



Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION
PhilHealth Regional Office IV-B
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BAC RESOLUTION NO. 2024 - 89

Resolution Recommending the Award of Contract to JA Pernez General Group OPC for the Procurement of Billboard Ad Placement of PRO IV-B (NP-SSAWETMS-PRO4B-2024-04)

WHEREAS, Rule XVI, Section 48.1 of the Revised IRR of R.A. No. 9184 provides that "Subject to the prior approval of the HOPE, and whenever justified by the conditions provided in this Act, **the Procuring Entity** may, in order to promote economy and efficiency, **resort to any of the alternative methods of procurement** provided in this Rule. In all instances, the Procuring Entity shall ensure that the most advantageous price for the Government is obtained."

WHEREAS, Section 53 of the R.A. No. 9184 provides that **Negotiated Procurement** is a method of procurement of Goods, whereby the Procuring Entity directly negotiates a contract with technically, legally and financially capable supplier;

WHEREAS, under Section 53.6 of the IRR of R.A. No. 9184, **procurement of advertising services** is included in the instances where the alternative mode of Negotiated Procurement may be allowed under R.A. 9184 and its 2016 Revised IRR;

WHEREAS, this "Procurement of Billboard Ad Placement of PRO IV-B" with an Approved Budget for the Contract (ABC), of **Four Hundred Three Thousand and Two Hundred Pesos (Php 403,200.00)** for 12 episodes, inclusive of applicable taxes is included in the approved Annual Procurement Plan (APP) CY 2024 of PRO IV-B per BAC Resolution No. 2024-01 dated January 24, 2024;

WHEREAS, the End-User has conducted market study determining the probable sources and justifying the need to procure this project through negotiated procurement. This market study was conducted prior the commencement of the procurement process;

WHEREAS, the End-User has sent Request for Quotation (RFQ) to three (3) prospective service providers, namely:

- 1) JA Pernez General Group OPC
- 2) Digital Out of Home Inc.
- 3) Full Linkage (FULLTECH) Philippines, Inc.

WHEREAS, only two (2) service providers submitted its quotation on time. The total amount quoted by both service providers are as follows:



No.	Name of Service Provider	Total Amount Quoted for the Project
1.	JA Pernez General Group OPC	375,000.00
2.	Digital Out of Home Inc.	403,200.00

WHEREAS, the quotation of JA Pernez General Group OPC in the amount of **Three Hundred Seventy-Five Thousand Pesos (Php 375,000.00)** which is within the ABC, was subsequently declared as the **Lowest Calculated Quotation (LCQ)**;

WHEREAS, on September 6, 2024, the End-User endorsed to the BAC through its Secretariat, all documents relative to the "Procurement of Billboard Ad Placement of PRO IV-B" with the **request for the possible recommendation of award**;

WHEREAS, on September 24, 2024, the BAC determined that JA Pernez General Group OPC **complied with the technical, legal and financial requirements** of procurement project.


WHEREAS, after careful verification, validation and ascertainment of all statements and documents submitted by JA Pernez General Group OPC, its price quotation was found to be **reasonable** based on all the requirements set forth in the technical specifications, and hence declared the same as **Lowest Calculated and Responsive Quotation (LCRQ)**;

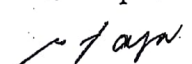
WHEREAS, on that same meeting, the BAC Recommended the award of the contract for the Procurement of Billboard Ad Placement of PRO IV-B to **JA Pernez General Group OPC**;


NOW, THEREFORE, for and in consideration of the foregoing, WE, the **Members of the PRO IV-B Bids and Awards Committee**, hereby **RESOLVE** as it is hereby **RESOLVED**:

1. To declare that the submitted quotation of JA Pernez General Group OPC is **reasonable and responsive to all the requirements and conditions** specified for the **Procurement of Billboard Ad Placement of PRO IV-B** and is within the Approved Budget for the Contract under NP-SSAWETMS-PRO4B-2024-04;
2. To **recommend the issuance of award to JA Pernez General Group OPC** for having submitted the **Lowest Calculated and Responsive Quotation (LCRQ)** and in the amount of **Three Hundred Seventy-Five Thousand Pesos (Php 375,000.00)**; and
3. To **recommend for approval by the Regional Vice President, Head of the Procuring Entity of the PhilHealth Regional Office (PRO) IV-B, of the foregoing.**

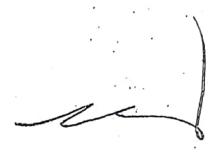
RESOLVED this 24th day of September 2024, PhilHealth Regional Office IV-B, Batangas City.

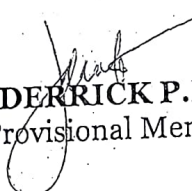

CIRILO C. BALMACEDA
Chairperson



RENSON A. FAJARDO
Vice Chairperson


ENRICO G. CABRERA
Regular Member

-not present-
MARLON M. CUSI
Regular Member


MARY ARLENE C. VILLENA
Regular Member


JOHN DERRICK P. DIOKNO
Provisional Member


NAPOLEON M. ARAGO JR.
End-User

Approved/Disapproved by:


ATTY. JERRY F. IBAY
Regional Vice-President

Date: OCT 07 2024

BAC Resolution No. 2024-81