



Bids and Awards Committee (Infrastructure and Consultancy)

INVITATION TO SUBMIT PROPOSALS FOR THE PROCUREMENT OF CONSULTANCY SERVICES FOR THE CONDUCT OF VEGETABLE CONSUMERS SURVEY

Project Number	RFP 2026- 815
Name of Project	Procurement of Consultancy Services for the Conduct of Vegetable Consumer Survey (Package)
Description of the Project	Conduct Face-to-face interviews with 400 respondents (household consumers) in wet markets and green markets (tailipapa) and 200 respondents from hotels, restaurants and institutional buyers across the National Capital Region (NCR).
Survey Area/ Location	National Capital Region (NCR)
Contract Duration	60 calendar days
Approved Budget for the Contract (ABC)	PHP350,000.00
Source of Fund	Trust Fund

A. The Benguet State University (BSU), through the Bids and Awards Committee-Consultancy, is inviting registered Consultants with valid licenses to submit proposals for Consultancy Services for the Conduct of Vegetable Consumer Survey (Package)

B. Qualifications of the service provider:

1. Interested Consultants should have experience in conducting consumer surveys or undertaking a project of similar in nature within the last two (2) years prior to the opening of proposals;
2. Service provider have key personnel available for the prosecution of the project, the team must have a specialist in Survey Implementation;
3. Service provider must have proven experience and track record in conducting baseline studies or activities such as survey and encoding of surveys returns;
4. Service Provider must be based in NCR or nearby provinces and must have experience in conducting surveys in the NCR;
5. Good knowledge in the field of market research, marketing practices, and consumption behavior

C. Roles of the Service Provider

1. Provide a brief implementation strategy to include a detailed description of the schedule of the activities to accomplish the task;
2. Ensure that the required data concepts and interview guidelines are followed and survey returns are field and final-edited;
3. Ensure protocols and code of conduct for surveys in communities are properly followed;
4. Ensure the completeness and accuracy of survey data; and
5. Report any complications, issues, and other problems during the conduct of the data collection.

D. Deliverables

1. Fully accomplished and field- and final edited survey questionnaires and recordings; encoded and cleaned encoded data for the 400 wet consumers and 200 hotel, restaurants, and institutional buyers
2. Photos (with latitude and longitude) of the public markets, talipapa's and hotels and restaurants where the interviews were conducted

E. Scope of Work

- The scope of work is up to data collection, including field-editing and final-editing
1. Conduct face-to-face interviews with 400 respondents- household consumers, and 200 respondents – hotels/restaurants/institutional buyers at the National Capital Region (NCR);
 2. Callback (interview again) for missing data;
 3. Clean, encode, and consolidate the gathered data using prescribed encoding sheets;
 4. Transcribe open-ended questions from recorded interviews; submit recordings
 5. Deliver final-edited, and encoded survey forms

F. Target timelines and Terms of Payment

No.	Deliverables	Payment Installment value	Target Timeline
1	Inception Report comprised of work plan, implementation strategy, and names and biodata of supervisors and data collectors.	20% of the approved budget	10 days after signing of contract
2	First Progress Report to include: <ul style="list-style-type: none">● List of interviewed respondents, by city and HRI● 100% of the survey returns fully accomplished and final-checked to be complete and of quality data	40% of the approved budget	30 days after signing of the contract
2	Second Progress Report to include: <ul style="list-style-type: none">● Encoded data● 100% of the survey returns are encoded	30% of the approved budget	50 days after signing of the contract
3	Final Report	10% of the approved budget	10 days after receipt, acceptance and approval of final report

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

G. Legal Documents

1. Valid PhilGEPS Registration - Platinum Membership;
2. Business Permit;
3. DTI Registration;
4. Manpower requirement
5. Statement of Single Largest Completed Contracts/ Projects (SLCC);
6. **FINANCIAL PROPOSAL**
 - Financial Offer (inclusive of tax)

H. SCHEDULE:

Deadline for Submission of Proposal

Submission of Proposals with eligibility and technical documents is on before **May 19, 2026 at 5:00 PM** at the Procurement Management Office (PMO), 1st Floor, Administration Building, Benguet State University, La Trinidad, Benguet. Submission may be submitted manually, or through email at procurement@bsu.edu.ph.

Proposals must be delivered to the address below:

JANET P. PABLO

Chairperson

Bids and Awards Committee- Consultancy

c/o Procurement Management Office (PMO)

1/F Administration Building

Benguet State University, La Trinidad, Benguet

For further information or clarification, please refer to:

Dr. Cheryll C. Launio

Project Leader

AGRI-INNOVATE P1

Contact Number: 09213197546

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The BAC Secretariat

Benguet State University-La Trinidad Campus

Tel. No. (074) 661-1839

Email: procurement@bsu.edu.ph

JANET P. PABLO

Chairperson

Bids and Awards Committee

Attachment 1: Sampling of Wet Markets

Consumers of Highland Vegetables in Metro Manila

Sampling Frame

No available list of consumers. Considered infinite population
Available information: Number of markets and talipapa in the 16 cities of Metro Manila

CITY	Number of Markets	Number of Talipapa
Caloocan	10	2
Las Pinas	2	5
Makati	12	6
Malabon	3	-
Mandaluyong	3	-
Manila	10	4
Marikina	2	1
Muntinlupa	3	4
Navotas	1	-
Paranaque	9	2
Pasig	11	3
San Juan	1	7
Valenzuela	4	3
Pasay	3	6
Quezon City	21	25
Taguig	37	3
TOTAL	132	71

Sample Size

Cochran (for infinite population) = $z^2 p q e^2 = 1.96^2 \cdot 0.5 \cdot 0.5 \cdot 0.052 = 384$ consumers

Sampling Technique (Probability Sampling)

Stratified Two – Stage Cluster Sampling with Probability Proportional to Size

AT THE MARKET/TALIPAPA LEVEL (First Stage)

1. Compute the number of sample markets/ talipapas with the design effect (deff) of cluster sampling.

deff = $1 + (m - 1) \rho$, where: m = respondent size per cluster, ρ (rho) = Intraclass Corr. Coeff. (ICC)

Note. In many social sciences where ρ is mostly unknown, the deff is often 1.5 to 2. With central limit theorem, the minimum number for large sample size per market/ talipapa would be 30 consumers (m).

Number of sample markets/ talipapas (k) = n (deff) m = 384 (2)30
= 25.6 ~ 26 markets or talipapa

2. Proportional allocation of the number of clusters per strata i.e. type (market and talipapa)

Type	Total Number	Weight	Sample Clusters
Markets	132	$132/203 = 0.62$	26 (0.62) = 17
Talipapa	71	$71/203 = 0.35$	26 (0.35) = 9
TOTAL	203		26

3. Probability Proportional to Size (PPS)

a. MARKETS (n = 132)

- Assign a cumulative range with respect to the number of markets per city
- Compute the SI

Sampling Interval (SI) = Total Units Clusters = 132/17 = 7.9

- Pick a random number from 1 to 7.8. Say, you randomly selected 4.
- Add the SI cumulatively.
- Thus, the 17 markets would be 6, 11.8, 19.6, 27.2, 35.2, 43, 50.8, 58.6, 66.4, 74.2, 82, 89.8, 97.6, 105.4, 113.2, 121, and 128.8.
- Since 4 is within 1 -10, which is under Caloocan, then 1 market shall be randomly selected from the 10 markets. Then, same logic shall follow to the rest. The last column summarizes the number of markets that will be randomly selected per city.

CITY	Number of Markets	Cumulative Range	SAMPLE MARKET to be randomly selected
Caloocan	10	1 – 10	1
Las Pinas	2	11 – 12	1
Makati	12	13 – 24	1
Malabon	3	25 – 27	1
Mandaluyong	3	28 – 30	0
Manila	10	31 – 40	1
Marikina	2	41 – 42	0
Muntinlupa	3	43 – 45	1
Navotas	1	46 – 46	0
Paranaque	9	47 – 55	1
Pasig	11	56 – 66	1
San Juan	1	67 – 67	1
Valenzuela	4	68 – 71	0
Pasay	3	72 – 74	1
Quezon City	21	75 – 95	2
Taguig	37	96 – 132	5
TOTAL	132		17

b. TALIPAPA (n = 71)

- Assign a cumulative range with respect to the number of markets per city
- Compute the SI

Sampling Interval (SI) = Total Units Clusters = 71/9 = 7.8

- Pick a random number from 1 to 7.9. Say, you randomly selected 6.
- Add the SI cumulatively.
- Thus, the 9 markets would be 6, 13.9, 21.8, 29.7, 37.6, 45.5, 53.4, 61.3, 69.2.
- Since 6 is within 3 - 7, which is under Las Pinas, then 1 market shall be randomly selected from the 10 markets. Then, same logic shall follow to the rest. The last column summarizes the number of markets that will be randomly selected per city.

CITY	Number of Talipapa	Cumulative Range	SAMPLE MARKET to be randomly selected
Caloocan	2	1 – 2	0
Las Pinas	5	3 – 7	1
Makati	6	8 – 13	1
Malabon	-		-
Mandaluyong	-		-
Manila	4	14 – 17	0
Marikina	1	18 – 18	0
Muntinlupa	4	19 – 22	1
Navotas	-		
Paranaque	2	23 – 24	0
Pasig	3	25 – 27	0
San Juan	7	28 – 34	1
Valenzuela	3	35 – 37	1
Pasay	6	38 – 43	0
Quezon City	25	44 – 68	3
Taguig	3	69 – 71	1
TOTAL	71		9

** Cities with no Talipapa are excluded

AT THE RESPONDENT – LEVEL (Second Stage)

Use **ONSITE SYSTEMATIC RANDOM SAMPLING** to select the 30 consumers.

You can stay at the entrance or exit of the market or talipapa that were randomly selected during peak hours, perhaps. Afterwards, interview every 10th person, who is obviously a consumer and not a vendor or reseller, carrying at least a kilo of highland vegetables.

Attachment 2: Sampling of HRIs

Sampling Frame

The sampling frame consisted of hotels, restaurants, and institutional buyers (HRIs) identified from the official list of accredited establishments provided by the Department of Tourism (DOT) Central Office 2025. A total of 412 accredited HRIs across selected cities in Metro Manila were included in the master list, distributed as follows: 167 hotels, 139 restaurants, and 106 institutional buyers.

CITY	HOTELS	RESTAURANTS	INSTITUTIONAL BUYERS
MANILA	39	8	27
MAKATI	34	37	27
QUEZON	29	23	16
PASAY	22	11	11
PASIG	12	4	2
PARANAQUE	10	10	3
TAGUIG	7	24	3
MUNTINLUPA	6	3	1
LAS PINAS	4	2	2
MANDALUYONG	3	10	7
SAN JUAN	1	5	0
VALENZUELA	0	0	1
NAVOTAS	0	0	0
MALABON	0	0	0

CALOOCAN	0	1	3
MARIKINA	0	1	3
SUB TOTAL	167	139	106
GRAND TOTAL			412

Sample Size

From the number of HRIs, the sample size was computed using Cochran's formula, following 95% confidence interval and 5% margin of error.
 $n_0 = (1.96)^2(0.5)(0.5)/(0.05)^2$
 $n_0 = 384.16$

Adjusting to a finite population:

$$n = 384.161 + 384.16 - 1412$$

$$n = 199.1 \approx 200 \text{ respondents}$$

Sampling Design and Sample Selection Procedure

Hotels, Restaurants, and Institutional Buyer Survey. The number of respondents per city was computed proportionally based on the total number of accredited HRIs within each city. The total sample (n = 200) was proportionally allocated across the three strata (hotels, restaurants, and institutional buyers) based on their share of the total population. Further stratification was conducted by city to ensure geographic representation. Based on the number of HRIs per city, the number of respondent per city computed are as follows:

City	Hotels	Restaurants	Institutional Buyers	Total
MANILA	19	4	13	36
MAKATI	17	18	13	48
QUEZON	14	11	8	33
PASAY	11	5	5	21
PASIG	6	2	1	9
PARANAQUE	5	5	1	11
TAGUIG	3	12	1	17
MUNTINLUPA	3	1	0	5
LAS PINAS	2	1	1	4
MANDALUYONG	1	5	3	10
SAN JUAN	0	2	0	3
VALENZUELA	0	0	0	0
NAVOTAS	0	0	0	0
MALABON	0	0	0	0
CALOOCAN	0	0	1	2
MARIKINA	0	0	1	2
				200