



Republic of the Philippines  
**DEPARTMENT OF SCIENCE AND TECHNOLOGY**  
**ADVANCED SCIENCE AND TECHNOLOGY INSTITUTE**



**PURCHASE ORDER**

ASTI - FM 03-17  
 REV 3 / 10 October 2023

<b>Supplier:</b>	<b>REBEL MANILA BRAND MARKETING SERVICES, INC.</b>	<b>PO No.:</b>	<b>23-12-279</b>
<b>Address:</b>	<b>1847 Sta. Rita Street, Guadalupe Nuevo, Makati City</b>	<b>PO Date:</b>	<b>December 20, 2023</b>
<b>TIN:</b>	<b>009-567-301-000</b>	<b>Mode of Procurement:</b>	<b>NP-53.9 Small Value Procurement</b>

Gentleman:

Please furnish this Office the following articles subject to the terms and conditions contained herein:

<b>Place of Delivery:</b>	<b>ASTI Bldg., C.P. Garcia Ave., U.P. Technology Park Complex, U.P. Campus, Diliman, Quezon City 1101</b>	<b>Delivery Term:</b>	<b>Provided for under description</b>
<b>Date of Delivery:</b>	_____	<b>Payment Term:</b>	<b>Government Terms</b>
		<b>Warranty Term:</b>	_____

Stock / Property No.	Unit	Description	Quantity	Unit Cost	Amount
1	Lot	<p><b>Communications Consulting Services</b></p> <p>1. Background / Objectives.</p> <p>1.1. The agency developed in-house its three-year strategic DOST-ASTI Communications Plan (2022-2024) that expresses its general communication strategies, objectives, frameworks, and activities. While this has served as a guide for undertakings to date, the DOST-ASTI recognizes the need to review, identify gaps and improvements in its communication plan, as well as inform development of subsequent plans.</p> <p>To this end the DOST-ASTI has identified that the above will be best served by engaging a third-party Consultant that will examine and evaluate its current communication plan, and who will then formulate and recommend specific enhancements and activities relative to the DOST-ASTI communication plan in particular, and the agency's overall communication objectives and goals in general.</p> <p>1.2. All and/or specific requirements of this procurement project are stipulated in the attached Terms of Reference (TOR). Should any conflict arise between this Purchase Request (PR) and the TOR, the provisions stipulated in said TOR shall prevail.</p> <p>1.3. Specifications indicated herein are minimum requirements, unless otherwise stated.</p> <p>2. Functional / Technical Specifications.</p> <p>2.1. Scope of Work.</p> <p>2.1.1. The Consultant's engagement will have the following scope of work or service:</p> <p>2.1.1.1. Development of Inception Report.</p> <p>2.1.1.2. Facilitation of Communication Planning Process.</p> <p>2.1.1.3. Development of DOST-ASTI Brand</p>	1	₱890,000.00	₱890,000.00

Postal Address : ASTI Bldg., U.P. Technology Park Complex,  
 CP Garcia Ave., Diliman, Quezon City 1101  
 Website : www.asti.dost.gov.ph  
 Email : info@asti.dost.gov.ph

Tel No. : +632 8249-8500  
 +632 8426-9755

Communication Guideline.

- 2.1.1.4. Conduct of Strategic Communication Plan Cascade Session to DOST-ASTI Internal Team.
- 2.1.1.5. Conduct of Communication Training Workshop.
- 2.1.1.6. Strategic Advisory and Guidance.
- 2.1.1.7. Project Management.

2.2. Deliverables.

- 2.2.1. Inception Report.
- 2.2.2. Communication Plan.
- 2.2.3. Brand Communication Guideline.
- 2.2.4. Communication Training.
- 2.2.5. Final Report.

2.3. Timeline.

- 2.3.1. Estimated project duration is approximately three-and-a-half (3.5) months.
- 2.3.2. The estimated duration includes the availability and time for DOST-ASTI to participate in meetings, consultations, workshops, trainings, as well as review outputs, give comments, and approve outputs.
- 2.3.3. Project schedule details will be discussed during the inception stage.

3. Other.

- 3.1. Bid Evaluation: Quality-Based Evaluation Procedure per RA 9184 IRR.
- 3.2. Any extension of contract time shall not involve any additional cost.

4. Delivery and Payment.

- 4.1. Services to commence within ten (10) calendar days upon issuance of Notice to Proceed (NTP).
- 4.2. Bid price shall be inclusive of delivery, tax, as well as all other related charges and fees.

4.3. Payment Terms.

- 4.3.1. Progress payments shall be made only upon submission of reports/documents and acceptance to the effect that the services/outputs have been rendered and delivered in accordance with the TOR.
- 4.3.2. Progress Payment Schedule as Percentages of Total Contract Price (TCP):
  - 4.3.2.1. Upon acceptance of the Inception Report: 15% of TCP.
  - 4.3.2.2. Upon acceptance of the Communication Plan: 20% of TCP.
  - 4.3.2.3. Upon acceptance of the Brand Communication Guideline: 20% of TCP.
  - 4.3.2.4. Upon completion of the Communication Training: 20% of TCP.
  - 4.3.2.5. Upon acceptance of the Final Report: 25% of TCP.
- 4.3.3. Prescribed government terms.

(Please see attached quotation.)

				<b>TOTAL:</b>	<b>₱890,000.00</b>
<b>(Total Amount in Words)</b>				<b>Eight Hundred Ninety Thousand Pesos Only</b>	



The contract price is inclusive of taxes and other fees or charges. In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent for every day of delay shall be imposed on the undelivered item/s. Once the cumulative amount of liquidated damages reaches ten percent (10%) of the amount of the contract, DOST-ASTI may rescind or terminate the contract, without prejudice to other courses of action and remedies available under the circumstances and in accordance with the provisions of the latest implementing rules and regulations of RA 9184.

Conforme:

Very Truly Yours,

\_\_\_\_\_  
(Signature over Printed Name of Supplier)

  
FRANZ A. DE LEON, Ph.D. *B. De Leon*

Director, DOST-ASTI

Digitally signed  
by Benjamin R. Lora

\_\_\_\_\_  
(Date)

Fund Cluster:	<u>01</u>	ORS / BURS No.:	<u>01101102023-12-001016</u>
Funds Available:	<u>PHP 890,000.00</u>	ORS / BURS Date:	<u>DECEMBER 21, 2023</u>
		Amount:	<u>₱ 890,000.00</u>
 <b>GAY CONCEPCION S. BUGAGAO</b> _____ Accountant III			



20 December 2023

**NOTICE TO PROCEED**  
**ALTERNATIVE MODE OF PROCUREMENT**

**Ms. NICOLAI V. REYES**  
 Vice President, Partner, and Co-Founder  
**REBEL MANILA BRAND MARKETING SERVICES, INC.**  
 1847 Sta. Rita Street  
 Guadalupe Nuevo  
 Makati City

Dear Ms. Reyes,

This Notice to Proceed is hereby issued for the following contract details:

Contract Name	: <b>Provision of One (1) Lot Communications Consulting Services</b>
Purchase Request No.	: <b>GAA-23-09-17666</b>
Purchase / Work Order No.	: <b>23-12-279</b>
Total Contract Price	: <b>Php 890,000.00</b>
(inclusive of taxes, import duties and all other charges or fees)	
Total Contract Price in Words	: <b>Eight Hundred Ninety Thousand Pesos</b>

Upon issuance of this Notice, your company, **REBEL MANILA BRAND MARKETING SERVICES, INC.** is hereby directed to commence the delivery of items and/or performance of services stipulated in the said Purchase Order which shall become due and demandable in accordance with the delivery schedule stipulated therein.

Please acknowledge receipt and acceptance of this Notice by signing in the space provided below. There are two (2) copies of this document; you may keep one copy and return the other to the Bids and Awards Committee (BAC) Secretariat of the Advanced Science and Technology Institute. Should you have any questions or clarifications, you may reach us at bac-sec@asti.dost.gov.ph.

Respectfully,

**FRANZ A. DE LEON, Ph.D.** Director of the Office of the Secretary  
 Director

DATE OF ISSUANCE:

**DEC 27 2023**

RECEIVED BY:

\_\_\_\_\_  
 Signature over Printed Name

\_\_\_\_\_  
 Date and Time

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 Fax No. : +632 8426-9764

ASTI-FM 03-19  
 REV 2 / 05 October 2023