



October 29, 2021

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced company based in Korea engaged in brochure design, content creation, and printing for the Philippine product-specific brochures.

Interested companies may submit design proposals, and quotations following the attached Terms of Reference on November 08, 2021, 5:00 pm to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: jake@philippinetourism.co.kr and lily@philippinetourism.co.kr

A handwritten signature in black ink, appearing to read "M. Corazon Jorda-Apo".

MARIA CORAZON JORDA-APO
Tourism Director
PDOT-Korea

TERMS OF REFERENCE

PROJECT: PRODUCTION OF PHILIPPINE PRODUCT BASED BROCHURES

SCOPE OF WORK / DELIVERABLES

PDOT-Korea is in need of the services of a well-experienced company based in Korea engaged in brochure design, content creation and printing for the Philippine product-based brochures.

Following are the deliverables, services and specifications required by the Philippine Department of Tourism:

A. Design / Specs

- Spread size: 59.50cm width x 42 cm height
- Folding size: 10cm width x 21 cm height
- 6 panels front and back with accordion fold
- Paper 120 snow

B. Details

- Design, content creation, editing, and translation included
- Files (layered) – Photoshop, Illustrator, InDesign, and PDF formats
- Free delivery
- 7 Philippine Product based brochures (English and Korean)
 1. Diving
 2. Culture
 3. Health and Wellness,
 4. Adventure/nature- water and land
 5. Farm tourism,
 6. Sun and Beach
 7. Food
- 7,000 copies per brochure

Note: The final brochure content, design, and layout must be approved by PDOT-Korea before printing

TIME FRAME AND SCHEDULE OF WORK

November 8, 2021, 5:00 pm	- Submission of the Design proposal, Layout, Quotation
November 9 - 10, 2021	- Review and Approval of Proposal
November 11, 2021	- Notice of Award
November 12, 2021	- Notice to Proceed
November 15, - March 4, 2022	- Content Creation, proofreading, validation and approval
March 7 – 11, 2022	- Final Design and layout submission, evaluation and approval
March 14, 2022	- Start of Printing
March 30, 2021	- Expected Delivery

BUDGET

The total budget allocation for the production of brochures is KRW 30,100,000 inclusive of tax.