



**Department of Environment and Natural Resources**  
**MIMAROPA Region**  
**APO REEF NATURAL PARK**  
**Protected Area Management Office**



**JOB REQUEST**

No. 2024-033

March 6, 2024

The OIC - PENR Officer  
DENR – PENRO, Mamburao, Occidental Mindoro

Sir:

Approval for undertaking job activities indicated below is hereby requested:

Job Description	Purpose	Approved Budget for Contract (ABC)
To provide Multimedia Services for the development of website of Apo Reef Natural Park	To create an online platform for massive information drive regarding basic information and conservation efforts in Apo Reef Natural Park	<b>P300,000.00</b>

I certify that the correct labor service in undertaking the above job/activities is necessary and will be used solely for the purpose stated above.

Requesting Officer:

  
**KRYSTAL DAYNE T. VILLANADA**  
Protected Area Superintendent

Approved:

  
**ERNESTO E. TAÑADA**  
OIC, PENR Officer



## TERMS OF REFERENCE

### I. Services Needed

Multimedia Services

### II. Title of Activity

Website Development

### III. Rationale

A website is essentially a platform for a group to express and utilize in whichever way chosen. With this in mind, most group use it as a way to further establish branding. Pictures, videos, stories – anything, can be added. It is a great way to further enhance brand and communicate to audience what it is that you do and what it is that you stand for. With branding, comes showcasing authority. Audience needs to know authority figure in that they can trust. Providing customer testimonials, reviews, and case studies is a great way to communicate this authority to audience. Websites can be used as a way to show audiences that the group can be trusted and that they should do business with. Awards and recognition add to authority. Having a proven track record tells website visitors that you know what you're doing and have the results to back it up. This is one of the major purposes of a website. Informational websites are to provide information to the end user. Websites allow to build a relationship with the reader. They allow to tell stories and bring audience into your world. If you seek a deeper connection with the people you're trying to reach, creating a website is highly advisable.

### IV. Qualification/ Accreditation

The service provider must be/have:

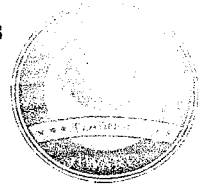
- PhilGEPs Certificate/Number
- TIN ID/Card and Certificate of Registration
- BIR Tax Clearance
- Securities and Exchange Commission (SEC) or Department of Trade and Industry (DTI) Registration
- Mayor's Permit and Business Permit/License
- Land Bank of the Philippines (LBP) Account Name and Number
- Audited Financial Statement/Annual ITR
- Omnibus Sworn Statement - notarized

They must also be able to provide sample layout/ format of main page based on the required content.





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**VI. Budgetary Requirement**

P300,000.00

**VII. Time Frame and Schedule of Payment**

All activities involved shall undertake within one hundred eighty (180) calendar days including presentations of project to the DENR. - comply

**Schedule of Payment:**

The multimedia services in the development of website have a total allocated budget amounting to Three hundred thousand pesos (Php 300,000.00) only. The payment for the service provider shall be on the basis of progress billing as stated below:

Payment t	Percent (%)	Schedule
First Billing	Fifty Percent (50%) of the Contract Amount <b>Php 150,000.00</b>	To be released upon approval of design and concept
Final Billing	Fifty Percent (50%) of the Contract Amount <b>Php 150,000.00</b>	To be released after live testing, and approved website

- comply

- comply

Prepared by:

  
**KRYSTAL DAYNE T. VILLANADA**  
Protected Area Superintendent

Recommending Approval:

  
**FOR. ANASTACIO A. SANTOS, MPA**  
CENR Officer

Approved:

  
**ERNESTO E. TAÑADA**  
OIC, DENR Officer

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