				Unit Cost (php)	
1	1	lot	Branding Manual Consultant (Consultant Services) (see attached TOR)	30,000.00	

Delivery Period:

Price Validity:

After having carefully read and accepted for General Conditions, I/We quote on the item at prices

noted above.

Olinan-Branding Manual
RFQ-NP-SVP-HTC-012-2021
Resolution No. 744 2021
PR No.-202110-743 

Printed Name/Signature

Tel. #/address/e-mail add



TERMS OF REFERENCE
(FOR CONSULTANCY SERVICES)
BRANDING MANUAL CONSULTANT

The University of Science and Technology of Southern Philippines (USTP) is requesting applications from a Brand Consultant to provide support to the Strategic Communication Office which leads in the development of the USTP Branding Manual in coordination with the Office of the Chief of Staff.

I. BACKGROUND

Since the amalgamation of MUST and MOSCAT into USTP in 2016, the campuses of USTP have been using different colors or brands in communicating to its internal and external stakeholders. Institutionalizing the USTP brand is essential to establish a strong sense of the University's identity and to further reinforce the University's engagements to its stakeholders and to the general public.

The USTP Branding Manual will serve as a reference on how the university brand should be presented within the institution, to the stakeholders, and to the general public. Further, the adoption of a System-wide Branding Manual will ensure that the USTP Community embraces a unified understanding of its identity and the ideals it stands for.

The outsourcing for consultancy services of an expert in the development of brands is therefore important to ensure that the purpose are met in adopting a unified university brand for the USTP System. The outsourced consultant will provide professional and technical inputs to the development of the USTP Branding Manual, in coordination with the concerned offices and personnel of the University.

II. OBJECTIVE AND EXPECTED OUTPUT

The primary objective under this TOR is to engage the services of a Brand Consultant who will provide the needed support for the refinement of the USTP Branding Manual. The consultant's assistance and outputs are aimed to enhance or improve how the University presents its brand to its stakeholders and the general public. For this purpose, he/she shall be under the direct supervision of the Office of the Chief of Staff and is expected to work closely with the Strategic Communication Office.

III. SCOPE OF WORK

The Brand Consultant to be outsourced for his/her expertise shall provide the following services within the prescribed period:

1. Review the proposed USTP Branding Manual that governs the use or implementation of the University's brand;
2. Examine existing print and digital branded materials (e.g., logo, PowerPoint template, forms, publications, letterheads, business cards, etc.) to determine what explicit and implicit messages are being sent;

3. Develop and propose a marketing and branding strategy for the University, taking into account its current profile, mandate and engagements with stakeholders.
4. Conduct a training session for the Strategic Communication Office on how to best project the brand, mission, vision, values and mandate across all communication (written, printed, or digital).

IV. PROJECT DURATION: Three (3) man months, with expected services to be delivered within five (5) months.

V. PAYMENT: The Brand Consultant shall receive payment with a total amount of Php 30,000.00 upon the completion of all deliverables duly accepted by the end-users: the Office of the Chief of Staff and the Director for Strategic Communication.

VI. QUALIFICATION CRITERIA:

The Brand Consultant shall be outsourced based on the following criteria:

1. Expertise in developing brands including the technical knowledge/skills to optimize the purpose of the Branding Manual
2. Relevant Work Experiences (completed works, etc.)
3. Length of Professional Experience of at least 5 years

Prepared and Submitted by:




KRISTINE PEARL A. HORTILANO
Secretary, S&T Parks Management Committee
Office of the USTP System President

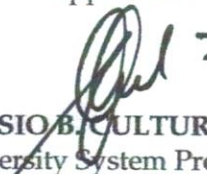
Recommending Approval:


IRENE T. OLINAN
OIC Chief of Staff, Office of the President

Funds Available:

 P30,000
CHERRY ANN S. VILLARTE, CPA
Chief Accountant, USTP System

Approved:


AMBROSIO B. CULTURA II, Ph.D.
University System President

Attachment:

ManCom Secretary's Certificate on the proposed Branding Manual