

REQUEST FOR PROPOSAL

REFERENCE NO.: MR23-11-159

We are inviting all interested consultancy firms to submit their best proposal for the **PROCUREMENT OF CONSULTANCY SERVICES ON ESTABLISHING FOUNDATION AND INFRASTRUCTURE OF PHILIPPINE E-COMMERCE PLATFORM (PEP)**:

A. Introduction

The National Development Company (NDC), herein referred to as the "Corporation," is inviting an eligible individual to submit a proposal to provide their best technical, operational and financial proposals for the consultancy services on creating the foundation and infrastructure of the Philippine E-commerce Platform (PEP).

B. Background

The Corporation aims to establish a robust and scalable e-commerce platform, the PEP, to promote economic growth and provide a digital marketplace for Micro, Small, and Medium Enterprises (MSMEs) in the Philippines. In line with this goal, the Corporation intends to collaborate with credible, competent, and experienced consultants to guide all stakeholders, both government and private parties, throughout the entire process of launching, operating, and scaling the PEP.

C. Objective

The principal objective of this endeavor is to select a proposal from the individual who will be responsible for consulting and collaborating with all stakeholders to design and develop a solid foundation and infrastructure for the Philippine E-commerce Platform (PEP). The consultant will play a crucial role in guiding decision-makers and ensuring a successful launch, smooth operation, and scalable growth of the PEP.

D. Scope of Work

The consultants will be expected to provide the following services:

1. **Strategic Planning:** Collaborate with government and private stakeholders to develop a comprehensive strategic plan for the PEP, outlining short-term and long-term goals, key performance indicators, and growth strategies.
2. **Infrastructure Development:** Advice on and assist in setting up the necessary technical infrastructure for the PEP, including server hosting, cloud services, database management, and data security protocols.
3. **Platform Design and Development:** Provide expert insights on designing a user-friendly and efficient e-commerce platform tailored to the needs of MSMEs in the Philippines,

including essential features such as product listings, payment gateways, and customer support systems.

4. **Vendor Selection:** Facilitate and provide expert guidance in the selection of optimal and proficient software provider or system provider for the development and operation of the platform, ensuring the chosen vendor aligns with project goals, requirements, and budget constraints.
5. **Management Team Selection:** Facilitate and offer expert advisory service for the comprehensive process of selecting an outsourced management institution to operate and maintain the platform. The aim is to identify a capable and suitable partner with the expertise required to effectively manage and enhance PEP's operations.
6. **Training and Capacity Building:** Conduct workshops, training sessions, and mentorship programs to equip decision-makers and relevant stakeholders with the knowledge and skills to manage and operate the PEP effectively.
7. **Regulatory Compliance:** Ensure that the PEP adheres to all relevant local and international laws and regulations related to e-commerce, data privacy, and consumer protection.
8. **Cybersecurity:** Conduct a thorough assessment of the e-commerce platform's security vulnerabilities and recommend robust cybersecurity measures to safeguard against potential threats and ensure the protection of user data and privacy.
9. **Scalability and Future Proofing:** Design the platform with scalability in mind, enabling it to accommodate future growth and advancements in technology.

E. Pre-qualification Criteria

Proposals should meet the following pre-qualification criteria:

1. **Experience:** The proposing entity should be a registered business with consultants boasting a minimum of eight years of specialized experience in the e-commerce industry, as well as a minimum of twelve years of specialized experience in the business incubation. Additionally, they should have a proven track record of successfully handling e-commerce ventures with a significant Gross Merchandise Value (GMV) of at least 5 Billion Pesos. The proposing entity must also demonstrate an extensive network in the MSMEs arena and the local food and retail industries nationwide, with various E-commerce stakeholders, including E-commerce Enablers, Payment Aggregators, Logistics Companies, and others.
2. **Expertise:** The proposing entity should possess a documented history of successfully operating, consulting on, and delivering large-scale e-commerce projects, each with an annual GMV of at least 5 Billion Pesos.
3. **Technical Proficiency:** The proposing entity must exhibit and have demonstrated expertise in various aspects of food and non-food business e-commerce, including

proficient e-commerce platform development, adept infrastructure design, and seamless integration of essential e-commerce functionalities.

4. **Human Resources:** The proposing entity should have a qualified team of experts, including skilled software developers, experienced system administrators, and knowledgeable e-commerce specialists, fully capable of providing comprehensive support for the project. Additionally, the proposing entity should be able to present an expert consultant who has successfully managed a team of at least 50 individuals under his/her leadership.
5. **Compliance:** The proposing entity must assure full compliance with all pertinent laws and regulations governing e-commerce operations in the Philippines.

F. Proposal Submission

Proposing entity that will submit his/her proposals are required to submit:

1. **Detailed Technical Proposal:** Outlining his/her understanding of the project, proposed methodologies, work plan, and schedule, along with CVs of key personnel.
2. **Financial Proposal:** Including a breakdown of costs and fees associated with the consultancy services.
3. **Company Profile and Portfolio:** Highlighting relevant experience in delivering e-commerce consultancy projects and references from previous clients.

G. Evaluation and Award

The proposals will be evaluated based on technical competence, relevant experience, understanding of the project, and cost-effectiveness. The contract will be awarded to the most responsive proposal with the highest combined score.

H. Terms and Conditions

1. The Corporation reserves the right to reject any or all proposals without assigning any reason.
2. The selected consultant will sign a legally binding contract with the Corporation, specifying the terms and conditions of the consultancy services.
3. The selected consultant must comply with all local laws, regulations, and policies applicable to e-commerce consultancy services.
4. Failure to meet the terms of the contract may result in penalties, such penalties to be provided in the Consultancy Services contract, to be agreed upon by the Parties, including termination of the contract.

I. Confidentiality

1. All information related to this proposal and subsequent contract shall be treated as confidential and will not be disclosed to any third party without prior written consent from the Corporation.
2. This Terms of Reference shall remain valid until the successful consultant has been selected and a formal contract has been executed.

J. Project Duration

The project shall be for a period of 3 months.

K. Approved Budget for the Contract (ABC)

The ABC for the project is Three hundred thousand Philippine pesos (P300,000.00), VAT inclusive.

M. Basis of Payment

The basis of payment shall be as per the agreed-upon milestones and deliverables in the contract.

N. Cancellation or Termination of the Contract

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of the service contract. In the event the Corporation terminates the contract due to default, insolvency, or for cause, it may enter into negotiated procurement pursuant to RA 9184 and its IRR.

O. Eligibility Requirements shall include the following:

1. Valid and current Mayor's Permit (certified true copy), for Individuals, BIR Certificate of Registration (certified true copy)
2. PhilGEPS Registration Certificate (certified true copy) or PhilGEPS Registration Number
3. Omnibus Sworn Statement (Notarized and in accordance with GPPB Circular 04-2020 dated September 16, 2020) – For ABCs above 50k
4. Curriculum Vitae of Consultant

Note: In lieu of the Mayor's Permit and PhilGEPS Registration Number, you may submit a valid Certificate of PhilGEPS Registration (Platinum Membership).

APPROVED BUDGET : **₱ 300,000.00**

SUBMISSION OF PROPOSAL AND REQUIRED DOCUMENTS: January 10, 2024

MODE OF PROCUREMENT: Small Value Procurement

Please submit your **proposal with the required documents** in a sealed envelope at the address stated below:

Name of Bidder:

BIDS AND AWARDS COMMITTEE
National Development Company
7/F NDC Building, 116 Tordesillas St.
Salcedo Village, Makati City
Fax: 8840-4862
Attention: BAC Secretariat

Project Reference Number: MR23-11-159

All prices should be inclusive of VAT and other applicable government taxes. Further, please indicate in the proposal the following:

1. Terms of Payment – As stated in the TOR
2. Delivery Period – Three (3) months

(SIGNED)

AGM LEOPOLDO JOHN F. ACOT

Chairperson, Bids and Awards Committee