

# COMPANY PROFILE AND PROPOSAL FOR INVITATION TO QUOTE (ITQ): Provision of Photography Services

#### Presented By:

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#### 1. **Statement Of Declaration And** Acknowledgement

Firefly Photography Pte Ltd, its shareholders, partners or directors and any employees to be handled to assign the project are not serving any Grass Root leaders (GRLs) and non of the spouses, children and are GRLs, STB and/or PA employees.

Firefly Photography Pte Ltd have read through, digested and acknowledged the principle criteria and requirements specififcations of the ITQ for the provision of photography services.

# 2. Company Profile

S/N	ITEM	Description	
A.	Company Profile		
1	Name of Company	Firefly Photography Pte Ltd	
2	Company/Business Registration No.	201220312E	
3	Company Type	Limited Exempt Private Company	
4	Company Studio/Office Address	A'Posh Bizhub, 1 Yishun industrial Street 1, #07-11 Singapore 768160	
5	Company Website And Facebook Page	http://fireflyphotographysg.com/ https://www.facebook.com/ fireflyphotographysingapore	
5	Name of Contact Person Office, mobile number and Email address	Benny Chow 66946123, 91460657 benny@fireflyphotographysg.com	
6	Company Principle Activites	Provide Professional Photography, Videography and Media-related services	

# 3. Team Details

S/N	Name	Details	Relevant Portfolio
1	Darren Koh	Co-Founder 10 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
2	Isaac Swa	Full Time Senior Photographer 5 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
3	Koe Zhen Cheng	Full Time Senior Photographer 5 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
4	Foo Yong Ting	Full Time Senior Photographer 3 Years Commerical Photography Experience	Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
5	Joey Tay	Full Time Senior Photographer 3 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
6	Jonathan Goh	Contracted Senior Photographer 5 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014
7	Rick Ho	Contracted Senior Photographer 3 Years Commerical Photography Experience	People's Assocation Passion Arts, Cultural Events & Fiesta, People's Assocation Integration Term Contract, Chingay 2014

# 4. Videographer's Resume & Portfolio

S/N	Name	Details	Relevant Portfolio
1	Faeez	Head of Video Deparment 10 Years Commerical Videography Experience	People's Assocation 2013 - 2014 Integration term contract, Mindef, MTI, MHA
2	Rayden	Head of Video Deparment 10 Years Commerical Videography Experience	People's Assocation 2013 - 2014 Integration term contract, Mindef, MTI, MHA
3	Hameez	Full Time Videographer 3 Years Commerical Videography Experience	People's Assocation 2013 - 2014 Integration term contract, Mindef, MTI, MHA

# 5. Company Brief History and Track Records

#### **5.1 Company Brief History**

In 2008, Firefly Photography started out as 2 freelance photographers, providing professional photography services such as weddings, corporate events and advertorial photography.

In 2012, Firefly Photography Pte Ltd was incorporated and has since worked with corporate companies such as Groupon as well as Government entities such as Health Promotion Board, Grass Root Clubs. After a period of 4 months we now have a fully functional photography studio.

Firefly Photography employs photographers that excel in various photography expertise such as family photography and event coverage photography specifically.

#### 5.2 Professional Services Provided

- Photography Coverage Post Production and Editing Services
- Videography Coverage Design Services

#### **5.3** Companies Serviced

- The People's Association Various GRCs Prudential NTUC SPH
- IRAS NEA Health Promotion Board NIE Various Secondary Schools NDP 2014 Mindef MOE

The portfolio images on the pages under "Relevant Portfolio" are part of actual full ablums. Full ablums are available for viewing upon a non-obligational meeting as the full ablums' file size are too large to be uploaded to Gebiz.

#### 6.1 PA Passion Arts 2013

Full Month Coverage for the Passion Arts Event from March 2013 - April 2013. It involves all principle activies at multiple locations, multiple photographers covering different parts of events at the same time, conferences, workshops, key appointment holders, contributers, lunch meetings and to conceptualize the vibrance and multicultural society of Singapore.



Village of 5senses

Capturing key elements of the event is crucial to reach out to the greater audience to highlight the nation's community spirit. View more on next page!



Marine Parade Rock



Glitters Under the stars



Dazzling Colors



YesterYear Once More

#### 6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

One of our biggest Scale project yet, this involves capturing key moments, key personnels, rehersals, post meetings and various sponsors.











#### 6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

Compilation of behind the scenes emotives. Capturing moments of performers and the unsung heroes



#### 6.2 Chingay 2014 - Pre Chingay, Actual Day and Post Chingay Event

One of the key techniques is to "ninja" our way, using zoom lens to capture moments when they are unaware, or suddenly popping out to capture these key elements where most of them are camera shy.







To deliver message of the picture, sometime we do get them involve in conversation or activities and capture display harmony among old & the young, people of different background, race and religion working hand in hand.







### **6.2 Chingay 2014**

Capturing Key Moments.











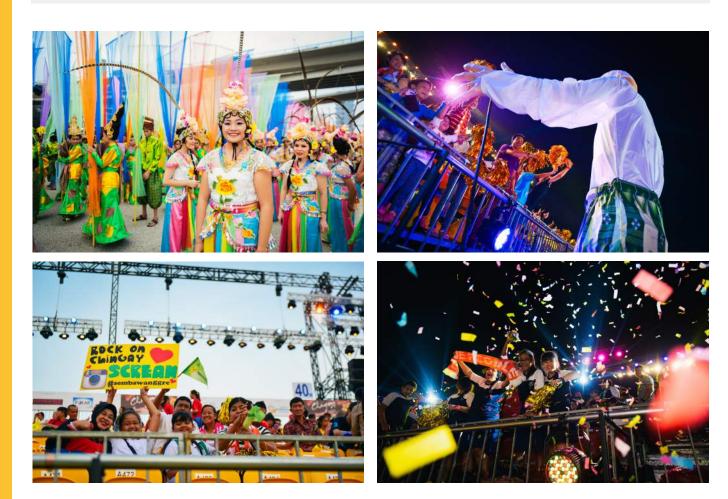






#### **6.2 Chingay 2014**

Many Behind the scenes of the unsung heroes and audience enjoying themselves with the performers.



### **6.2 Chingay 2014 - A Paranomic Prespective**







#### 6.3 PA Integration Division November 2013 - April 2014

Term Contract for the PA integration division, it involves both photography and videography for almost all events documenting and archiving residents and community integrating into Singapore society and participating in activities together at multiple events.



# **6.3 PA Integration Division November 2013 - April 2014** - Part 2

One of the core components of this project is to capture residents of different race, language and religion participating in activites and having fun together, to be able to tell a "Story" behind an image and delivering an important message.









#### **6.3 Other Past Events**

A list of our recent and pass event coverage

People's Association Intergration ITQ Term Contract

People's Association Chingay 2014 Pre, actual day and Post Event

Marine Parade Cultural Fiesta

SingPost KKH Event at United Square

Marine Parade GRC, Mountbatten & Potong Pasir SMCs National

Citizenship Ceremony

Scholastic Education International Carnival

Marine Parade GRC Citizenship Ceremony

Potong Pasir SMCs Citizenship Ceremony

CozyCot Beauty Forum

West Coast GRC Pre Performace Audition Videography Coverage

West Coast GRC Launch of One Connect Program

SPH ST701 Trade Launch at Hardrock Cafe

Singapore Environmental Council Shell Eco-Challenge at Scape

Forum For the Future Charity Event

Marine Parade GRC Citizenship Ceremony

Loreal R&D Event Shoot

International Design Convention

NTUC Income Run350

The Pink Ribbon Project 2013 at Marina Bay Sands

- Many more!

# 7. Reference Contacts for Pass Relevant Projects

#### 7.1 Integration Division

Jeffrey Tsai | Programme Coordinator | Integration Division People's Association | 9 King George's Avenue, Singapore 208581 | DID: 63456537 | FAX: 64402467

Website:www.PA.gov.sg

Job reference

Integration ITQ term contract 2014
Appreciating Cultural Diversity
Cashew INC Fesita 2013
Sengkang Countdown
Annual Ponggol celebrations
Integration carnival 2014
Sembawang Zone J Briskwalking
West coast GRC food Carnival
ColourFestival @ Taman Jurong

# 7. Reference Contacts for Pass Relevant Projects

#### 7.2. Marine Parade GRC

Rena Tan | Constituency Manager | Marine Parade CO (GCD Office) People's Association | 278 Marine Parade Rd, Singapore 449282| DID: 63467703 | FAX: 63460397 | www.pa.gov.sg

Job reference Group Citizenship ceremony Alice in wonderland theme – citizenship ceremony International cultural Fiesta creative flea market Cultural night event

# 7. Reference Contacts for Pass Relevant Projects

#### 7.3 Chingay 2014

Zheng Kai Jie (MS) Senior Manager (Marketing & Communications) Singapore Chingay and Events Network DID: 6340 5421

Email: ZHENG\_Kai\_Jie@pa.gov.sg

Job reference Chingay ITQ Term contract 2014

#### 8. Additional Relevant Services

#### 8.2 Photobooth + Instant 2R/4R Print Service

#### How it works:

A backdrop setup + printers + lighting will be setup at the ballroom/venue area. Guests can come to the booth and get their photos taken and printed almost instantly. Each guest in the picture will receive a 4R print in a plastic wrapper almost instantly.

#### Deliverables:

1 X Professional Photographer

1 X On-Site Attendent

**UNLIMITED 4R Prints** 

All equipments setup inclusive

Simple customized border suited to your event/company theme provided 1 X Changes ( Sample attached )

#### **Complimentary**

4R Transparent Holders for Each Photo

All images captured will be edited and provided in high-resolution softcopies as well

#### Recent Clients for Photo-Booth events .:

Star Alliance Networking Event

SGH Scholarship award ceremony

SIA appreciation night

AliianceBernstein 20th Anniversary Night

Weddings

Photobooth Vendor For Nestle Singapore

Many more!

# 8. Additional Relevant Services

#### **8.2** Photobooth + Instant 2R/4R Print Service Samples











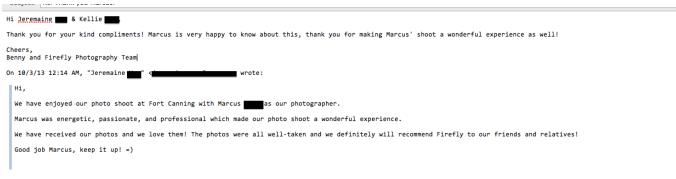






#### 9. Testimonials





To: Firefly photography; Dear Benny, This is to confirm that we have received the CD in the mail. Thank you for your excellent service and prompt delivery (ahead of the time mentioned on receipt). Please pass our regards to GP, our photographer as well. Please let him know he did a great job and we are very pleased with the photos. Namrita k Me Hi Benny, s Bin Mis My parents enjoyed the session at MacRitchie yesterday. Nice outing and thanks to Zac, there was lots of smiles! oupo ce C t. I have also on C attached the Country voucher which we omitted yesterday. Sub Look forward to receiving the edited photos. or p ieko Cheers!