



# **CITY TRADE AND INDUSTRY DEPARTMENT**

## **CITIZEN'S CHARTER**



- I. **MANDATE** : **Trade and Industry Services**
  
- II. **VISION** : **Economic Prosperity through People Empowerment**
  
- III. **MISSION** : **To facilitate the Socio-Economic Development of the Community through Humane, Effective, and Efficient Rendering Services**
  
- IV. **SERVICE PLEDGE:** **Efficient and Effective implementation of policies for trade and industry services**



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## INDUSTRY DEVELOPMENT DIVISION

### ASSISTING KALAP PRODUCT CENTER LOCATORS

Kalap Product Display Center primarily intends to accommodate and assist Calapan city's local producers MSME and other municipalities in the province in terms of selling, promotion, and market linking.

Name of Division	<b>Industry Development Division</b>
Classification	G2C Government to Citizen & G2G-Government to Government
Type of Transaction	Simple Transaction
Who may avail	Calapan City's Local Producers and other municipalities in the province in terms of selling, promotion and market linking

CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
<ul style="list-style-type: none"> <li>Request letter (1 Original copy )</li> <li>Producer &amp; Product Profile (1 Original copy)</li> <li>Health Certificate (for Food Product, 1 xerox copy)</li> <li>Sample Products</li> </ul>	<ul style="list-style-type: none"> <li>CTID Office / Online Downloadable Forms</li> <li>CHSD</li> </ul>

How to avail the service:

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
extend letter request	Accept & evaluate the request	None	2mins	<b>Maria Salome A. Guiang</b> (Senior Admin Asst -III) <b>Danaya Mae Cleofe</b> (Admin Asst I) <b>Jossie C. Beredo</b> (Admin Aide II)
	Issuance of checklist requirements	None	2mins	<b>Djonna Gay I. Albufera</b> (Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I)



				<b>Nenette V. Gardiano</b> (Admin Aide IV) <b>Gladiezl A. Gaboy</b> (Admin Aide I)
Provide sample products for evaluation	Evaluate the product	None	5mins	<b>Djonna Gay I. Albufera</b> (Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I) <b>Nenette V. Gardiano</b> (Admin Aide IV) <b>Gladiezl A. Gaboy</b> (Admin Aide I)
Fill up form for product profiling	Product registration to Calapan City Producer's Association	None	3mins	<b>Djonna Gay I. Albufera</b> (Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I) <b>Nenette V. Gardiano</b> (Admin Aide IV) <b>Gladiezl A. Gaboy</b> (Admin Aide I)
Attend product orientation	Issuance of permit	None	2mins	<b>Djonna Gay I. Albufera</b> (Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I) <b>Nenette V. Gardiano</b> (Admin Aide IV) <b>Gladiezl A. Gaboy</b> (Admin Aide I)
Received permit for product placement/display	Product Display	None	3mins	<b>Nenette V. Gardiano</b> (Admin Aide IV) <b>Gladiezl A. Gaboy</b> (Admin Aide I)
	<b>TOTAL:</b>	None	17minutes	



## LIVELIHOOD TRAININGS & SEMINAR

Business Livelihood Trainings & Seminars intends the conduct of sustainable livelihood programs to tap the interest, skills and potentials of every Calapeños that leads to venturing into business. Participants are given a certificate of completion.

Name of Division	<b>Industry Development Division</b>
Classification	G2C Government to Citizen
Type of Transaction	Complex Transaction
Who may avail	Any groups, organizations and/or associations in the city

How to avail the service:

<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
Extend letter request	Accept & evaluate the request	None	3mins	Maria Salome A. Guiang (Senior Admin Asst -III) Danaya Mae Cleofe (Admin Asst I) Jossie C. Beredo (Admin Aide II)
	Set schedule and prepare Project Proposal (coordinate with DTI or other agencies)	None	10 days	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Administrative Aide IV)
	Send letter to all participants	None	1 day	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
Attend seminar	Facilitate the seminar	None	1-2 days	Djonna Gay I. Albufera (Dev't Mgt. Officer II)



				Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
	<b>TOTAL:</b>	None	13 days & 3 minutes	

#### ORGANIZATIONAL DEVELOPMENT SERVICES

Organizational Development Services helps Organizations create a more effective, adaptive, and innovative environment. Foster a healthy organizational culture and improve overall performance.

Name of Division	<b>Industry Development Division</b>
Classification	G2C Government to Citizen
Type of Transaction	Complex Transaction
Who may avail	Any groups, organizations and/or associations in the city

How to avail the service:

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Extend letter request	Accept & evaluate the request	None	3mins	Maria Salome A. Guiang (Senior Admin Asst -III) Danaya Mae Cleofe (Admin Asst I) Jossie C. Beredo (Admin Aide II)
	Set schedule and prepare Project Proposal (coordinate with other agencies)	None	10 days	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
	Send letter to all participants	None	1 day	Djonna Gay I. Albufera



				(Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I) <b>Nenette V. Gardiano</b> (Admin Aide IV)
Attend seminar	Facilitate the seminar	None	1-2 days	<b>Djonna Gay I. Albufera</b> (Dev't Mgt. Officer II) <b>Flora Roxanne SA Portus</b> (Dev't Mgt. Officer I) <b>Nenette V. Gardiano</b> (Admin Aide IV)
	<b>TOTAL:</b>	None	13 days & 3 minutes	

#### PRODUCT DEVELOPMENT SERVICES

Product Development Services could be requested by any groups, organizations and/or associations in the city. The department helps businesses throughout the entire product development lifecycle, from concept to post-launch support.

Name of Division	<b>Industry Development Division</b>
Classification	G2B Government to Businesses
Type of Transaction	Complex Transaction
Who may avail	Any groups, organizations and/or associations in the city

How to avail the service:

<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
Extend letter request	Accept & evaluate the request	None	3mins	<b>Maria Salome A. Guiang</b> (Senior Admin Asst -III) <b>Danaya Mae Cleofe</b> (Admin Asst I) <b>Jossie C. Beredo</b> (Admin Aide II)



	Set schedule and prepare Project Proposal (coordinate with DTI or other agencies)	None	10 days	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
	Send letter to all participants	None	1 day	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
Attend seminar	Facilitate the seminar	None	1 day	Djonna Gay I. Albufera (Dev't Mgt. Officer II) Flora Roxanne SA Portus (Dev't Mgt. Officer I) Nenette V. Gardiano (Admin Aide IV)
	<b>TOTAL:</b>	None	12 days & 3 minutes	

## TRADE & INVESTMENT PROMOTION DIVISION

### CONDUCT OF BUSINESS RELATED TRAINING AND COUNSELING SERVICES

Business-related Training and Counseling Services empowers individuals and organizations to succeed in the competitive landscape by providing the necessary skills and support.

Name of Division	<b>Trade and Investment Promotion Division</b>
Classification	G2B Government to Business
Type of Transaction	Complex Transaction
Who may avail	Any groups, organizations and/or associations in the city



How to avail the service:

<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
Extend letter request	Accept and evaluate the request	None	3mins	Maria Salome A. Guiang (Senior Admin Asst -III) Danaya Mae Cleofe (Admin Asst I) Jossie C. Beredo (Admin Aide II)
	Set schedule & prepare project proposal (coordinate with DTI or other agency/department)	None	10 days	Erica Louise S. delos Reyes (Economist III) Edmon L. Onal (Senior Admin Asst II) Elonah Mae M. Maderazo (Economist I) Annah Monea V. Paras (Community Affairs Assistant I)
	Send letter to all participants	None	1 day	Erica Louise S. delos Reyes (Economist III) Edmon L. Onal (Senior Admin Asst II) Elonah Mae M. Maderazo (Economist I) Annah Monea V. Paras (Community Affairs Assistant I)
Attend seminar	Facilitate the seminar	None	1 day	Erica Louise S. delos Reyes (Economist III) Edmon L. Onal (Senior Admin Asst II) Elonah Mae M. Maderazo (Economist I) Annah Monea V. Paras



				(Community Affairs Assistant I)
	<b>TOTAL:</b>	None	12 days & 3 minutes	

## HANDLING CONSUMER COMPLAINTS

Consumer complaints can be availed by individuals or entities who have purchased goods or services and are dissatisfied with the quality, performance, or any other aspect related to those goods or services.

Name of Division	<b>Trade and Investment Promotion Division</b>
Classification	G2C Government to Citizens
Type of Transaction	Simple Transaction
Who may avail	All

How to avail the service:

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Extend letter request	Received & discuss with the client	None	3mins	Maria Salome A. Guiang (Senior Admin Asst -III) Danaya Mae Cleofe (Admin Asst I) Jossie C. Beredo (Admin Aide II)
	Evaluate the complaint and coordinate with the concerned agency/establishment	None	3 days	Erica Louise S. delos Reyes (Economist III) Edmon L. Onal (Senior Admin Asst II) Elonah Mae M. Maderazo (Economist I) Annah Monea V. Paras (Community Affairs Assistant I)
	Confer with the complainant and the	None	30 minutes	Erica Louise S. delos Reyes



	agency being complained for an amicable settlement			(Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
	Ask both parties to sign a document for the compromise transaction	None	5 mins	<b>Erica Louise S. delos Reyes</b> (Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
	<b>TOTAL:</b>	None	3 days & 38 minutes	

#### ISSUANCE OF INVESTMENT INCENTIVE CERTIFICATION

Investment Incentive Certification can be avail by individual businesses, corporations, partnerships, and other organizations. The department encourages investment in the city through incentives designed to attract economic growth, job creation, technological advancement, and overall development.

Name of Division	<b>Trade and Investment Promotion Division</b>
Classification	G2B Government to Business
Type of Transaction	Highly Technical Transaction
Who may avail	Business Establishments

How to avail the service:



CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Secure Application form and lists of requirements	Issuance of checklist /requirements	None	3mins	Erica Louise S. delos Reyes (Economist III) Annah Monea V. Paras (Community Affairs Assistant I)
Payment for filing fee at One Stop Shop Payment Center	Ask for the receipt	None	3 mins	Erica Louise S. delos Reyes (Economist III) Annah Monea V. Paras (Community Affairs Assistant I)
Submit all the required document	<p>Accept and evaluate/review the requirements</p> <p>Send letters to members of the board for a meeting</p> <p>City Investment Incentive Board will refer for its approval.</p> <p>The City Mayor approves the certification</p> <p>Inform the applicants of the release of the certification</p>	None	10 days	Erica Louise S. delos Reyes (Economist III) Annah Monea V. Paras (Community Affairs Assistant I)
Awarding of Certification	Award Certification	None	20 mins	Erica Louise S. delos Reyes (Economist III) Annah Monea V. Paras



				(Community Affairs Assistant I) <b>Joanne O. Leynes</b> (Economist IV   OIC, CTID)
	<b>TOTAL:</b>	None	10 days & 26 minutes	

Capitalization	Filing Fee
<ul style="list-style-type: none"> <li>• P 20 Million - 24 Million</li> <li>• 25 Million - 50 Million</li> <li>• 51 Million - 75 Million</li> <li>• 101 Million &amp; above</li> </ul>	P 10,000.00 20,000.00 30,000.00 50,000.00

CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
<ul style="list-style-type: none"> <li>• Payment of non-refundable filing fee to the City Treasurer Product Identity</li> <li>• Picture of Business Establishment</li> <li>• Other required documents for registration (<i>see below</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• City Treasury Department</li> </ul>

### 3.1a For Sole Proprietorship

1. Three copies of completed notarized application form which can be secured from CTID;
2. A Copy of the project study of the proposed investment indicating the financial, environment and socio-economic impact of the project as well as the total project capitalization.
3. A Certified true copy of its Certificate of Business Name registration from DTI.



### 3.1b For Partnership and Corporation

1. Three copies of completed notarized application form which can be secured from CTID;
2. A copy of the project study of the proposed investment indicating the financial, environmental and socio-economic impact of the project as well as the total project capitalization.
3. A copy of the company's Articles of Partnership/Incorporation and By-Laws as approved by the SEC;
4. Authority from partners or the Board of Director as the case may be, to file the application.

### 3.1 For Cooperatives

1. Three copies of completed notarized application form which can be secured from CTID;
2. A copy of the project **study of the proposed investment indicating the financial, environmental and socio-economic impact of the project as well as the total project capitalization.**
3. A copy of the Certificate of Registration from Cooperative Development Authority (CDA);
4. Authority from the Board of Directors to file the application.

### 3.2 Requirements under environmental laws, rules and regulations and other laws.(ie. Environmental Compliance Certificate)

- 1.3 For existing enterprises, a copy of the preceding year's audited financial statement.
5. List of all hired employees stating their name, gender, age, residence and status of appointment.
6. Lists of their vacancies and the qualifications thereof for posting at conspicuous places.
7. Submit to the Board the following reports and/or documents within the time herein prescribed:
  - a. Amendment of Articles of Incorporation or By-Laws or Articles of Partnership or Articles of Cooperation as well as the corresponding certificates of registration with the registering office within thirty (30) calendar days from the date of



- submission of said amendments with the Securities and Exchange Commission (SEC) or CDA or other registering agencies.
- b. Election of Directors within 30 calendar days from the election.
  - c. Report on Alien officers or employees within 30 calendar days from the date of appointment or replacement of their employees provided that such aliens are registered as such with the Bureau of Immigration and Deportation (BID) and with the Department of Labor and Employment (DOLE)
  - d. Report on the employment of bonafide Calapeño or residents of Calapan City within thirty (30) calendar days from the date of appointment. Annual report on the enterprises, and business operations including its production or gross sales or receipts within 30 calendar days from the end of each year calendar year; and audited Annual Financial Statements within thirty (30) calendar days after its submission to the Bureau of Internal Revenue.

#### REQUEST OF FILES (BUSINESS ESTABLISHMENT DATA)

Business Establishment Data refers to information related to the creation and operational details of business entities. The government used this to track and assess business activities in the city. It could be used by individuals, groups, companies, and students who intend to conduct research for possible business linkage in the city.

Name of Division	<b>Trade and Investment Promotion Division</b>
Classification	G2C Government to Citizens
Type of Transaction	Simple Transaction
Who may avail	All

How to avail the service:

<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
Extend letter request	Received & discuss with the client	None	3mins	Maria Salome A. Guiang (Senior Admin Asst -III) Danaya Mae Cleofe (Admin Asst I) Jossie C. Beredo (Admin Aide II)
	Gather data from files of other departments concerned	None	2 days	Erica Louise S. delos Reyes (Economist III) Edmon L. Onal



				(Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
Get the files	Ask for a receipt of the same	None	1 min	<b>Erica Louise S. delos Reyes</b> (Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
	<b>TOTAL:</b>	None	2 days & 4 minutes	

#### MSME BUSINESS TRAININGS & SEMINARS

Business Trainings and seminars intend to conduct business programs that aim to teach budding entrepreneurs a sense of business mindfulness and empower them to adapt to the New normal entrepreneurial strategy. Participants are given certificate of completion.

Name of Division	<b>Trade and Investment Promotion Division</b>
Classification	G2B Government to Business
Type of Transaction	Complex Transaction
Who may avail	any groups/organization in the City

How to avail the service:

<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
Extend letter request	Accept and evaluate request	None	3mins	Maria Salome A. Guiang



				(Senior Admin Asst -III) <b>Danaya Mae Cleofe</b> (Admin Asst I) <b>Jossie C. Beredo</b> (Admin Aide II)
	Set schedule and prepare project proposal if necessary or coordinate with different partner agencies	None	10 days	<b>Erica Louise S. delos Reyes</b> (Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
	Send letter to participating MSME's	None	1day	<b>Erica Louise S. delos Reyes</b> (Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
Attend seminar	Facilitate the seminar	None	2 days	<b>Erica Louise S. delos Reyes</b> (Economist III) <b>Edmon L. Onal</b> (Senior Admin Asst II) <b>Elonah Mae M. Maderazo</b> (Economist I) <b>Annah Monea V. Paras</b> (Community Affairs Assistant I)
	<b>TOTAL:</b>	None	13 days & 3 minutes	



#### ☐ Simple Transactions:

- **Definition:** These are transactions that require minimal steps and involve straightforward procedures. They are typically routine and do not require extensive review or approval.
- **Processing Time:** According to ARTA, simple transactions should be processed within **3 working days**. For example, this could include the renewal of a basic business permit or a straightforward license application where no additional approvals are needed.

#### ☐ Complex Transactions:

- **Definition:** These transactions involve more detailed procedures, require multiple approvals or clearances, or entail significant review and verification. They may involve several departments or agencies and more intricate processes.
- **Processing Time:** Complex transactions should be processed within **7 working days**. Examples might include applications for more involved permits, such as those requiring environmental clearances or substantial regulatory reviews.

#### ☐ Highly Technical Transactions:

- **Definition:** These transactions are characterized by intricate and specialized processes, often requiring detailed technical assessments or evaluations. They may involve extensive documentation and expert review.
- **Processing Time:** Highly technical transactions should be processed within **20 working days**. An example might be applications that require specialized engineering or scientific evaluations.

City Trade & Industry Department  
2/F City Hall, Brgy. Guinobatan, Calapan City, Oriental Mindoro, 5200  
Phone: (+63-43) 288 6265  
E-mail: [ctidcalapacity@gmail.com](mailto:ctidcalapacity@gmail.com)