

Cebu's Butch Carungay wins Asia Jewelry Design Gold



Butch Carungay

Entrepreneur-designer Gil Zaire "Butch" C. Carungay, the visionary behind the success of Cebu-based Avatar Accessories, Inc., brought new honor to the country when his creation titled Serpentine Blanc received the Gold Prize in the Professional Category during the recent 2nd Asian Fashion Jewellery and Accessories Design Competition in Hong Kong.

Serpentine Blanc bested entries by 60 professional designers from China, Hong Kong, India, Indonesia, Japan, Korea, the Philippines, Singapore, Taiwan and Thailand. It is the latest of Carungay's award-winning jewelry creations, the most famous of which is the Swarovski-gem encrusted butay (coconut twig) ensemble now part of the Swarovski Pavillion exhibit.

The winning designs were chosen based on saleability, originality, beauty, wearability, creativity and workmanship of the finished pieces by a panel that included representatives from the respected Hong Kong Fashion Designer Association, the Hong Kong Polytechnic University Institute of Clothing and Textiles, Elle Hong Kong / Elle Accessories, Asia's Fashion Jewellery & Accessories Review and CMP Asia Ltd.

Event organizer CMP Asia said the competition is aimed at raising awareness on Asian designers internationally and to provide a platform for young designers to tap into the fashion jewelry and accessories industry. This year saw a 57 percent increase in the total number of entries, with 320 entries in the Amateur Category and 60 entries in the Professional Category.

The design competition coincided with Asia's Fashion Jewellery and Accessories Fair, the largest international trade fair dedicated to the industry in Asia. The expo drew 540 exhibitors from 26 countries and territories in Europe, North America, Africa and Asia. This year an estimated 5,700 trade buyers from 92 countries participated in the event, which featured pavilions for China, France, India, Italy, Korea, the Philippines and Spain.



The full list of winners are as follows:

Professional Category

- Gold Award: Gil Z.C. Carungay, Avatar Accessories Incorporated, the Philippines
- Silver Award: Siriwan Panthong, F And R Jewellery Co. Ltd, Thailand
- Bronze Award: Maria Shella E. Montecillo, Anjo Accessories, Inc., the Philippines

Amateur Category

- Gold Award: Cheng Sui Kam, Hong Kong
- Silver Award: Zhao Yan, mainland China
- Bronze Award: Au Chung Yin Stella, Hong Kong



Market-Driven Enterprises hold key to future of countryside

Small and Medium Enterprises guided by global best practices and responsive to market forces hold the key to the future of rural areas, Ambassador Jesus P. Tambunting, chairman of Plantersbank and lead proponent of private finance for SMEs in the Philippines told recently-concluded First Silang Seminar on International Development.

Ambassador Tambunting, who chaired the Silang Seminar at the International Institute for Rural Reconstruction headquarters in Cavite, said support for market driven rural enterprises points



Plantersbank chairman Ambassador Jesus P. Tambunting chairs opening session of First Silang Seminar on International Development. In the background are International Institute for Rural Reconstruction (IIRR) president Mike Luz, IIRR chairman Michael Gerber and former President Corazon C. Aquino, convener of the Filipino Micro Enterprise (Pinoy ME) social consortium.

the way forward for developing economies in Asia, Africa and South America. Drawing from over 35 years of experience in SME-oriented private development finance, Ambassador Tambunting said corporate organizations need not compete and reinvent stand alone policies on microfinance.

The best way to allow the market to work is to collaborate and complement existing micro credit providers and rural development actors through alternative investments, wholesale lending programs, capacity building, advise and bring micro entrepreneurs and SMEs into the supply chains.

Ambassador Tambunting emphasized the need for growth adding that "it also must have growth with distribution."

"It is imperative that we grow stronger rural economies where there is a good enterprise foundation to undertake production and create additional value or wealth. This must be value that is retained and reinvested locally, in order to expand the enterprises, create new jobs, open fresh income opportunities and uplift the quality of people's lives."

"Without this, poor areas will remain locked in a vicious cycle. Our growth has been consumer-driven and speculative to an extent. Short-term and palliative, such growth is unable to meet the requirements of sustainable development."

"To develop and sustain a vibrant economy, we need an entrepreneurial base capable of building and directing local industries that are competitive, guided by global best practices and responsive to market forces."

"The greatest challenge for institutions like Plantersbank is to stay aligned with the evolving needs of small rural entrepreneurs and keep a strong double bottom line orientation in the face of growing competition," Ambassador Tambunting said.

"It is a daunting task, but we, as an organization, are inspired by our past successes, and the knowledge that as we pursue our business objectives, we are making a vital contribution to national progress and poverty alleviation."



Keynote speaker former President Corazon C. Aquino and Ambassador Jesus P. Tambunting, chairman of the Silang Seminar.



Delegates representing Asia, Africa and North America gathered in Silang, Cavite to discuss development perspectives and models for the countryside.



Plantersbank Corporate Communications head FVP Roberto F. Banaag cradles the prized IMCEA trophy. He is flanked by Plantersbank communications officers Olivia B. Ramirez and Dennis P. Liuag. Joining them are members of the awards body (from left) IMCEA Advisory Board chairman Jose Javier Calero, Globe Telecom chief finance officer Delfin Gonzales Jr. and IDS Philippines president Vicente Dinglasan.

SME Community Philippines campaign is IMCEA Awardee

Plantersbank received the IMCEA Silver Trophy for Best Budget Service Campaign in the 2nd Integrated Marketing Communications Effectiveness Awards (IMCEA).

The award was conferred in recognition of Plantersbank's advocacy SME Community Philippines, a multi-media campaign to promote the spirit of entrepreneurship among Filipinos and honor SMEs that have contributed to job creation, foreign exchange revenues and overall economic growth.

Organized by the University of Asia and the Pacific, the Marketing Opinion Research Society of the Philippines and

BusinessWorld, the IMCEA is held every two years and honors the efficacy and relevance of marketing communications campaigns in promoting relevance, nobility of persons and social responsibility.

Plantersbank first captured the IMCEA trophy in the Best Budget Service Campaign category in 2005 for the celebrated media campaign For the Entrepreneur, For the Filipino. Plantersbank has the honor of being the first bank to earn IMCEA honors.

Plantersbank wins Best Practice Award in Small Biz Lending



Planters Development Bank was conferred the Award for SME Best Practice by the Small and Medium Enterprise Development Council for the Plantersbank Small BizLoan, a facility offering affordable financing packages and rate protection for small entrepreneurs. The award ceremonies capped the country's annual commemoration of SME Week.

Executive Vice President Roberto A. Buhain (center) of Plantersbank displays the award which was presented by Secretary Cerge Remonde (third from left), Cabinet Oversight Officer for Micro, Small and Medium Enterprise programs. Also in the photo are (from left) SMED Council vice chairman Francisco R. Floro, Trade and Industry Undersecretary Zenaida Cuison-Maglaya with Plantersbank's Senior Vice President Consuelo V. Dantes, First Vice President Roberto F. Banaag and Senior Manager Me-Ann C. Palacol.

Franchise group warns against franchise scams

The Association of Filipino Franchisers, Inc. (AFFI) has issued a statement warning the public about the proliferation of business franchise scams.

Now that franchising has become an increasingly popular option for getting started in business, AFFI warns businessmen of unscrupulous individuals who have set up bogus franchises to entice would-be investors to part with their hard-earned money.

AFFI says these “scam boys” are very skillful in selling their so-called “business concepts”; complete with a business model and one or two existing outlets for show. The bogus operators copy an existing successful business concept, put their registered business name on it then sell the entire “business package” as a franchise, even without a proven track record of viability. They charge very low franchise fees, sometimes accepting down payments from just anybody. Then, the unsuspecting franchisee is left on one’s own.

“These scam boys just get your hard-earned money, then they leave you on your own, *bahala ka na*,” according to AFFI president Ricardo Cuna. He said franchise scams “do not have any support in terms of marketing, logistics, personnel training, systems, experiential and infrastructure. They give franchising a bad name.”

AFFI was organized in 1997 to uphold best practices in the country’s home-grown franchising sector. As an organization advocating responsible franchising, AFFI aims to educate and prepare prospective franchisees to steer themselves on the fast yet safe lane in the business expressway.

To avoid getting victimized by bogus franchises, the AFFI urged prospective entrepreneurs and investors to make sure that the franchise being offered has a good track record and a support organization. AFFI offered these tips on how to find a good franchise:

- Choose from among franchises that successfully operate stores and outlets in established locations. The business must have been in operation for at least one year.
- A responsible franchise business must have facilities such as a commissary and head office and provide marketing, operations, human resources, training, supply and logistics support.
- As a potential franchisee, do not be rushed into signing up for a franchise and parting with your life savings by persuasive individuals.
- Do your homework. Take time to research franchise options and interview existing franchisees.
- Choose a company that belongs to a credible franchise association like AFFI.
- Ask in advance for a copy of the franchise agreement. Read it carefully, including the fine print then have it reviewed by your lawyer.
- Make sure the franchise matches your target location and market environment.
- As a franchisee, be passionate about the business you intend to pursue.

➔ For more information about franchising and business opportunities, log on to www.filfranchisers.com or phone the AFFI at (02) 633-8547.

Franchising blunders to look out for by Therese M. Gutierrez

In a society where familiarity of products and services rake in big bucks, it is no wonder a lot of entrepreneurs venture into franchising rather than set-up their own, unique business. While this is a widely practiced business undertaking, there are still a handful of mistakes that entrepreneurs might commit.



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Jim Deitz also known as the Franchise Doctor, shares with us ten potentially devastating blunders that entrepreneurs should veer away from:

one> A great industry assures your success. Undeniably, market segments do vary; thinking that the bigger the segment you invested in means an instant success in your franchise business might just pull you down. Good old hard work, wise marketing strategies and business acumen are factors that will keep you on business track no matter what segment you venture into.

two> You can open your franchise for less than what the franchisor predicts. As in real-life, never mislead your franchisor. If you are undercapitalized for the project, it is best to be honest; lack of transparency on your part may result to early business failure.

three> Bigger is better. Not in terms of franchise existing chains. Do not base your judgment on the number of franchisees a company has. "Great marketing, aggressive salesmen, and an attractive industry can cause a franchise system to grow even though there are better franchisors in the same industry. Call many franchisees and ask them how

much TLC they receive. Then check in other systems to evaluate the satisfaction level of their franchisees," Jim Deitz writes. Look out also for overly large franchise network; too many franchise outlets in a specific area can cause "overpopulation" – causing each to steal business from others.

four> Never be the First in a Franchise System. Why shouldn't you? Who else is to receive the best attention and technical help than a company's first franchisee. As long as you did your homework and have researched well about the business you are getting into, all will be well.

five> There is no need to hire a professional until I return from initial training. Early business mistakes could be very costly. Best to stir away from them with your arsenal – a group of professionals to help you manage your business. They need not be hired full-time, even on a consultative basis will do.

Six> Using just about 80% of the franchisor's business plan, and modifying it later to fit your style of management. If you want to do things on your own, you might be well-off with your own business, not a franchise.

Remember that you are governed by terms and agreements as signed in your contract, violation of which may lead to the termination of your franchise. Save yourself money and headache; stick to the franchisors plan – every bit of it.

seven> Franchise systems are all about the same. Wrong. As with any business entity, franchise networks are governed by an unwritten culture. Talk to potential franchisors and see where you fit. Carefully scanning the playing field will help you find your footing and allow you to better plan your business course.

eight> When you buy your franchise, success is guaranteed. Any new business venture involves risk. You must be ready to work long hard hours to implement the franchisor's business plan in order to succeed. The advantage is—you have a plan. The unknown is—how well you'll implement it.

nine> Banks will lend you money when you find the right franchise. While banks are open to lending money especially to franchisees, you might not see eye to eye in terms of identifying the "right" franchise. While you are still gainfully employed, best to save up for your franchise project; simply borrow from the bank whatever amount you are in deficit of.

ten> "I know how to manage people." Better make sure you really do. If you have no (or a poor) experience in managing and working with a group of fellow employees, be sure to discuss this with the franchisor. In most systems, you'll be hiring, motivating, and training several employees.

Franchising really is a tall order. With determination however and proper know-how, it may just be a walk in the park. Here in the country, a franchisor's closest ally could well be the Association of Filipino Franchisors Inc. (AFFI), organizers of the concluded 6th Filipino Franchise Show at the SM Megatrade Hall in Mandaluyong City.



Innovative franchising livens up LPG trade

More and more Filipinos are realizing their dream to get into business for themselves, thanks to the franchising industry. At the same time, franchisors are themselves helping liven up otherwise hum-drum sectors of trade.

The Detubios of Botolan, Zambales will attest to this. George and Carmen are the proud owners of GD Detubio Enterprise, a franchise outlet of PR Gaz Haus, the country's first convenience store chain for LPG products and services.

"Having a business with PR Gaz proved to be the best and most productive investment I've ever made," says George of the innovative retail franchise concept.

George, a junior first engineer and overseas worker, and Carmen, a career-banker, are an enterprising husband and wife team. Combining marketing savvy, hard work and a strong backing of PR Gaz Haus, monthly sales of GD Detubio Enterprise have risen from an average 1,500 cylinders to over 2,100 cylinders of 11 kilo Household LPG tanks.

On July 8, barely two years after they opened the pilot outlet in Iba, the Detubios inaugurated the second LPG Convenience Store in their hometown Botolan with great fanfare.

"Thanks to the PR Gaz-Plantersbank Franchise Loan program, we've realized our dream of opening another store a lot sooner," explains George pointing to the display in the new store, which is also the first outlet financed under new facility.

PR Gaz Haus chief executive officer Nelson Par says his company set up the PR Gaz-Plantersbank Franchise Loan program to provide one-stop competitive in-house financing for franchisees' inventory and store improvement requirements.

Under the financing deal, collateral-free term loans up to P700,000 are on tap for qualified franchisees. The loans are payable from six months to three years with PR Gaz Haus providing corporate guarantee for each approved loan.

"PR Gaz Haus welcomes the support of Planters Development Bank in promoting the growth of a professional and robust franchise sector," says Mr. Par. "This will certainly lead to more employment opportunities and contribute to a wider range of choices for LPG consumers."

Above: Carmen Detubio and husband George (right) receive their new franchise certificate from PR Gaz chief operating officer Siu Ping Par. The Detubios recently opened their second PR Gaz LPG convenience store in Botolan, Zambales. Also in photo is PR Gaz Haus business development manager Ronie H. Badidles.



Based in New York, Adrian Miller is the president of Adrian Miller Direct Marketing, a sales training and consulting company that provides customized, results-driven training programs to companies worldwide. AMDM's programs focus on the techniques and skills needed for building new business and retaining existing business, resulting in increased 'ROA' (Return on attention). She can be reached at amiller@adrianmiller.com.



One of the most enjoyable professional experiences is the “aha” moment that erupts when you’re able to provide a business contact with a lead. It’s a tremendously enjoyable, productive, and effective way to network.

However, these peak “aha” moments are quite sporadic; and, apparently, much less common than most people think. In truth, because these experiences can be so memorable (for all of the reasons noted above), it’s easy to think that they happen every other week. But upon closer look, it’s probably more like once every few months; maybe a handful of times a year, if you’re lucky.

Paradoxically, while the “aha” lead link experience is in itself a very efficient thing —because you’re tangibly and measurably helping solve a business problem through your referral—the approach to generating leads is woefully inefficient. This is explained below.

From bartering to stores of value: a trip down economic lane

To understand the dynamics of the “aha I know someone who can do that” experience in all of its well intentioned but inefficient glory, let’s take a quick glance at one of the greatest inventions in our history: money.

Not too long ago, if you wanted something - say, a pair of shoes - you had to have something to trade for them.

And furthermore, the person selling you the shoes had to need what you had to trade. In other words, if you and your shoe salesman didn’t have mutually aligned “aha” moments, then there was no immediate deal - he’s stuck with a pair of shoes that he could have sold, and you’re stuck wanting a pair of shoes, and not having them. It was very depressing. Many people probably went shoeless.

What had to take place, was that you had to trade your stuff to someone else in order to obtain something that the shoe salesperson wanted. Then, and only then, could you make the deal. It could take months; or just shelved entirely.

And then, cheerfully, money started circulating. And this money was nothing but a store of value. It was a piece of paper (or a piece of metal) that held a certain value, and could be traded with ridiculous ease between multiple buyers and sellers. Need some shoes? No problem! Send in some of that money (and add a little bit extra, the service was great) and get a pair. It brought people together, and enabled them to do business because they had money. They had something in their pocket that enabled an “aha” moment to occur.



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From Money to Lead Generation: Being Proactive

In a nutshell, the introduction of money allowed people to be very proactive. They didn't have to wait for infrequent "aha" moments in order to do business. Thanks to the money in their pocket, they could be prepared for an unforeseeable future. They could, in essence, experience "aha" moments all of the time. Several times a day, in fact.

Generating leads through your business network can take the same path, and benefit in much the same way, as the economic system did in its evolution from bartering goods to exchanging money.

How? Simple. When you network, don't limit yourself to looking for "aha" moments. There's no need! Rather, learn about what your business contacts do; even if you don't immediately need them, and they don't immediately need you.

When you develop relationships with quality partners and learn about what they do, how they do it, why they do it, and with whom they do it, you are, in essence, acquiring a store of value. You are increasing your capacity to be proactive, and to generate exponentially more "aha" moments in the future if and when an opportunity to work together (or make a referral) happens.

The thing to remember here - and it's important, because it's a new way of thinking - is that you don't need to need anything from a potential networking partner in order to proactively find out all you can about them. Nor do you need to be trying to find a fit for someone who asked you if you knew someone who did this or that. As you develop relationships and generate leads, you are adding to your "bank account" of quality partners; both for yourself, for your partners, and for your clients. And at the same time, you're investing into someone else's account; they, too, now know what you do, how you do it, why you do it, and with whom you do it. And when they need you, for themselves or for a contact, they'll be in touch.

A New Way of Thinking

The freshest way of looking at this is that of opening a closed box. For centuries, generating leads has been a reactive exercise. You (or your business ancestors) went to a so-called networking event, and tried to find a "fit" for your current need. At the same time, you were sought out by other businesses as possibly filling of their current needs. If there was no immediate "aha" moment - if you didn't need shoes and someone there didn't

sell the shoes you wanted - then little was accomplished.

And even if you did walk away from a networking event with a pocket-full of business cards, it wasn't as helpful - or valuable - as it should have been. There was no proactive attempt to learn about quality partners who didn't fit one of your current needs, or vice versa. In other words, you (naturally) focused on the partners that could help you here and now; and so did the other people in the room.

But that's the closed box; and it's extinct (but doesn't quite know it yet). The new way of looking at this - the open box - is to proactively generating leads regardless of whether there is a current need.

This increases your bank account of potential partners down the road, and at the same time, increases your exposure to quality professions in various walks of workforce life. Indeed, even if a business deal is never struck with a proactively generated lead, the cross-dialogue with quality, excellence-driven professionals can be incredibly rewarding and totally profitable. After all, as we all know, innovations in how business is done is not limited to any particular field or type of professional; knowing how an automotive manufacturer is successfully anticipating customer demand can help you sell your hotel rooms. Learning how a marketing firm is branding itself can help you increase market share for your law firm.

It's Not Just About the Cards

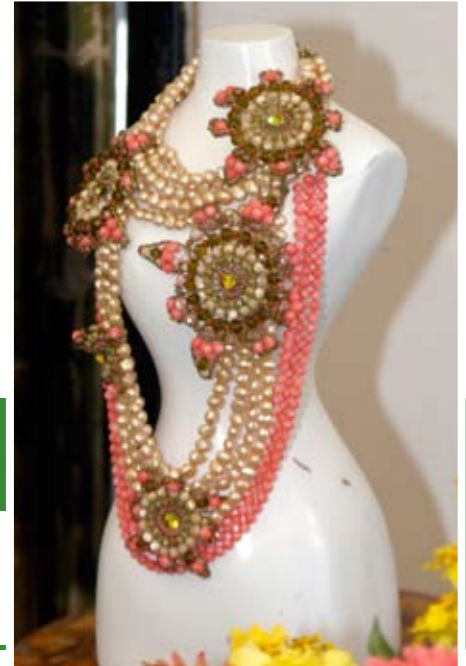
"Aha" moments will still pop up from time to time, and they'll still be very enjoyable experiences. But remember: networking these days, and in the future, isn't merely about trading cards and seeking that rare "oh yes, I know someone who can do that" moment. It's about proactively building your business bank account with stores of value; with information that you have learned from actively generating leads.

In this way, your access to new business professionals will increase as your circle widens and opens outside of its conventional framework. The results? More "aha" experiences. A high quality network of diverse professionals who can provide answers and insight. And, of course, our old favorite: more money!

Cebu hosts RP's first SME Industrial Park



Plantersbank opens the gates of the country's first industrial park for SMEs. Present at the cutting of the ceremonial ribbon are (left to right) Cebu Trade and Industry provincial director Nelia Navarro, Philippine Economic Zone Authority director general Lilia de Lima, Mactan Economic Zone administrator Sansaluna Pinagayao, Cebu Governor Gwendolyn Garcia, Plantersbank chairman Ambassador Jesus P. Tambunting, Presidential Management Staff director general Cerge Remonde and Naga Mayor Valdemar Chiong.



Jewelry, home furniture and accents on display, including the exquisite wire chair on display, courtesy of Mactan-based Avatar Accessories, Inc. and Superior Export-Import Philippines of Talisay City.

CAPTION:

Naga, Cebu—Plantersbank recently inaugurated in this southern Cebu town its multi-million peso industrial park dedicated to Small and Medium Enterprises.

The Plantersbank SME Industrial Park is a 40-hectare property within the New Cebu Township One (NCTO), a 250-hectare integrated development with industrial, commercial and residential developments.

“The SME Industrial Park in Naga, Cebu is another pioneering initiative by Plantersbank to provide Filipino SMEs with a platform to consolidate operations, widen exporting potentials, and most importantly, benefit from the fiscal benefits extended to locators in an export processing zone area,” according to Plantersbank chairman Ambassador Jesus P. Tambunting.

Several of Cebu-based SMEs already signed up as locators many weeks in advance of the opening. The list includes the province’s leading fashion and furniture exporters like Avatar Accessories, Bon Ace Fashion Tools, Superior Export-Import Philippines, Nature’s Legacy and Arden Classics.



Plantersbank chairman Ambassador Jesus P. Tambunting (left) presents the scale model of the project to Presidential Management Staff director general Cerge Remonde, Philippine Economic Zone Authority director general Lilia de Lima and Cebu Governor Gwendolyn Garcia. The Plantersbank SME Industrial Park aims to become Cebu’s mecca of innovative ideas that will propel SMEs to excellence and global recognition.

Unlike other industrial parks that only lease the land to locators, the Plantersbank SME Industrial Park is selling industrial lots ranging from 1,000 square meters to two hectares. Combined with financing packages from Plantersbank, this makes it easier for SMEs to plan construction and expansion of their manufacturing plant.

As a Special Economic Zone, this project offers incentives to SMEs including exemption on taxes and duties on importation of capital equipment, tax credits for locally sourced capital equipment, exemption on export tax and import fees, a four to eight year holiday on income taxes, and 5-percent income tax on gross income following the tax holiday.

"With the rise of the first ever SME Industrial Park in Cebu, we hope to spur economic, industrial and social development in the area," adds Ambassador Tambunting. "In helping SMEs succeed, we are able to spark economic activities leading to more jobs, higher incomes and a better quality of life, especially in the countryside."

The Plantersbank SME Industrial Park aims to become the melting pot for Cebu's finest and innovative ideas for businesses that will propel the country's overall SME excellence.

Local government officials have pledged support for the Industrial Park.

Cebu Governor Gwendolyn Garcia and Naga Mayor Valdemar M. Chiong said they would be putting up a port that could serve roll on-roll off passenger vessels and small cargo ships.

Governor Garcia added that the provincial government will pursue other projects in addition to the proposed port, that would provide the infrastructure to support the industrial park's growth. Among the pressing needs are efficient water supply and alternative routes to and from the Plantersbank SME Industrial Park to the inner roads of Naga.

Mayor Chiong said the local government would give additional incentives to locators if local residents comprise 80 percent of their workforce.

"Plantersbank believes that Cebu is the center of SME operations in the country," said Ambassador Tambunting. "We are confident that this park will not only be a regional industrial center but a center for SME excellence that will make Filipino products known worldwide."



New park locator. Pedro Delantar (right) of Nature's Legacy Eximport signs agreement with Plantersbank chairman Ambassador Jesus P. Tambunting and Senior Vice President Elizabeth C. Umali.



Below: It's a happy moment for Cebu's Young Entrepreneur of the Year Butch Carungay, founder of Avatar Accessories, one of the first companies to sign up for the SME Industrial Park. Butch Carungay's jewelry designs and fashion accessories are highly sought in Europe and North America. With him are Plantersbank chairman Ambassador Tambunting and Senior Vice President Elizabeth C. Umali.



SME Industrial Park Dialogue: Philippine Export Zone Authority chief Lilia de Lima (clockwise fifth from head of table) and Plantersbank chairman Ambassador Jesus P. Tambunting (third from right) hold impromptu roundtable with Cebu clients and SME Industrial Park locators.



Top left: Client Mar Panganiban (left) shares a light moment with Plantersbank Assistant Vice President Steven A. Tambunting, Senior Vice President Allen Vergara and Mandaue branch manager Pia C. Alturas. R. Panganiban is the chairman of Vismin Advent Traders, Inc.

Above: Ambassador Jesus P. Tambunting welcomes announcement by client Ramir Bongahoy (right) that his company Bon Ace Fashion Tools will put up a plant in the SME Industrial Park.

Left: Clients Felix Tiu of Iloilo-based EON Group; Charles Belleza, CEO of high-end furniture exporter Raphael Legacy, and Mar Panganiban, president of the Central and Eastern Visayas Association of Distributors.

Below: Plantersbank clients Bern Tiu and Felix Tiu of Iloilo-based EON Group, Atty. Jerome Padio and Assistant Vice President Josephine S. Caram of Plantersbank Iloilo Branch.





Ocampo's

Fine Jewelry

By Ma Liza A Solano



A business that is tested in fire—and survives—becomes more resilient. This is also true with people and human relationships. Learning how to cope with life's difficulties builds character. Facing and overcoming challenges together strengthen the bond between husband and wife, and parent and child. And this is precisely what makes the story of Ocampo's Fine Jewelry interesting to tell. It is about how Victor and Amada Gutierrez (and their brood of eight) made the family business grow in the last 50 years despite serious setbacks.



A good partnership

Both husband and wife admit that it is Amada who has a mind for business and the knack for selling jewelry. Victor's talent is in designing the Ocampo's stores. He worked as an architectural engineer in Guam before they got married. Selling jewelry is in Amada's blood. Her father Santiago Lagman Ocampo was a traveling jewelry salesman. He opened the first Ocampo's store before World War II. From their base in Guagua, Pampanga, Santiago sent his 10 children to set up stores in different parts of Luzon: Angeles, San Fernando (Pampanga), Tarlac, Manila, Baguio, etc. Amada was in charge of the store in San Fernando, Pampanga. When she married Victor in 1957, they opened the Ocampo's pawnshop and jewelry store in Olongapo. It was to be the first of many business ventures that they would develop together. Business was good in Olongapo which then hosted the Subic Naval Base of the United States. "During the Vietnam war,

people made good on their payments. Before, the people in the province did not want their appliance to be repossessed. Nahihiya sila." Their daughter Vittsi relates that her parents even made a business of bringing Kodak films from customers in Olongapo for processing and printing in Manila. They also repaired watches. "We got into businesses where we could make money," Victor says. "Suppliers wrote to us, offering their products. We would get the products if we think we could sell them. We made our decisions on gut feel."

A matter of faith

Their business in Olongapo and Pampanga suffered when Mt Pinatubo volcano erupted in 1991 and the Americans withdrew their military bases from the country soon after that. Lahar from Mt Pinatubo also covered several towns in Zambales, Pampanga and Tarlac. "Louie (one of their four sons) started thinking of



Ocampo children

“There were no credit cards then but people made good on their payments.”



the American soldiers went to Olongapo for their R&R," says Victor. "They would sell or pawn their jewelry."

Risk takers

The Gutierrezes are natural entrepreneurs. They later branched out into other businesses such as selling appliances and an LPG dealership. "We offered installment payment for appliances," Amada says. "There were no credit cards then but

moving the business elsewhere," recalls Victor. "The young ones thought of doing business outside Zambales and Pampanga." Amada says many of the businesses had to close down. "We were lucky that we did not have to pay rent." They owned the building that housed their store. "One day, I stood in front of the seven-storey Ocampo building in Olongapo. What should I do with this building? Let's stay put come what may," Victor recounts. "We decided to stay even



if there were no sales for a year," Amada remarks. "Olongapo was a dead town at that time. We were the only ones selling appliances and jewelry who stayed. With determination, we were able to recover gradually," says Victor. "Determination and sacrifice," adds Amada. "We succeeded through prayers. We went to mass everyday." It was not the first time that the Gutierrezes faced the threat of financial ruin. Their house and warehouse were gutted by fire twice—first in 1975 and then in 1982. They had a full inventory of appliances and jewelry at both times. Because of their good relationship with suppliers, Amada says they were able to replenish their stock on credit. Their suppliers told them: "Pay when you have money."

Doing things right "It is important to pay suppliers on time," says Amada. She never borrowed money that she could not pay. She would tell her children: "Live within your means." The Gutierrezes also maintained a good reputation with their

customers. "We had the confidence of the people," Victor said. "They knew they could trust the Ocampos as storeowners." "Service is the key," adds Amada. "We are friendly with the customers. Siyempre inaalagaan namin sila. There are 10 of us serving them." They introduced their children to the business at an early age. They asked them to help at the stores during summer vacation. Later on, they sent their daughters, after graduating from college, to study at the Gemological Institute of America (GIA) where they learned how to appraise and select gems. Both Victor and Amada believe that success in business requires working hard, patience and commitment. "You have to climb slowly. If you go up too fast, you'll fall hard when you fall," says Amada. "Yun ang sabi ng tatay ko. We learned to stand on our own two feet with encouragement from my Dad." "You have to be patient," agrees Victor. "Dedication is needed. At first, I was the only one driving us everywhere—from Olongapo to Manila, to Divisoria and back." He drove a pickup

Amada and Victor Ocampo

“Amada never borrowed money that she could not pay. She would tell her children: “Live within your means.””



truck that could carry four refrigerators. “We also used to sell LPG tanks,” he relates. He would pick up 15 cylinder tanks in Pasig and bring these to their store in Olongapo. “We were one of the first to sell LPG in our area.” “At first, we had only an owner-type jeepney,” says Amada. “We decided to take the bus to Manilla instead because we were afraid to leave merchandise in the jeepney which had no doors we could lock.”

Golden years

Today, the appliances get delivered to their department stores in Subic and in Dinalupihan and Balanga in Bataan. Ocampo’s also sells a variety of products, from furniture to Sony play stations. It is an authorized dealer of Nokia and a reseller of SonyEricson and Motorola accessories. Aside from Ocampo’s Fine Jewelry, the Gutierrez family also started the Silverworks store which is present in major shopping malls nationwide. It is a Dream Satellite dealer

in Olongapo, and manages STI computer school and Penshoppe store in Balanga, and Bench boutiques in Balanga and Olongapo. It leases out properties handled by G.O. 4 & 4Property Management Corp. The family also operates Marysville Home Care in the US; ISIP Center in Makati, which is a venue for events, workshops and other social functions; and Holy Family Retreat House and Prado Farms in Prado, Lubao. Now retired, Victor and Amada celebrate their 50th anniversary as a married couple and as business partners this year. They have passed on the business to their eight children but they still give them guidance and advice when needed. Did their business turn out the way they expected it to? Or did they want more? “More,” both Victor and Amada answered almost in unison. For them, Ocampo’s continues to be a work in progress, one that the next and succeeding generations will continue to develop and grow.

Wow-ing Business

Michelangelo, the great artisan who conquered the Renaissance period, has more than a knack for painting; he has imparted one great business lesson: “The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

If the artist settled for mediocrity, would the ceiling of the Sistine Chapel be admired to date? Sub-standard was not in his vocabulary. He believed that to survive, one has to present himself differently. And amazingly, it is with this principle that he has immortalized his name in the arts.

That was Michelangelo’s WOW factor. Wouldn’t you like to etch your business in your niche market? The same tenet goes for enterprises. A sea of choices confronts every consumer; business is most likely to survive if it was different and unpredictable.

But how? In goes the concept of the Wow Projects. Wow projects make a difference, it takes your breath away, it has added value, it transforms the enterprise, and more importantly, it is not hype. It is for real, and it can stay for as long as the business does.

The How of Wow is fairly simple. In evaluating any project, ask yourself: Wow?

It is more than answering: ‘Were the customers satisfied?’ or ‘Did the business exceed expectations?’ Asking yourself the simple three letter word would allow you to continuously evaluate your business. Wow not only asks about how the product performed; the answer becomes multi-dimensional as it tackles every bit of the business efforts in delivering the product to the end consumer.

Wow also accounts for three things: beauty, impact and raving fans. If you hit these three things right on target, you have got yourself a Wow project.

Wow projects leave a legacy. And legacies are in for the long run. Wow your business and you may just see your business well and thriving for long haul.

Wow-ing the business is a matter of aiming high – setting yourself to the challenge of being different amongst the rest. It definitely won’t hurt that you reach these goals too.

No matter how difficult circumstances may get, the important thing is never to settle for mediocrity. Think like Michelangelo and continuously ask yourself: Wow?





Rosario Acierto and
son Mark Acierto

Education is their business

By Estelle Custodio-Piencenaves

Mark Acierto and his siblings were born, literally, into a life of education. Their parents, Jose and Rosario Acierto, were teachers in the northern province of Isabela. Like many other Filipinos, the couple moved to Manila to find greener pastures during the late 70s.



Above: Mrs. Rosario Acierto received her certification from the American Montessori Society in 1991.
Below: Mark Acierto, VP for administration poses with students of Casa del Niño .

The search led Rosario Acierto to a teaching job in OB Montessori. Several years of teaching in the school prepared her well for what was to come. In 1981, the family eventually decided to open their own pre-school, which they named Casa del Niño Montessori (House of Children Montessori) in Laguna.

“Developments were in Calabarzon at that time. We moved to the south and the family said let’s put up a small school. It kept everyone busy, earning just enough income,” says Mark who was but a toddler at that time.

The school started in their house. As kids, the Acierto children grew up seeing their house transform into a garage school by day and back to home by night. In fact, Mark and his siblings were among Casa del Niño’s first batch of 17 pre-schoolers. The school and the Acierto kids grew side by side.

“We were growing in the business even if we weren’t part of it. We’ve always been there. Ayaw mo na non. Sabi ko nga parang ayaw ko ng mag-teacher (I told myself, I don’t think I want to be a teacher,)” shares Mark. He later proved his point by choosing to pursue dentistry in college.

The pre-school started earning after a few years. Rosario used the funds to pursue studies in New York in the mid-80s. She received a certification from the American Montessori Society a year after. Better

equipped with knowledge and not just experience, the family followed their gut feel and expanded the business.

They established the grade school department and in a couple more years, sought out a bank partner that can help them to expand to high school level.

The right business partner

“Our company (at that time) was quite young and ignorant of business processes, even jargons. We were so small that no bank would ever trust us. That’s where Plantersbank came in. They gave us the break,” says Mark recalling the hardships of being a new player in the business.

The partnership with Plantersbank was forged in 1995. The Aciertos, who have always been passionate about teaching, slowly learned the business side of their work.

“Naabutan ko pa hanggang magka-highschool kami. (I was able to attend until high school.) There’s pressure in the sense that I had to behave really well!” Mark shares of his extraordinary schooling circumstances.

With the help of a partner who trusts their business instincts, Casa del Niño did not only realize the dream of having a high school, but also that of establishing more schools. They have six school branches to date.



“THE END OF EDUCATION IS CHARACTER”



Mark Acierto with student scholars

Teaching is in the blood

While Mark tried his best to veer away from teaching, he was always drawn into it. After finishing his degree in dentistry, he found himself doing dental work for the students in their school.

"Hihigupin ka talaga," he remarked, laughing. I've been practicing (dentistry) for two years and I've been school dentist also. One day, I decided to take up one class. I taught biology and I liked it."

The teaching bug bit him, so to speak. But he wasn't at all surprised. "Sabi nga nila, once its in your blood, it will surface whether you like it or not," he adds.

His sister, who now resides in the United States, is the school director for a Montessori school in California. She still helps Casa del Niño as an Academic Consultant. She comes home during her vacations to train the teachers with the latest and up-to-date teaching methods.

"I didn't feel any pressure to join the business. We were exposed to it. That's how we developed the love for it. It's like coming home," says Mark.

Putting science into the business

Time and again, the Acierto family members have put in effort to update their knowledge. But this time, with Mark at the helm, his vision is to really blend their passion for academics with professional business management.

"I had to re-tune myself and I went to the Asian Institute of Management (AIM) to take up Master of Entrepreneurship in 2002. I learned a lot from that. My guru said, 'you have to do good and do well at the same time.' Things have to change in our business. It can't always work from gut feel," explains Mark.

namin," he enthuses.

He proudly adds that instead of inviting politicians and successful individuals to speak during graduation day, they now invite their alumni students.

Future plans

On one side of their administration office lobby, a quote from a great guru in India is painted on the wall in bold letters. It says, "The end of education is character."

For Mark, it means that character makes you successful in anything you want to be. Character, for him, is formed by meaningful experiences. He learned this in their school and it's the same thing that he wants to impart to every Casa del Niño student today and in the future.

"Our responsibility is to dedicate ourselves to the betterment of other people and try to outdo ourselves every time. I believe in the principle of kaizen, whether in teaching or in business. It's outdoing yourself, one little step at a time," he says in conclusion.

Today, Casa del Niño Montessori and Science High School has developed a school system to manage the six branches located in Laguna and Isabela. "We created a professional team of administrators who can make the day to day decisions. We meet with them, train them, and we set the directions, strategies and plans. We allow them to improve and innovate," he explains.

Mark, who is just in his early 30's, is now enjoying fulfillment in educating others. He is currently the vice-president for administration and is well-loved by his students.

The greatest reward for him is the achievements of their graduates. Last year alone, six of their students graduated with the highest honors in their respective universities. "Sa amin ang balik non is more than enough. You can go out to the world and tell the truth—yun ang kaligayahan



Photos by AJ Perartilla

AUGUST 2007

6 Monday – LAST DAY OF

e-FILING/FILING & e-PAYMENT/PAYMENT
• 2000 - DST for July 2007

10 Friday – LAST DAY OF

e-FILING/FILING & e-PAYMENT/PAYMENT/REMITTANCE
• 1600 - Withholding VAT/PT for July 2007

FILING & PAYMENT/REMITTANCE

• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for July 2007 (non-EFPS taxpayers)
• 1606 - Withholding on transfer of real property other than capital assets for July 2007

DISTRIBUTION

• 2306 - Certificate of VAT withheld for July 2007

REMITTANCE

• PhilHealth - ME-5 Contributions for July 2007
• SSS - R-5 Contributions for July 2007

13 Monday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for July 2007 (Groups C, D & E)

14 Tuesday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for July 2007 (Group B)

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters A to D for July 2007

15 Wednesday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for July 2007 (Group A)

e-PAYMENT

• 1601C, 1601E, 1601F & 1602 - Withholding on compensation, EWT & FWT for July 2007 (all EFPS groups)

FILING & PAYMENT

• 1701Q - ITR for self-employed, estates and trusts for TQ ended June 2007
• 1707A - Consolidated CGT return for shares not traded in the stock exchange for TY ended April 2007

e-FILING/FILING & e-PAYMENT/PAYMENT

• 1702 & 1702-AIF - Annual ITR and AIF by corporations and partnerships for FY ended April 2007
• 1704 - IAET for FY ended July 2007

REGISTRATION

• Bound computer-generated/loose-leaf books of accounts and other accounting records for FY ended July 2007

20 Monday – LAST DAY OF

FILING & PAYMENT
• 2550M & 2551M - VAT & PT for July 2007 (non-EFPS taxpayers)

e-FILING/FILING & e-PAYMENT/PAYMENT

• 2551Q - PT for TQ ended July 2007

DISTRIBUTION

• 2307 - Certificate of EWT for TQ ended July 2007

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters E to L for July 2007

22 Wednesday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for July 2007 (Groups D & E)

23 Thursday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for July 2007 (Group C)

24 Friday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for July 2007 (Group B)

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters M to Q for July 2007

27 Monday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for July 2007 (Group A)

e-PAYMENT

• 2550M & 2551M - VAT & PT for July 2007 (all EFPS groups)

e-FILING/FILING & e-PAYMENT/PAYMENT

• 2550Q - VAT for TQ ended July 2007

SUBMISSION

• Summary list of sales/purchases by VAT-registered taxpayers (non-EFPS) for TQ ended July 2007

28 Tuesday – LAST DAY OF

SUBMISSION
• SEC - AFS for FY ended April 2007 by corporations whose securities are not registered under RSA or SRC

29 Wednesday – LAST DAY OF

e-FILING/FILING & e-PAYMENT/PAYMENT
• 1702Q - ITR by taxpayers on FY accounting period for TQ ended June 2007

30 Thursday – LAST DAY OF

e-SUBMISSION
• Summary list of sales/purchases by VAT-registered taxpayers (EFPS) for TQ ended July 2007

REGISTRATION/ SUBMISSION

• Computerized books of accounts and other accounting records in CD-ROM for FY ended July 2007, and affidavit on the post reporting requirements for CAS

SUBMISSION

• Inventory list for FY ended July 2007

31 Friday – LAST DAY OF

REGISTRATION
• Manual books of accounts and other accounting records for FY beginning September 2007

SUBMISSION

• BOI - Transcript sheets of ORB by qualified jewelry enterprises for FY ended July 2007

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters R to Z for July 2007

SEPTEMBER 2007

5 Wednesday – LAST DAY OF

e-FILING/FILING & e-PAYMENT/PAYMENT
• 2000 - DST for August 2007

10 Monday – LAST DAY OF

e-FILING/FILING & e-PAYMENT/REMITTANCE
• 1600 - Withholding VAT for August 2007

FILING & PAYMENT/REMITTANCE

• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (non-EFPS taxpayers)
• 1606 - Withholding on transfer of real property other than capital assets for August 2007

DISTRIBUTION

• 2306 - Certificate of VAT withheld for August 2007

REMITTANCE

• PhilHealth - ME-5 Contributions for August 2007
• SSS - R-5 Contributions for August 2007

11 Tuesday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (Group E)

12 Wednesday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (Group D)

13 Thursday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (Group C)

14 Friday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (Group B)

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters A to D for August 2007

17 Monday – LAST DAY OF

e-FILING
• 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT, & FWT for August 2007 (Group A)

e-PAYMENT

• 1601C, 1601E, 1601F & 1602 - Withholding on compensation, EWT & FWT for August 2007 (all EFPS groups)

e-FILING/FILING & e-PAYMENT/PAYMENT

• 1702 & 1702-AIF - Annual ITR and AIF by corporations and partnerships for FY ended May 2007
• 1704 - IAET for FY ended August 2006

FILING & PAYMENT

• 1707A - Consolidated CGT return for shares not traded in the stock exchange for TY ended May 2007

REGISTRATION

• Bound computer-generated/loose-leaf books of accounts and other accounting records for FY ended August 2007

19 Wednesday – LAST DAY OF

REMITTANCE
• HDMF - M1-1 Contributions by employers whose names start with letters E to L for August 2007

20 Thursday – LAST DAY OF

FILING & PAYMENT
• 2550M & 2551M - VAT & PT for August 2007 (non-EFPS taxpayers)

e-FILING/FILING & e-PAYMENT/PAYMENT

• 2551Q - PT for TQ ended August 2007

DISTRIBUTION

• 2307 - Certificate of EWT for TQ ended August 2007

21 Friday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for August 2007 (Group E)

24 Monday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for August 2007 (Groups B, C & D)

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters M to Q for August 2007

25 Tuesday – LAST DAY OF

e-FILING
• 2550M & 2551M - VAT & PT for August 2007 (Group A)

e-PAYMENT

• 2550M & 2551M - VAT & PT for August 2007 (all EFPS groups)

e-FILING/FILING & e-PAYMENT/PAYMENT

• 2550Q - VAT for TQ ended August 2007

SUBMISSION

• Summary list of sales/purchases by VAT-registered taxpayers (non-EFPS) for TQ ended August 2007

28 Friday – LAST DAY OF

REGISTRATION
• Manual books of accounts and other accounting records for FY beginning October 2007

SUBMISSION

• SEC - AFS for FY ended May 2007 by corporations whose securities are not registered under RSA or SRC

REMITTANCE

• HDMF - M1-1 Contributions by employers whose names start with letters R to Z for August 2007

OCTOBER 2007

1 Monday

• BIR Form 1702Q – ITR by taxpayers on FY accounting period for TQ ended July 2007
• Registration of computerized books of accounts and other accounting records in CD-ROM for FY ended August 2007, and affidavit on the post reporting requirements for CAS
• Summary list of sales/purchases by VAT-registered taxpayers (EFPS) for TQ ended August 2007
• LGU – Real property tax 3rd installment for 2007

5 Friday

• BIR Form 2000 – DST for September 2007

10 Wednesday

• BIR Form 1600 – Withholding VAT for September 2007
• BIR Forms 1601C, 1601E, 1601F, & 1602 – Withholding return on



compensation, EWT & FWT for September 2007 (non-EFPS taxpayers)
 • BIR Form 1606 – Withholding on transfer of real property other than capital assets for September 2007
 • BIR Form 1603 – FBT for CQ ended September 2007
 • BIR Form 2306 – Certificate of VAT withheld for September 2007 (for distribution)
 • PhilHealth – ME-5 Contributions for September 2007
 • SSS – R-5 Contributions for September 2007

11 Thursday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT by for September 2007 (EFPS, Group E)

12 Friday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT by for September 2007 (EFPS, Group D)

15 Monday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT by for September 2007 (EFPS, Groups A, B, & C)
 • BIR Forms 1601C, 1601E, 1601F, & 1602 – E-payment of withholding on compensation, EWT & FWT by for September 2007 (all EFPS groups)
 • BIR Form 1603 – E-filing and e-payment of FBT for TQ ended September 2007 (all EFPS groups)
 • BIR Forms 1702 & 1702-AIF – Annual ITR and AIF by corporations and partnerships for FY ended June 2007
 • BIR Form 1704 – Improperly Accumulated Earnings Tax (IAET) for FY ended September 2006
 • BIR Form 1707A – Consolidated CGT return for shares not traded in the stock exchange for FY ended June 2007
 • Registration of bound computer-generated/loose-leaf books of accounts and other accounting records for FY ended September 2007
 • PhilHealth – RF-1 Remittance report for the quarter ended September 2007
 • SEC – AFS for FY ended June 2007 by corporations whose securities are registered under RSA or SRC
 • HDMF – M1-1 Contributions by employers whose names start with letters A to D for September 2007

19 Friday

• HDMF – M1-1 Contributions by employers whose names start with letters E to L for September 2007

22 Monday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for September 2007 (EFPS, Groups D & E)
 • BIR Forms 2550M & 2551M – VAT & PT for September 2007 (non-EFPS taxpayers)
 • BIR Form 2551Q – PT for TQ ended September 2007
 • BIR Form 2307 – Certificate of EWT for TQ ended September 2007 (for distribution)
 • LGU – Payment of Local business tax 4th installment for CY 2007

23 Tuesday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for September 2007 (EFPS, Group C)

24 Wednesday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for September 2007 (EFPS, Group B)
 • HDMF – M1-1 Contributions by employers whose names start with letters M to Q for September 2007

25 Thursday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for September 2007 (EFPS, Group A)
 • BIR Forms 2550M & 2551M – E-payment of VAT & PT for September 2007 (all EFPS group)
 • Summary list of sales/purchases by VAT-registered taxpayers (non-EFPS) for TQ ended September 2007
 • BIR Form 2550Q – VAT for TQ ended September 2007

29 Monday

• SEC – AFS for FY ended June 2007 by corporations whose securities are not registered under RSA or SRC

30 Tuesday

• BIR Form 1702Q – ITR by taxpayers on FY accounting period for TQ ended August 2007
 • Summary list of sales/purchases by VAT-registered taxpayers (EFPS) for TQ ended September 2007
 • Submission of inventory list for TY ended September 2007
 • Registration of computerized books of accounts and other accounting records in CD-ROM for FY ended September 2007, and affidavit on the post reporting requirements for CAS

31 Wednesday

• Registration of manual books of accounts and other accounting records for FY beginning November 2007
 • HDMF – M1-1 Contributions by employers whose names start with letters R to Z for September 2007

NOVEMBER 2007

5 Monday

• BIR Form 2000 - DST for October 2007

12 Monday

• BIR Form 1600 – Withholding VAT for October 2007
 • BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT, & FWT for October 2007 (EFPS, Groups D & E)
 • BIR Forms 1601C, 1601E, 1601F, & 1602 – Withholding return on compensation, EWT, & FWT for October 2007 (non-EFPS taxpayers)
 • BIR Form 1606 – Withholding on transfer of real property other than capital assets for October 2007
 • BIR Form 2306 – Certificate of VAT withheld for October 2007 (for distribution)
 • SSS – R-5 Contributions for October 2007
 • PhilHealth - ME-5 Contributions for October 2007

13 Tuesday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT, & FWT for October 2007 (EFPS, Group C)
 • SEC – AFS for FY ended July 2007 by corporations whose securities are registered under RSA or SRC

14 Wednesday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT, & FWT for August 2007 (EFPS, Group B)
 • HDMF - M1-1 Contributions by employers whose names start with letters A to D for August 2007

15 Thursday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT, & FWT for October 2007 (EFPS, Group A)
 • BIR Forms 1601C, 1601E, 1601F, & 1602 – E-payment of withholding return on compensation, EWT, & FWT for October 2007 (all EFPS groups)
 • BIR Form 1701Q – ITR for self-employed for TQ ended September 2007
 • BIR Forms 1702 & 1702-AIF – Annual ITR and AIF by corporations and partnerships for FY ended July 2007
 • BIR Form 1704 – Improperly Accumulated Earnings Tax (IAET) for FY ended October 2006
 • BIR Form 1707A – Consolidated CGT return for shares not traded in the stock exchange for TY ended July 2007
 • Registration of bound computer-generated/loose-leaf books of accounts and other accounting records for FY ended October 2007

19 Monday

• HDMF - M1-1 Contributions by employers whose names start with letters E to L for August 2007

20 Tuesday

• BIR Forms 2550M & 2551M - VAT & PT for October 2007 (non-EFPS taxpayers)
 • BIR Form 2551Q – PT for TQ ended October 2007
 • BIR Form 2307 - Certificate of EWT for TQ ended October 2007 (for distribution)

21 Wednesday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for October 2007 (EFPS, Group E)

22 Thursday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for October 2007 (EFPS, Group D)

23 Friday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for October 2007 (EFPS, Group C)

26 Monday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for October 2007 (EFPS, Groups A & B)
 • BIR Forms 2550M & 2551M – E-payment of VAT & PT for October 2007 (all EFPS groups)
 • BIR Forms 2550Q – VAT for TQ ended October 2007
 • Summary list of sales/purchases by VAT-registered taxpayers (non-EFPS) for TQ ended October 2007
 • HDMF – M1-1 Contributions by employers whose names start with letters M to Q for October 2007

28 Wednesday

• SEC – AFS for FY ended July 2007 by corporations whose securities are not registered under RSA or SRC

29 Thursday

• BIR Form 1702Q – ITR by taxpayers on FY accounting period for TQ ended September 2007
 • Registration of manual books of accounts and other accounting records for FY beginning December 2007
 • HDMF – M1-1 Contributions by employers whose names start with letters R to Z for October 2007

DECEMBER 2007

3 Monday

• Registration of computerized books of accounts and other accounting records in CD-ROM for FY ended October 2007, and affidavit on the post reporting requirements for CAS
 • Summary list of sales/purchases by VAT-registered taxpayers (EFPS) for TQ ended October 2007
 • Submission of inventory list for TY ended October 2007

5 Wednesday

• BIR Form 2000 - DST for November 2007

10 Monday

• BIR Form 1600 - Withholding VAT for November 2007
 • BIR Forms 1601C, 1601E, 1601F, & 1602 - Withholding return on compensation, EWT & FWT for November 2007 (non-EFPS taxpayers)
 • BIR Form 1606 - Withholding on transfer of real property other than capital assets for November 2007
 • BIR Form 2306 - Certificate of VAT withheld for November 2007 (for distribution)
 • PhilHealth - ME-5 Contributions for November 2007
 • SSS - R-5 Contributions for November 2007

11 Tuesday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT for November 2007 (EFPS, Group E)

12 Wednesday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT for November 2007 (EFPS, Group D)

13 Thursday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT for November 2007 (EFPS, Group C)

14 Friday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT & FWT for November 2007 (EFPS, Group B)
 • SEC – AFS for FY ended August 2007 by corporations whose securities are registered under RSA or SRC
 • HDMF - M1-1 Contributions by employers whose names start with letters A to D for November 2007

17 Monday

• BIR Forms 1601C, 1601E, 1601F, & 1602 – E-filing of withholding return on compensation, EWT, & FWT for November 2007 (EFPS, Group A)
 • BIR Forms 1601C, 1601E, 1601F & 1602 – E-payment of withholding on compensation, EWT & FWT for November 2007 (all EFPS groups)
 • BIR Form 1707A - Consolidated CGT return for shares not traded in the stock exchange for FY ended August 2007
 • BIR Forms 1702 & 1702-AIF - Annual ITR and AIF by corporations and partnerships for FY ended August 2007
 • BIR Form 1704 – Improperly Accumulated Earnings Tax (IAET) for FY ended November 2006
 • Registration of bound computer-generated/loose-leaf books of accounts and other accounting records for FY ended November 2007

19 Wednesday

• HDMF - M1-1 Contributions by employers whose names start with letters E to L for November 2007

20 Thursday

• BIR Forms 2550M & 2551M - VAT & PT for November 2007 (non-EFPS taxpayers)
 • BIR Form 2307 - Certificate of EWT for TQ ended November 2007 (for distribution)
 • BIR Form 2551Q - PT for TQ ended November 2007

21 Friday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for November 2007 (EFPS, Group E)

26 Wednesday

• BIR Forms 2550M & 2551M – E-filing of VAT & PT for November 2007 (EFPS, Groups A, B, C & D)
 • BIR Forms 2550M & 2551M – E-payment of VAT & PT for November 2007 (all EFPS groups)
 • BIR Form 2550Q – VAT for TQ ended November 2007
 • Summary list of sales/purchases by VAT-registered taxpayers (non-EFPS) for TQ ended November 2007
 • HDMF - M1-1 Contributions by employers whose names start with letters M to Q for November 2007

28 Friday

• Registration of manual books of accounts and other accounting records for TY beginning January 2008
 • HDMF - M1-1 Contributions by employers whose names start with letters R to Z for November 2007



GLOBE LAUNCHES WEBSITE ESPECIALLY FOR SMEs

Globe Telecom launches today a new website dedicated to the Philippines' fast growing small and medium enterprise (SME) segment.

Globe's SME online portal <http://www.sme.globe.com.ph> provides entrepreneurs with a venue to network with others and promote their businesses on the web.

"The website gathers together all the SMEs and their suppliers creating a community where they can readily and easily establish contacts, as well as advertise their products and services. As the SME's business partner, Globe continues to find ways to help develop this segment and support them by providing the distinct communications services that they require," said Ailene S. Averion, marketing head for Globe SME Business Group.

This new online portal is geared towards becoming the one-stop shop for SMEs. It is their access to a wide network of contacts, online listing of businesses, and free advertising.

Globe's new SME website is made to provide information relevant to SME owners. It offers a section on Globe's various products and services suited for SMEs, as well as the latest promos or deals especially packaged for them. The website includes updated news feeds and useful links relevant to businesses, and success stories with its featured SME.

Soon it will also feature a calendar that allows registered members or SME users to schedule their business meetings, events and activities.

One of the objectives of the Globe SME online portal is to make it convenient for business proprietors to avail of its services —enabling them to subscribe to Globe anytime, anywhere. With the portal's online application facility that is currently being developed, this will soon become a reality. More than that, the website will also include a troubleshooting guide, designed for subscribers' quick fix measures for service issues and concerns.

Last March, Globe launched its Masigasig show in QTV Channel 11 and Masigasig free magazine, which is available at Globe Business Centers

and Globelines Payments and Services Centers. Masigasig features inspirational stories, practical business tips and other SME industry updates for entrepreneurs. Soon, there's no way to miss an episode or issue anymore because SMEs will be able to watch past episodes of the Masigasig show and view the Masigasig magazine

online with this website. Furthermore, members will have the option to receive Masigasig e-newsletters.

With the launch of its new online portal, Globe is working on offering a more robust site for the SMEs in the near future to better serve the evolving needs of this segment.

The screenshot shows the SME Online website interface. At the top, there's a large blue 'G' logo and the text 'SME Online'. Below this is a navigation bar with 'Home', 'About Globe SME', and 'Contact Us'. The main content area is divided into several sections: 'Featured SME' featuring Creamline Dairy Corporation with an image of a creamline product and text about its registration with the SEC; a 'Masigasig' show promotion for Saturday 6:30 PM featuring a woman pointing; a 'Useful Links' section with categories like Local News, SME Resources and Tools, and Government Offices; and a 'News Briefs' section with articles about improved LTA transport systems and the state of connectivity. On the right side, there's a calendar for July 2007, a 'SME Products' section featuring Webeye, and a vertical menu of service icons for Landline, Mobile, Internet, and Business Solutions. The footer contains navigation links and the Globe logo.



Herbert M. Sancianco has over 20 years of experience in advertising, marketing and sales operations. He owns and manages Market Bridges, Phils. Inc., a full marketing services company, with offices at 11-0 Burgundy Corporate Plaza, 252 Sen. Gil Puyat Avenue, Makati City. The author can be reached at mbpidmbc@i-manila.com.ph or at Tel: (63-2) 886-4122 to 23.

Has your product outlived itself?

Every so often, you will reminisce about a product name that you may have used for the longest time and basically grew up with. Perhaps it was a food or beverage brand, health supplement, fashion brand, restaurant, vacation place and so on. It was a good product name, as you would say, and it was part of your lifestyle.

So what happened to those brands? A little research will tell you that some of them may have already disappeared from the market, or has remained strongly entrenched to this very day. Those that are no longer there may have been replaced with a challenger brand or have fallen victim to obsolescence given the radical shifts in the marketplace.

Those that are still around are called legacy brands. These are brand names that continue to be visible for more than 50 years. Who could forget Chocnut, Max's, Aristocrat, Savory, Little Quiapo, United American Tiki-Tiki, Magnolia or Manila Hotel?

A product is in trouble when it displays a continuously declining demand trend, which is due to one or several factors.

- A competitor has penetrated the target market with a strongly positioned and leveraged brand. The rival brand might have better advertising, more acceptable price, strong distribution network and customer support, and so forth.
- A new, competing product might promise consumers more or superior benefits. Consider the way that makers of bottled tea-based drinks are latching onto the fitness craze and successfully chipping away at the market share of sugar-heavy, caffeine-laden carbonated soft drinks.



Clockwise: Shutterstock photo / Johnny Lye, Radomir JIRSAK, Lori Martin, Rohit Seth

- The product or service category is obsolete. When was the last time you sent or received a telegram? Remember the famous hand pager of the early 1990s? Both have long been replaced by the mobile phone.

A comprehensive market research study done on the ailing brand will reveal a lot of information about the target market's negative sentiment. The study will surely reveal a long list of weaknesses. The question is whether the product can address them given its present design.

There are products whose demand may peak then slide within 5 years. Some may even fall below the consumer radar within 18 months. Information technology products are susceptible to this condition. Fashion related products come and go within a six month period, so you have designers working on new ensembles season after season.

Before you decide to de-list a brand, first consider the possibilities that could be done to save it.

- 1) Reformulate the ingredients of the brand. Make your product do more for the consumer at a lesser price. Or offer the reformulated product as an extension to the primary variant to provide consumers a wider selection of choices.
- 2) Review the product's packaging design. Some products might not sell simply because it is no longer convenient to carry or store. There is a health drink that looks like sludge. To make the drink look more appealing, the brand managers decided to put the product in blue PET bottles, which did the trick.
- 3) Resize the package to a few more wallet friendly sizes if it's a price elastic product. Who

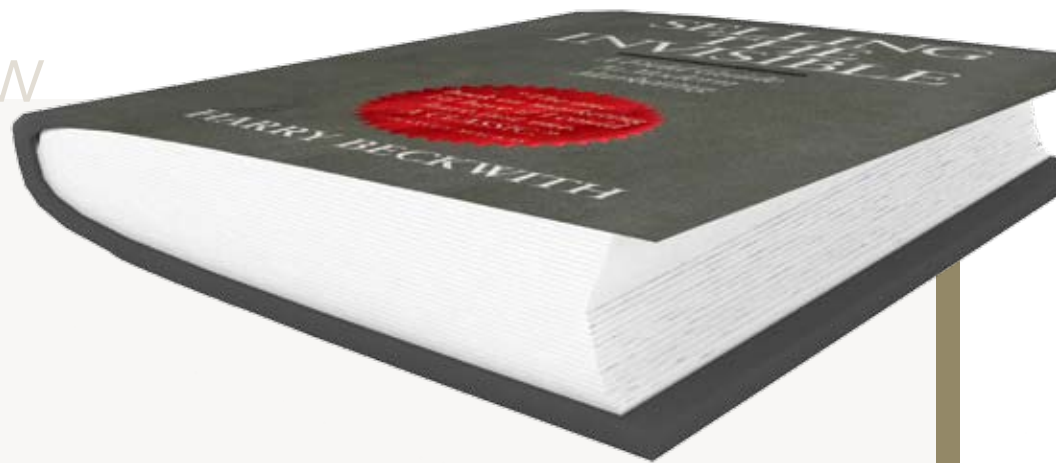
needs to bring a large tube of toothpaste on a business trip when all you need fits in a sachet?

- 4) Look at another demographic profile that may have a higher consumption level than your present consumers.
- 5) Consider a new sales channel where the product is not available and is a valuable contact point of purchase.
- 6) Enter a new geographical market that may not have heard of you yet and re-grow the business from there.
- 7) Restate your product promise through a more dynamic advertising message and have more invigorated creative approaches to generate renewed awareness and purchase interest.
- 8) If you are in a service oriented business, look into improving your service satisfaction rating through a more innovative and proactive customer service approach and delivery.

If these actions are not feasible because of the costs involved or still fail to give the brand a second wind in the marketplace, only then should the product be put to sleep. Otherwise, marketers should continue to look for ways and means to reinvigorate the brand by introducing new and better consumer propositions, so that the market equity it enjoys can be sustained or enhanced.

Shutterstock photo / Andres Rodriguez





Selling the Invisible

Book review by Paul Roxas

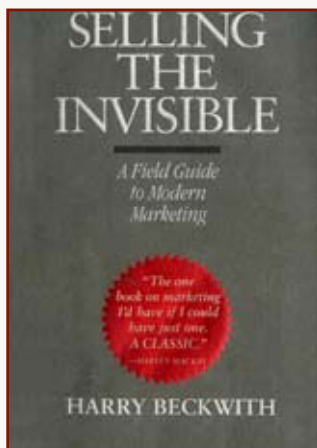
Ask 4th graders to rate your service. If they say your service ‘sucks,’ consider reading *Selling the Invisible*. So what about the invisible? Who in the world sells those? Is it another invisible wardrobe for a vain and foolish Emperor?

That’s what you might say upon reading the title on the gray book cover. But as you read through the pages of this modular-constructed book, you’ll find out that just about every business sells these invisible products, even if they do mainly sell tangible ones. This book is essentially about better marketing of services, including services that go with tangible products.

On the outset, tweaking is what this book seems to offer. It provides an impetus to challenge what you have already mapped out or is currently practicing. So you start thinking about how far you can tweak your existing marketing program, practices, and business plan, you’ll find that using the author’s other suggestions will eventually get you to an even higher plane of service marketing.

The way author Harry Beckwith progressively pumps up the reader throughout the 250 pages, I felt he was laying an all-out siege on an imaginary fortress called conventional marketing. Using plain talk, his practical concepts kept hitting home from different directions, continuously knocking down what most have probably taken to be gospel truth in business schools.

In the third chapter, *Marketing Is Not A Department*, he encourages putting on the corporate hat as against turf-ism. Middle and low ranking managers can use a lot of insights from this chapter.



The chapter I keep going back to, is the fourth chapter entitled, *Planning: The Eighteen Fallacies*. Here is where Beckwith inadvertently reveals the underlying foundations

SELLING THE INVISIBLE:
A field Guide to Modern Marketing by Harry Beckwith

of his book. In so many words, this chapter practically recites a litany of conventional marketing’s no-brainers. This part is a very good read, especially for iconoclasts looking for sensible and refreshingly new direction.

After this chapter, it’s heavy bombardment from all sides. It’s a flurry of cases and anecdotes about real people and companies, including profound quips, all the way over until the chapter on *Quick Fixes*.

For instance, while many business plans focus at progressively building bigger mousetraps, wanting to show everyone how much they can flex their financial muscle, the author challenges the reader to instead invest in the ‘mind’ of the business (a.k.a. marketing with tight R&D support), despite a status of leadership, in order to address future uncertainties like keener and tougher competition to wage, say, a price war just around the bend.

Again, another challenge for marketing programs that position as superior value. Beckwith reminds us that a buyer also has the option of not buying at all, ever. Naturally, if the potential buyer finds the cost of solving his problem through the purchase of a product is too high, he may cop out right there. So the trick there is to anticipate how the buyer thinks.

Over the other chapters, Beckwith asserts in straight-from-the-shoulder fashion that service marketers must get into the customer’s heart and mind or ‘walk in his moccasins’ and must fanatically focus at winning him over repeatedly, anticipating his several reactions.

The last chapter *Summing It Up* wraps up by giving more insights on the importance of branding your service and then merchandising it. Lastly, he encourages further reading of books that are influential to sharpening one’s service-oriented foundation.

Language-wise, *Selling the Invisible* is a glorious mix of straight business talk with a pinch of realistic street talk—just to get the point across—like this quotation on page 4: “Too often, service sucks!”

And for those who have so little time to finish reading the whole book, there’s always synopsis at the end of every reading; succinct one-liners give you the bigger picture.

In its entirety, the style is so laid-back and casual (but still business-like) that when you read it, it’s like having a relaxed, casual talk with a bosom friend who happened to be of great wisdom and experience.

Imagine how this book can help your business step things up several notches.