

Bids and Awards Committee for Consulting Services (BAC-C)

RESOLUTION NO. 2022-020

**Procurement of Consulting Services for the Media Planning and
Global Placement of Clark Promotional Campaign**

WHEREAS, the Bases Conversion and Development Authority (BCDA) is mandated under Republic Act No. 7227, as amended by Republic Act No. 7917, to accelerate the sound and balanced conversion into alternative productive uses of the Clark and Subic military reservations and their extensions, to raise funds by the sale of portions of Metro Manila Military Camps and to apply said funds for the development and conversion into alternative productive uses of these properties;

WHEREAS, on 27 August 2022, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), advertised a Request for Expression of Interest (REI) in a newspaper of general nationwide circulation, and posted it in PhilGEPS, the BCDA Website, and in a conspicuous place within the premises of BCDA for the Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign under Section 10 "Competitive Bidding" of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act No. 9184, with an Approved Budget for the Contract in the amount of **Pesos: Ten Million and 00/100 (PhP 10,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses.

WHEREAS, in response to the said advertisement of REI, two (2) prospective bidders submitted their Eligibility Documents for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign** prior to the set deadline for submission on 19 September 2022 at 12:00 p.m., to wit:

- 1) Touch XDA, Inc.
- 2) Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture)

WHEREAS, at 1:00 p.m. of 19 September 2022, the submitted Eligibility Documents of the said prospective bidders were opened by determining the presence or absence of the required documents using non-discretionary "pass/fail" criterion;

WHEREAS, the BAC-C Technical Working Group (TWG) conducted the Eligibility Check and Shortlisting of the two (2) prospective bidders on September 19-27 2022, in accordance with Section 24 of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act (RA) 9184. Thereafter, the BAC-C TWG presented the results of the detailed evaluation of the Eligibility Documents and Shortlisting, and the BAC-C deliberated the results on 27 September 2022;

WHEREAS, Touch XDA, Inc. was rated “PASSED”, and declared “ELIGIBLE and SHORTLISTED” to proceed to the next stage of the bidding process pursuant to Section 24.5.4 of 2016 RIRR of RA 9184. On the other hand, Redroot Artist and Artisan Multi-purpose Cooperative, and EI2 Tech, Inc. (Joint Venture) was rated “FAILED”, and declared “INELIGIBLE” due to the non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference (TOR) for the consulting services, and 2016 RIRR of RA 9184;

WHEREAS, on 28 September 2022, BAC-C Resolution No. 2022-008 was approved declaring Touch XDA, Inc. as the “ELIGIBLE and SHORTLISTED” bidder that can proceed to the next stage of the bidding which is the pre-bid conference for the Consulting Services pursuant to Section 24.5.4 of 2016 RIRR of RA 9184. Thereafter, the Notice of Eligibility was sent to Touch XDA, Inc. on 05 October 2022, inviting them to participate in the pre-bid conference for the Consulting Services;

WHEREAS, on 12 October 2022 at 10:00 a.m., the BAC-C conducted a Pre-Bid Conference for the ELIGIBLE AND SHORTLISTED bidder;

WHEREAS, Touch XDA, Inc. submitted its Technical and Financial Proposals prior to the deadline set for the submission of Bid Proposal for the Consulting Services on 04 November 2022, 12:00 p.m. On the same day at 1:00 p.m., the Technical Proposal of Touch XDA, Inc. was opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion;

WHEREAS, Touch XDA, Inc. conducted their oral presentation on their technical proposal on 04 November 2022 at 2:00 p.m.;

WHEREAS, on November 4 - 7, 2022, the BAC-C TWG conducted a detailed evaluation of the Technical Proposal submitted by Touch XDA and found the submittal to be generally in order. Touch XDA garnered a total score of 88.52% following the criteria provided on the TOR;

WHEREAS, on 08 November 2022, the BAC-C deliberated the results of the detailed evaluation and concluded that Touch XDA Inc. be rated “PASSED” considering its compliance with the requirements of Section 33.2.1.1 and 33.2.2 of the 2016 RIRR of RA9184, and the TOR for the Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign;

WHEREAS, on 11 November 2022, the BAC-C issued Resolution No. 2022-011, declaring Touch XDA, Inc. as the bidder with Single Rated Bid and issued the notice for the opening of the Financial Proposal and negotiations;

WHEREAS, on 14 November 2022, 10:00 a.m., the Financial Proposal of Touch XDA was opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion;

WHEREAS, after the Financial Proposal in the amount of Pesos: Ten Million and 00/100 (PhP 10,000,000.00) was found to be within the Approved Budget Contract, the BAC-C TWG conducted a detailed evaluation of the Financial Proposal of Touch XDA and presented the following results to the BAC-C for deliberation:

FINANCIAL PROPOSAL FORMS	RESULTS OF THE EVALUATION
Financial Proposal Submission Form	Submitted
Summary of Costs	Submitted
Financial Bid	PhP 10,000,000.00
Breakdown of Price per Activity	Submitted
Breakdown of Price per Activity	Submitted
Miscellaneous Expenses	Submitted

BIDDER	FINANCIAL BID	
	AS READ	AS CALCULATED
Touch XDA, Inc.	PhP 10,000,000.00	PhP 10,000,000.00

WHEREAS, the BAC-C proceeded the negotiation on 17 November 2022 with Touch XDA, Inc. wherein Touch XDA agreed to the terms and conditions, and committed to its obligations

set forth by the BCDA in accordance with the TOR for the consulting services and provisions of the 2016 RIRR of RA 9184. In addition, Touch XDA also agreed to the following:

- 1) Provide additional training on multi-media marketing trends or any additional training that may be deemed appropriate [Phase I (1 hour) - Multi-Media 101 and Phase II (1 hour) - Media Landscape and Trends];
- 2) Discount of 1% or PhP 100,000.00 thus the Final Contract Amount is **Pesos: Nine Million Nine Hundred Thousand and 00/100 (PhP 9,900,000.00), inclusive of applicable taxes, fees and incidental expenses.**

WHEREAS, after the conduct of successful negotiation, the BAC-C TWG was instructed to conduct the post-qualification to verify, validate, and ascertain all the statements made and the documents submitted by Touch XDA;

WHEREAS, the BAC-C TWG undertook the following post-qualification activities from November 18 to 29, 2022;

1. Conducted an ocular visit at the office of Touch XDA, Inc. located at 16th Floor, Two World Square, 22 Upper McKinley Road, Fort Bonifacio, Taguig City on 23 November 2022;
2. Validated the original copies of Class A legal documents, documents in compliance with labor law such as the latest payment to SSS, PhilHealth, and Pag-IBIG, and supporting documents for completed and ongoing projects;
3. Conducted one-on-one interviews with the nominated key personnel to validate work experiences stated in their Curriculum Vitae. Interview with the key personnel was conducted to ensure availability and commitment to render the required services under the TOR;
4. Verified positive feedback on the performance of services from their previous clients through phone calls.

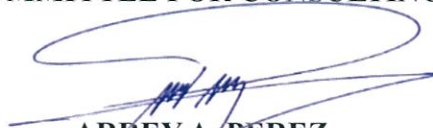
WHEREAS, the results of the post-qualification show that all the Eligibility, Technical, and Financial documents submitted by Touch XDA, Inc. were responsive to all the requirements stated in the bidding documents;

NOW, THEREFORE, foregoing considered, We, the Members of the BAC-C, hereby **RESOLVE** as it is hereby **RESOLVED**, to:

1. Declare **Touch XDA Inc.** as the bidder with the **Single Rated and Responsive Bid (SRRB)** for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign**;
2. Direct the Investment Promotion and Marketing Department as the end-user to facilitate the signing of the Contract and the issuance of the Notice to Proceed;
3. Require the end-user to provide the BAC-C Secretariat copies of the duly conformed Notice of Award, as well as the executed Contract and all supporting documents pursuant to this procurement; and
4. Recommend to the Head of the Procuring Entity the issuance of Notice of Award (NOA) to **Touch XDA, Inc.**, being the bidder with **Single Rated and Responsive Bid** for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign to Touch XDA, Inc.** in the amount of **Pesos: Nine Million Nine Hundred Thousand and 00/100 (PhP 9,900,000.00), inclusive of all applicable taxes, fees and incidental expenses.**

RESOLVED, at the BCDA Corporate Center Office this 1st day of December 2022.

BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)


ARREY A. PEREZ
Chairman


ATTY. FERNANDO T. GALLARDO, JR.
Vice Chairman


MARIA JOSEFINA V. PE
Member


VIRGIL M. ALVAREZ
Member


RICHARD BRIAN M. CEPE
Member

msj

MICHELLE S. SAN JUAN-DE VERA
Provisional Member

Approved by

[Signature]
12/14/22

ATTY. GISELA Z. KALALO
Officer-In-Charge, Office of the Executive Vice President

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