



LEYTE

NEGOSYO CHRONICLE

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

2,220 Consumers' early shopping of Noche Buena Products at Tac. City: Leyte's Diskwento Caravan grossed Php1.1 M sales



DTI Leyte Consumer Protection Division Chief Araceli D. Larraga delivers the Opening Message in behalf of DTI Leyte Provincial Director Desiderio P. Belas, Jr.



Shoppers flock the Diskwento Caravan to buy Noche Buena products, Christmas items and other goods sold at low prices.

In line with the upcoming Christmas celebration, the Department of Trade and Industry Leyte Provincial Office, in coordination with the City Government of Tacloban conducted a Diskwento Caravan Noche Buena Edition last 28-30 November 2018 at Plaza Rizal Tacloban City, grossing Php1,115,260.39 total sales and serving 2,220 consumers.

Noche Buena products, Christmas decorations, toys, gift items, basic necessities and prime commodities were sold to consumers at discounted prices. A fruit cocktail with an SRP of Php191.00 was sold only at Php186.00 while a 1kilogram ham with an SRP of Php329.00 was sold only at Php 297.00. Other noche buena products such as creamer, pasta and sauces were sold at prices with discounts ranging from 5% to 10%.

Sixteen local distributors participated in the three-day sale namely: Dranix Distribution (Procter & Gamble), Wilty Marketing (Del Monte), Virginia Foods Inc., Fast Distribution (Nestle), River Valley Distribution (Century Tuna, Johnsons & Johnsons, El Real, Monde Nissin, Mitra Oil and Zest-O), RAM Food Products, R8 Distribution Line, Inc. (Unilever),

CM Distribution (Purefoods), DJ Barquin Enterprises, 578 Resources, Unitop Gen. Merchandise, Jerah Marketing Sales, Sheridan Marketing, Fast Unimerchant, Inc. (Nutri-Asia), National Food Authority (NFA rice) and Department of Agriculture (agri-products).

Present during the Opening Ceremony on November 28, 2018 were DTI Leyte Consumer Protection Division Chief Araceli D. Larraga representing Provincial Director Ed Belas, Jr., along with Nutri Asia Distributor Business Manager Mr. Julius Rabuya, Wilty Marketing Operations Manager Reid Esguerra, Virginia Food, Inc. Key Account Specialist Mary Grace Orbiso, Jerah Marketing Supervisor Clifford Carcueva and Mr. Larry Raz of NFA.

Consumers also availed the free haircut & massage for every purchase courtesy of the Comprehensive Livelihood Entrepreneurship Program of the Tacloban City Government. Consumer information materials such as flyers and leaflets were also distributed to shoppers to increase their awareness of their consumer rights and responsibilities. ###DPB/dmq

DISKWENTO CARAVAN: NOCHE BUENA EDITION PHOTO GALLERY

