



LEYTE

NEGOSYO CHRONICLE

THE OFFICIAL NEWSLETTER OF THE DEPARTMENT OF TRADE AND INDUSTRY- LEYTE

INSIDE THIS ISSUE:

Php43 Million P3 fund.... 3

11.5k target MSMEs... 4

Php47 Million SSF Projects... 5

Success Story: Bernales Memorial... 6

Success Story: Armea's Enterprise... 8

Watch out for the maiden issue of Leyte BUB Magazine!

Buttoms Up Budgeting Livelihood Enterprises' Success Stories of Micro Entrepreneurs in Leyte



Ormoc City Mayor Richard Gomez and LPCC members monitor the prices of basic goods & commodities in the public market.

Leyte LPCCs vigilant on profiteers as TRAIN accelerates

With the government's implementation of the Tax Reform for Acceleration and Inclusion program otherwise known as the TRAIN Law this year, Local Price Coordinating Councils in Leyte conduct preparatory activities to protect consumers on profiteers.

The LPCC of Ormoc City spearheaded by Mayor Richard Gomez convened last December 29, 2017 and identified necessary activities to be undertaken to promote consumer welfare and protection.

Mayor Gomez

together with the DTI Leyte Senior Trade and Industry Development Specialist Abelardo Zacarias and other members of the Ormoc City LPCC conducted a monitoring at the public market to inspect the prices of basic goods and commodities, and checked if market stores are compliant to Price Tag and other Fair

Trade Laws.

Mayor Gomez encouraged market stall owners to strictly comply with the said laws and warned against unfair business practices such as hoarding, profiteering and illegal practices relative to weights and measures.



Ormoc City Mayor Gomez discussing with LPCC members issues on over pricing of some basic goods.

NEWS

Leyte LPCCs... continued...



Hon. Cristina G. Romualdez, Tacloban City Mayor, discussing the roles of each implementing agency of the recently organized Tacloban City Local Price Coordinating Council.

On the other hand, Tacloban City Mayor Cristina G. Romualdez signed last January 11, 2018 Executive Order No. 2018- 01-081 creating the Tacloban City Local Price Coordinating Council. An LPCC meeting was immediately held that day Chaired by Mayor Romualdez to address the issues concerning the sudden increase of prices of various commodities in the market.

During the meeting, DTI Leyte PD & LPCC Vice-Chairman Desiderio P. Belas, Jr. and Consumer Welfare Division Chief Araceli D. Larraga conducted an orientation on RA 10963 Tax Reform for

Acceleration and Inclusion (TRAIN) Law. PD Belas also informed the council members regarding the delineation of agencies concerned on the price monitoring of identified products.

The Tacloban LPCC agreed to closely monitor the fluctuations of prices in the public and private markets of the city and establish a complaints desk at Tacloban Public Market to entertain and solve issues of profiteering & other consumer related complaints.

The council will also set up a Price Bulletin Board to guide the consumers of

the updated Suggested Retail Prices.

Likewise, Baybay City Mayor Carmen L. Cari also called for an LPCC Meeting last Feb. 2, 2018 to address similar issues arising from the implementation of the TRAIN Law such as the sudden increase of prices in the market particularly fish and vegetables.

Present during the meeting was DTI Leyte Chief Larraga who briefed the Baybay LPCC members on the salient features of the TRAIN Law and its underlying effects to the market and the consumers.



NEWS

P40M P3 funds of partner MFIs now available to Leyte NC ME clients



Round Table Discussion with Partner MFIs with DTI Leyte PD Ed Belas., SBC Representative Elmer Garado & representative from partner MFIs

A total of Forty Million (Php40,000,000.00) Pondo sa Pagbabago at Pag Asenso (P3) Program loan fund released to accredited Leyte Micro Financing Institutions (MFIs) can now be accessed by Negosyo Center clients/Micro Small and Medium Enterprises (MSMEs) of Leyte.

This amount comprises 70% of the total amount of Php57.8 Million released to Region 8.

Five MFIs in Leyte were accredited for the P3 Program of the national government and were given the said funding broken down as follows: Taytay sa Kauswagan, Incorporated (TSKI) received P26.78 Million,

Libercon Multi-Purpose Cooperative with Php1.01Million, Fatima Multi-Purpose Cooperative with Php6.52Million, Omaganhan Farmers Multi-Purpose Cooperative got Php5Million, and Zaragoza Farmers Multi-Purpose Cooperative received One Million pesos.

In connection to this, a Round Table Discussion with Representatives from partner MFIs was conducted by DTI Leyte headed by DTI Leyte Desiderio P. Belas, Jr. last January 30, 2018 at Eastern Visayas State University (EVSU) Graduate School, Tacloban City. Present during the meeting were Representatives from the five partner MFIs, Small Business Corpora-

tion Representative Elmer Garado, DTI Leyte BDD Chief Faustino V. Gayas, Jr., DTI R08 Negosyo Center Regional Coordinator Pedro Bimbo Tan and thirty Negosyo Center Business Counselors of Leyte.

Tackled during the meeting were issues and concerns encountered by Leyte NCBCs in disseminating P3 information to potential borrowers, particularly on the qualifications and requirements required from P3 borrowers as well as the limited areas covered by partner MFIs.

The P3 program aims to provide alternative source of financing with low interest rate to MSMEs.



NEWS

11.5k MSMEs in 2018 Leyte Scorecard cascaded to NC Biz Counselors



Open forum during the Negosyo Center Cluster Planning Workshop held last January 18, 2018

DTI Leyte Provincial Office is targeting a total of 11,500 MSME-clients to be assisted by the Negosyo Center Business Councilors in the Province for the Calendar Year 2018.

A total of P15M budget is expected to be downloaded for the Business Development Services (BDS), and the Maintenance and other Operating Expenses (MOOE) for the twenty-eight (28) operational Negosyo Centers in Leyte. Presently, there are about thirty-five (35) Negosyo Center Business Counselors who are manning these Negosyo Centers and will

address the increasing demand for the business development services.

In order to maximize the use of resources, DTI Leyte Provincial Office conducted Negosyo Center Planning Workshops through geographic clustering: Districts 1 and 2 in Alangalang, Leyte, Districts 3 and 4 in Ormoc City, and District 5 in Baybay City last January 17-19, 2018, respectively.

To make sure it will hit the target, DTI Leyte stretched the number to 13, 325 MSMEs. Districts 1 & 2 also known as G12 is expected to serve 5,975 MSMEs, District 3 & 4 with

4, 015 and District 5 is targeting 3,335 micro entrepreneurs.

The bases were the 2017 Leyte Negosyo Center Performance and Accomplishments, an increment of five (5) percent annual growth rate and five additional Negosyo Centers to be established this 2018. The activity was participated by the DTI Leyte Management Committee (ManCom), DTI Leyte BDD Cluster Heads and the Leyte Negosyo Center Business Counselors. The Individual Dashboards of thirty-five (35) Negosyo Center Business Counselors were cascaded from the Provincial Director, Division Chiefs and the Negosyo Center Business Counselors respectively.



NEWS

Php47M in SSF Projects earmarked for Leyte Cooperators



Dairy Food Processing Shared Service Facility in Baybay City



Meeting w/ Baybay Cooperators last Feb. 2, 2018 w/ DTI PD Ed Belas & STIDS Rebecca Corman

More than Forty Seven Million pesos (Php47M) fund for the Shared Service Facilities (SSF) program is earmarked for Leyte Cooperators this year.

The said amount is intended for the SSF Projects of the proposed Cooperators in Leyte for them to improve their machinery, equipment, tools, systems, skills and knowledge under a shared system.

These proposed SSF Cooperators are the following Abuyog Moron Processors Association of Abuyog, Leyte (Moron Processing), Visayas State University (VSU) Department of Food Science & Technology (DFST) of Baybay City (Food Laboratory, Bamboo Manufacturing & Carabao Dairy, Eastern Visayas State University of Tacloban City (Ancillary Equipment for Retort), Baybay Womens'

Association also from Baybay City (Jackfruit Processing), Omaganhan Farmers Multi-Purpose Cooperative of Tabango (Banana Chips Processing, Lim-ao Integrated Farmers for Empowerment (LIFE) of Kananga, Leyte (Bag Making), Sinamay Weavers Association of Matalom, Leyte (Sinamay Weaving), Pandan Processors Association of Inopacan Leyte (Pandan Processing) and Organic Rice Seed Growers Multi-Purpose Cooperative (ORSEGRO) of Ormoc City (Organic Rice Packaging), Fabrication Laboratory and one cooperator for the jackfruit processing from the First District of Leyte.

A Regional Management Committee (ManCom) meeting is being held today February 6, 2018 at Hotel XYZ, Tacloban City to finalize the said fund allocation.

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SUCCESS STORY

BERNALES MEMORIAL CHAPELS: “Staying alive in the funeral industry”



Bernales Memorial Chapels, formerly known as Ormoc Bernales Funeral

DTI's Kapatid Mentor Me Program (KMME) has opened a whole new world for me as an entrepreneur. Just when I thought my business was getting nowhere, I was taught to think big, change my mindset and be positive. I realized that the more I learned about the business, the more there was to improve I found a whole new family with an encouraging and nurturing mentor and an ever supportive DTI-Leyte. Now, I am so excited for the unfolding of the events to come and to see how far my business will go.", says Stella, owner of Bernales Memorial Chapels.

Ormoc Bernales Funeral, owned by Stella Marie B. Oriol, is one of the privileged 21 mentees of Kapatid Mentor ME Ormoc Batch 2. Ormoc Bernales Funeral now renamed and rebranded as Bernales Memorial Chapels, is owned and managed by Stella and her husband, Kimo Rodcliff Oriol. Who would have thought that Stella, with her angelic demeanor and calm aura, is a registered embalmer and owner of an affluent funeral home in Ormoc City?

The business started in the 1980s with manufac-

turing and making caskets, and eventually became a full-service funeral home. The funeral home service was a family business that has been in the industry for decades.

However, it is feared that their business is slowly going down due to the industry's tough competition. The company, with their vision to become a world-class funeral service, is slowly losing the light towards their aspired path for their business. Came the KMME Program in Ormoc through Department of Trade and Industry in Leyte which was launched on



SUCCESS STORY *Bernales Memorial.. continued...*



Bernales Funeral Chapels owner Stella Oriol (right) with other mentees, during the interview with DTI Leyte PD Desiderio Belas. (left)

the 27th of March 2017, the stepping stone for the Bernales Memorial Chapels' breakthrough.

After finishing the ten modules and graduating from the KMME program, Stella and her husband took the step to reposition and rebrand; changed the business name they have been using for almost four decades.

Stella was one of the most diligent and most determined among the Ormoc mentees. She visited the Negosyo Center Ormoc together with her husband on a weekly basis during, and even after, the program for monitoring. The program and the support from DTI Leyte made them trust their business even more and helped them passionately pursue their vision to become a world-class funeral home. They are gradually chang-

ing their branding — from their business name, to logo, and are even on the process of adding facilities.

With the help of DTI Leyte and Negosyo Center, Stella's loan application in Small Business Corporation is now on process. Bernales Memorial Chapels will add an oratory and renovate the place in line with their repositioning from a conventional image to urbane. Moreover, the company is continually hiring employees since the end of the program, noting that their operations and production is increasing. On the other hand, Bernales Memorial Chapels is pursuing what she calls "funeography" otherwise known as funeral photography understanding that it has been the new trend for the middle class to elite, the market BMC wants to actually cater.

Truly, DTI- Leyte, through the KMME program, has rekindled the light of the Bernales Memorial Chapels through its proprietor, Stella. She has been formally equipped with the technicalities of the business and the confidence and courage to explore every possibility for the company.

**“@DTI, we
DO BETTER
when we
DO THINGS
TOGETHER”**

SUCCESS STORY

ARMEA'S ENTERPRISES: "Learn to earn"



Marck Armea, Project Manager of Armea's Enterprises

The Department of Trade and Industry Leyte together with Negosyo Center Ormoc has transformed the City of Ormoc into a milieu more conducive to investors as it has become equipped with a positive business environment. With the active presence of the Negosyo Center, several interventions for MSMEs were done - from humble steps such as imparting proper information to clients, up to milestones such as the launching of Kapatid Mentor ME Batch 2 last March 27, 2017 at Sabin Resort Hotel.

The Kapatid Mentor ME Program was rolled out in Ormoc City with over 300 participants from all over Districts 3, 4 and 5. From there, 21 hopeful participants were chosen to be the second batch of mentees for the said program.

Armea's Enterprises, represented by their project manager, Mark Armea, was one of the hopeful mentees who underwent the 10 modules of KMME and graduated from the program together with other 20 mentees on June 1, 2017.

Founded in 1993 at Cantubo Street, Ormoc City, the institution specialized in sheet fabrication. For almost two decades, Armea's Enterprises continues to provide quality products and services to Ormocanons.

Although the company is a family business passed from one generation to another, Mark Armea, son of the proprietor Juanita Armea, still took the time to learn from the opportunity given to him by DTI Leyte and KMME Program.

Undeniably, the ten modules have formally equipped and developed Mr. Armea into an effective and efficient project manager. The enterprise's sales increased fairly by 5% after attending the KMME Program. This positive effect in the business paired with the skills developed during the program altogether boosted the capabilities and the confidence of the mentee.

Mr. Armea now takes on a new challenge as he will be having the same line of business in Tacloban City soon. He continually works on his own business strategic action plans towards being a good entrepreneur and a proprietor of the business on his own. Indeed, quality products and services of the enterprise will not only be catered to Ormocanons but to the entire province eventually.

The humble contribution of the Negosyo Center Ormoc as the coordinator of Kapatid Mentor ME Batch 2 in Leyte paved way to the milestone of each mentee towards the success of their businesses.

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