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**A. GENERAL GUIDELINES**

1. The PMMS Dept. shall spearhead the marketing of the manpower and maintenance services to build/ expand the client base.
2. The PMMS Dept. shall continuously market the services to obtain new clients to improve the viability and profitability of the Corporation.
3. Contracts of manpower and maintenance services may be obtained through negotiation or through participation in biddings conducted by private as well as government entities.
4. All marketing letters, quotations, and bids shall be reviewed, approved, and signed by the President & CEO prior to submission to prospective clients to ensure soundness, adequacy, and propriety of the proposal.
5. LBRDC’s pricing shall be determined by the projected profit to be gained from undertaking the project or Service Agreement taking into consideration the quantity of personnel to be deployed, location of the project or office premises of the Principal, and the administrative or overhead costs to be incurred, among other things.
6. In compliance with D.O. 18-A, in no case shall the agency fee (administrative cost) be less than 10% of the total reimbursable cost.
7. Contract pricing may either be *cost plus* or *fixed (lump sum)*.
8. Below are the standard terms and conditions for cost plus pricing.
  - 8.1 Billing shall be computed based on a “NO WORK, NO PAY” policy.
  - 8.2 Monthly Contract Rate and actual billing shall vary depending on labor charges incurred (overtime pay, night differential, premium pay).
  - 8.3 The rates shall be adjusted in case of future legally mandated wage increases and other charges chargeable to the client.

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## B. SPECIFIC GUIDELINES

1. Specific guidelines will cover the marketing and pricing of the different manpower and maintenance services of the corporation.
2. Below are the guidelines specific to project or contract staffing.
  - 2.1 The following standard computation of the billing or contract rate shall be used in the submission of quotation/ bids for project or contract staffing.

		Daily Rate	
		DAY SHIFT	NIGHT SHIFT
Daily Basic Salary Rate			
Daily Cost of Living Allowance			
Number of Days per Month			
REIMBURSABLE COSTS:			
(A) Payable Directly to Employee			
a. Basic Salary	<i>Daily Rate x No. of working days per month</i>		
b. Cost of Living Allowance (COLA)	<i>COLA Rate x No. of working days per month including overtime on rest days and holidays</i>		
c. Night Differential Premium Pay	<i>As mandated</i>		
d. 13 <sup>th</sup> Month Pay	<i>1/12 of basic salary</i>		
e. Service Incentive Leave Pay	<i>5 days per year at basic salary rate</i>		
f. Overtime Pay	<i>As mandated</i>		
		<i>Sub- total of (A)</i>	
(B) Payable to the government			

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(Employer's Share)			
a. Social Security Premium	<i>Bracket based – includes gross salary and COLA</i>		
b. Philhealth Premium	<i>Bracket based – includes gross salary and COLA</i>		
c. ECC Insurance Premium	<i>Bracket based – includes gross salary and COLA</i>		
d. Pag-Ibig Fund Contribution	<i>Bracket based</i>		
	<i>Sub- total of (B)</i>		
(C) TOTAL REIMBURSABLE COSTS	<i>Sum of (A) + (B)</i>		
(D) SERVICE FEE	<i>At least 10% of (C)</i>		
(E) SUB- TOTAL	<i>Sum of (C) + (D)</i>		
(F) VALUE- ADDED TAX	<i>12% of (E)</i>		
(G) BILLING/ CONTRACT RATE- per month			
BILLING/ CONTRACT RATE- per day			
BILLING/ CONTRACT RATE- per hour			

3. Below are the guidelines specific to janitorial and other allied services.

3.1 The following standard computation for the billing or contract rate shall be used in the submission of quotation/ bids for janitorial and other allied services.

(A) Direct Cost		
a. Labor Cost	<i>Computation same as that of project/ contract staffing excluding agency fee and VAT</i>	
b. Supplies, Tools, and Equipment	<i>Estimated cost of supplies, tools and other consumables plus depreciation</i>	

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	<i>expense of equipment, if required</i>	
	Sub- total of (A)	
(B) Overhead, Contingencies, and Miscellaneous	<i>Percentage (%) of A</i>	
(C) SUB- TOTAL	<i>Sum of (A) and (B)</i>	
(D) Service Fee	<i>At least 10% of (C)</i>	
(E) SUB- TOTAL	<i>Sum of (C) and (D)</i>	
(F) VALUE- ADDED TAX	<i>12% of (E)</i>	
(G) CONTRACT RATE	<i>Sum of (E) and (F)</i>	

## C. DETAILED PROCEDURES

### 1. Marketing of Services

PMMS Dept. Head	1.1	Prepares standard format of marketing letter and forwards to President & CEO for review Upon receipt of request/ query from prospective client, prepares costing/ cost-benefit analysis and the quotation or bid using the standard formats shown in Item 0301, whichever is applicable.
President & CEO	1.2	Approves the proposal and content of the standard format of marketing letter.
PMMS Dept. Head	1.3	Identifies prospective client companies.
Account Officer	1.4	Obtains relevant information on the prospective clients (1.e., Name of President & CEO, address, contact

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numbers, line of business).

- |                                    |      |  |
|------------------------------------|------|--|
|                                    | 1.5  | Finalizes marketing letter using the approved standard format and forward to PMMS Dept. Head for review and initials     |
| PMMS Dept. Head                    | 1.6  | Reviews and initial on the final marketing letter.   |
|                                    | 1.7  | Forwards the marketing letter to the President & CEO for signature.  |
| President & CEO                    | 1.8  | Approves and signs the marketing letter.   |
| Account Officer                    | 1.9  | Facilitates transmittal of the marketing letter to the prospective client.   |
|                                    | 1.10 | Files receiving copy of the marketing letter.  |
|                                    | 1.11 | Follows-up status of the offer via phone call after five (5) working days from client's receipt of the marketing letter. |
|                                    | 1.12 | Requests for appointment with client for marketing presentation/ meetings.   |
| President & CEO or PMMS Dept. Head | 1.13 | Visits prospective clients and conducts marketing presentations/ meetings.   |
| Account Officer                    | 1.14 | Makes periodic follow-up on the status of the offer until approved/ denied by the client.                                |

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## 2. Preparation and Submission of Offer/ Quotation/ Bids

- |                   |     |   |
|-------------------|-----|---|
| PMMS Dept. Head   | 2.1 | Upon receipt of request/ query from prospective client, prepares costing/ cost-benefit analysis and the quotation or bid using the standard formats shown in Item 0301, whichever is applicable.  |
|                   | 2.2 | Forwards the cost- benefit analysis and the draft quotation or bid offer to President and CEO for review/ approval.   |
| President and CEO | 2.3 | Evaluates/ reviews the cost-benefit analysis and approves/ signs the quotation or bid offer.  |
| Account Officer   | 2.4 | Collates/ prepares supporting documentary requirements, if any (i.e., company profile, business licenses and registration, Articles of Incorporation and By-Laws, List and pictures of tools and equipment, List of clients or proofs of experience.) |
|                   | 2.5 | Facilitates transmittal of the quotation or bid offer and documentary requirements to the prospective client.   |
|                   | 2.6 | Files receiving copy of the quotation or bid offer.   |
|                   | 2.7 | Follows- up status of the offer via phone call after five (5)   |

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working days from client's receipt of the marketing letter.

- 2.8 Makes periodic follow-up on the status of the quotation or bid offer until receipt of the Notice of Award (NOA) and Notice to Proceed (NTP).

**0301 PROCESS FLOW**

The process flow for the marketing and pricing of services is presented in Exhibits 3.1 to 3.2



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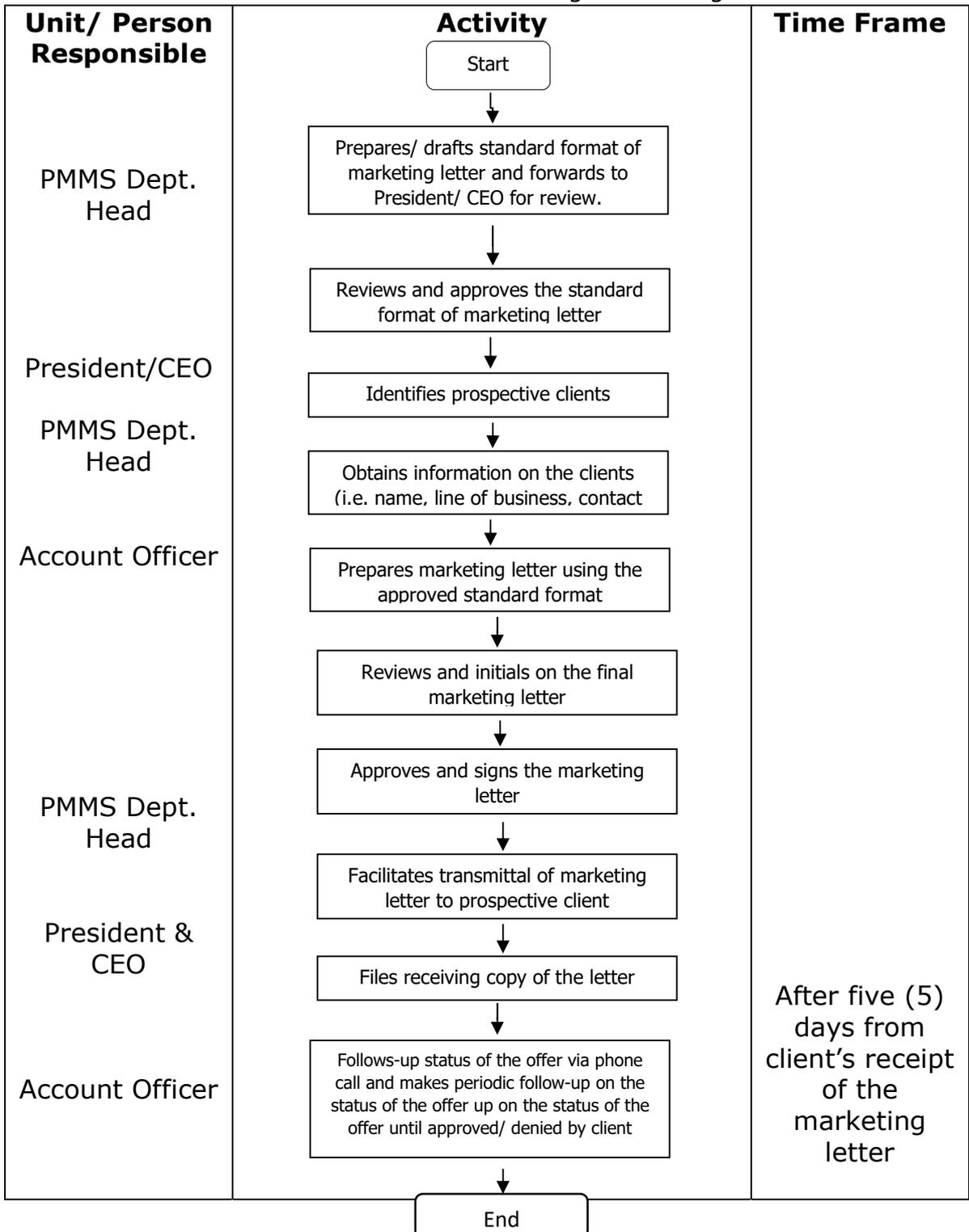
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Exhibit 3.1 Marketing and Pricing



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Exhibit 3.2 Preparation & Submission of Offer/Quotation/Bids

