



# Batangas City's Streamlined Business Registration Processes

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# Streamlining Business Registration

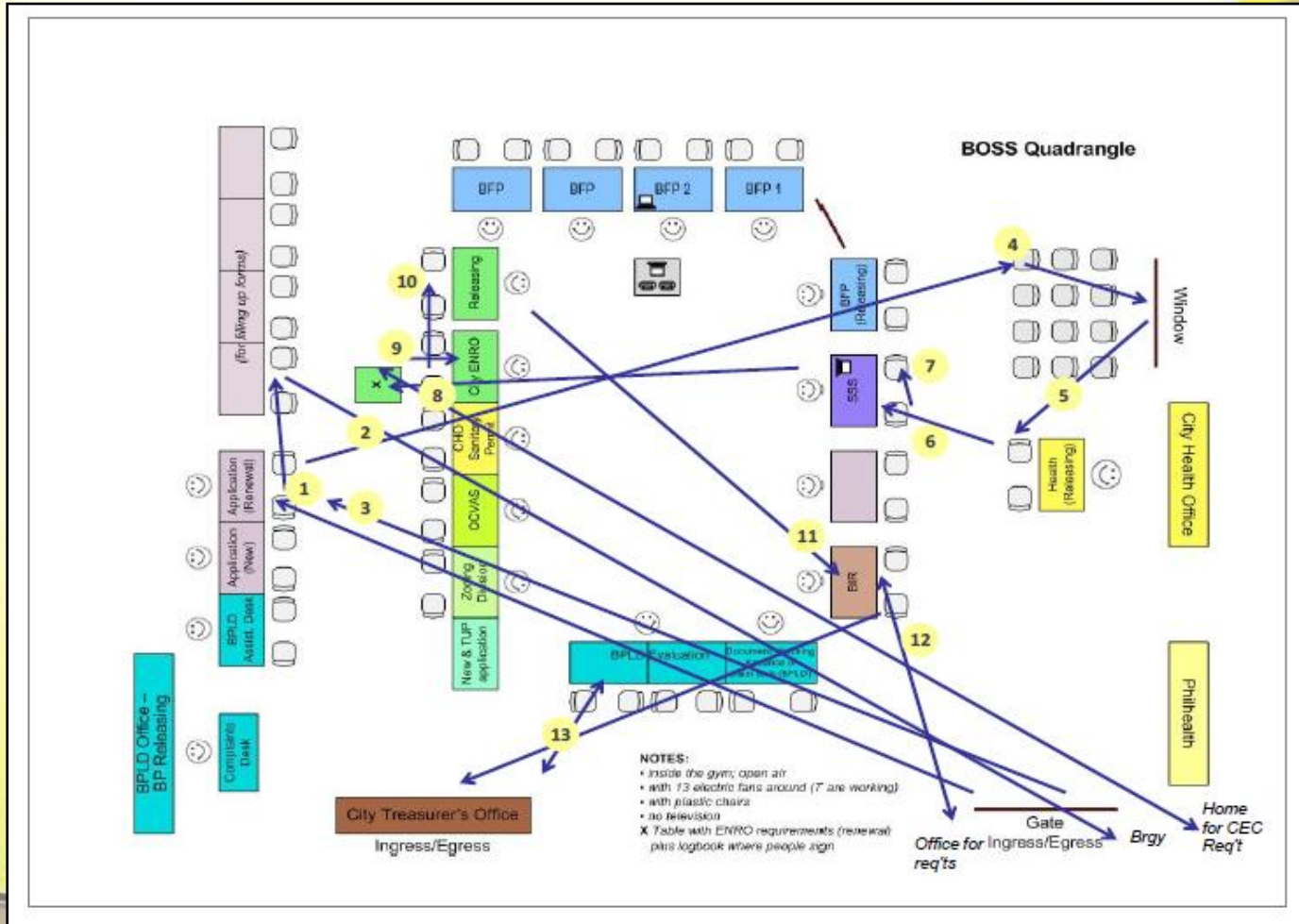


**SA SIMPLENG PROSES  
NEGOSYO MO AY PANALO!**

BUSINESS  
ONE  
STOP  
SHOP

An advertisement for the Business One Stop Shop. It features a man in a white barong tagalog and a woman in a red floral dress standing together. The background includes a stylized sun and the text "BUSINESS ONE STOP SHOP".

# Before...



Source: USAID INVEST (2012). "Integrated Assessment Report on the Renewal Process and the Business One-Stop Shops: Cities of Batangas, Iloilo and Cagayan de Oro"



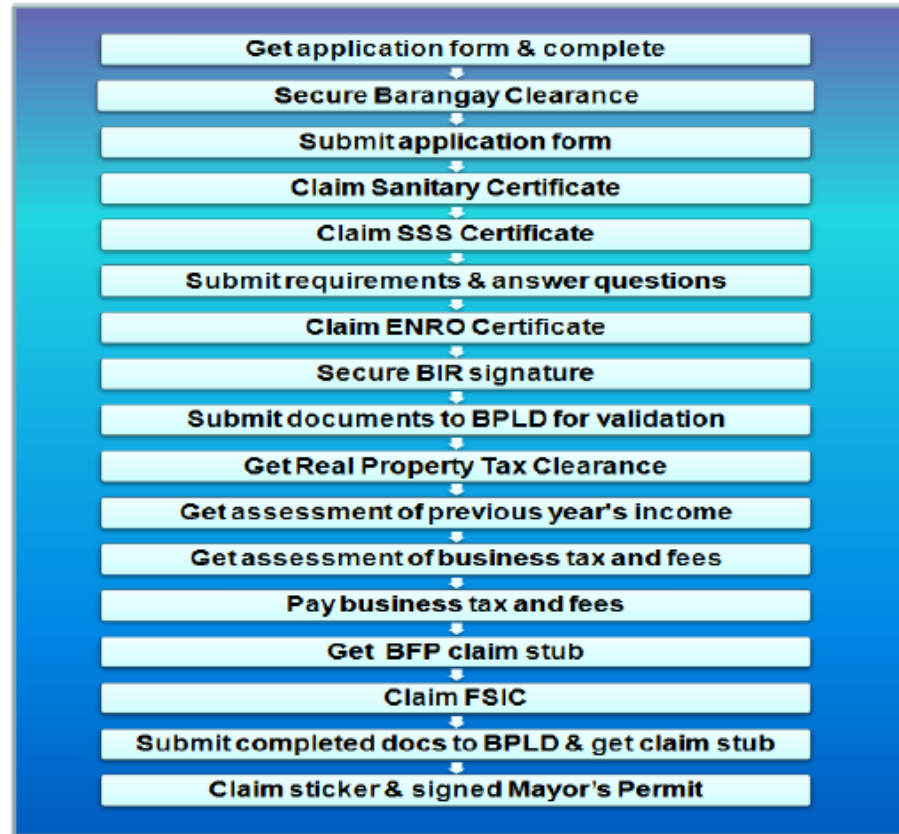
# Before...



# Before...



## 17 Steps of Batangas City



Source: USAID INVEST (2012). "Integrated Assessment Report on the Renewal Process and the Business One-Stop Shops: Cities of Batangas, Iloilo and Cagayan de Oro"



# Radical changes beginning 2013



## Local political will complementing national mandate

- Enabling policy: DILG-DTI Joint MC (August 2010)

*“Guidelines in Implementing the Standards in Processing Business Permits and Licenses in All Cities and Municipalities”*

- Progressive city administration - local EO seeking to adopt MC guidelines (December 2010)

*“Institutionalizing the Streamlined Business Permit and Licensing System and Adopting the Unified Business Application Form in the City Government of Batangas City”*





# Radical changes beginning 2013

## Technical assistance from USAID INVEST

- Batangas City as one of 3 partner cities
- Streamlining BPLS as a major component
- Undertook comprehensive assessments/diagnostics
- Facilitated peer learning (i.e. Valenzuela, Taguig, Manila, QC)



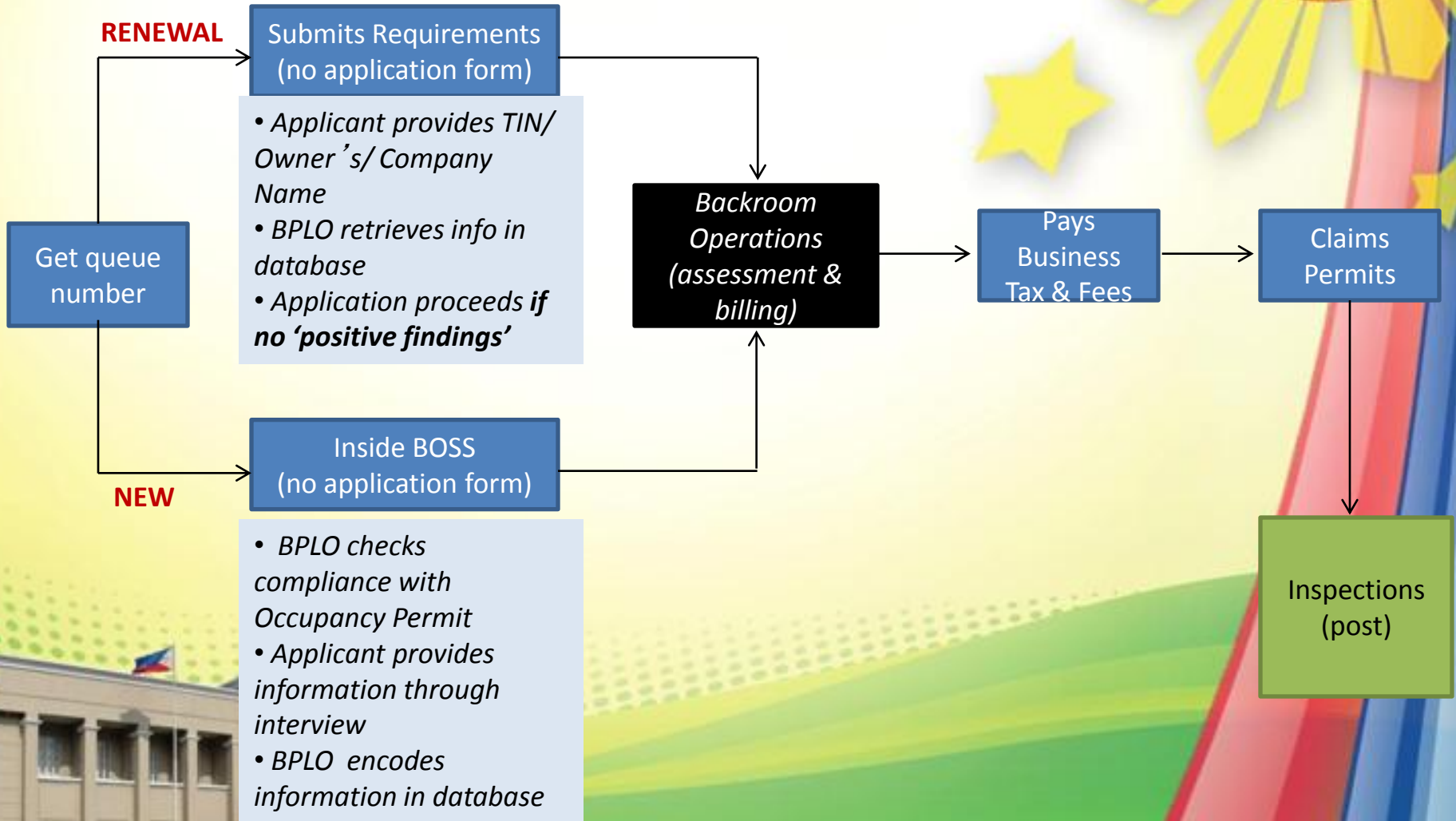
# Radical changes beginning 2013



Reform Areas	Actions Taken	Now
Unified Form	Integrated fields from different departments and agencies	No more application form needed (for new and renewals); encoded in database
Requirements	Minimized (then) voluminous requirements for new applications and renewals	<u>New:</u> <ul style="list-style-type: none"> <li>• Contract of Lease (if Lessee)</li> <li>• Market Clearance (Market Stall holders)</li> </ul> <u>Renewal</u> <ul style="list-style-type: none"> <li>• Barangay Clearance/Market Clearance (Market Stall holders)</li> <li>• Income Tax Return/s</li> <li>• Original Health Certificates</li> </ul>
Signatories	Minimized number of signatories	2 signatures : Mayor and BPLO <b>(electronic signature)</b>
Steps	Minimized steps	2 steps – 1) Filing and Assessment and 2) Pay and Claim
Processing time	More efficient processing time	< 2 hours for new & renewal <b>(off-peak hours &lt;30 minutes)</b>



# The Current Streamlined Process

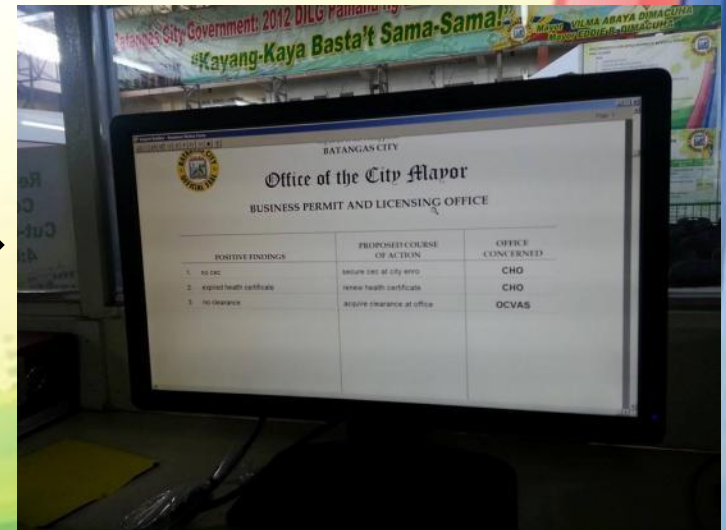
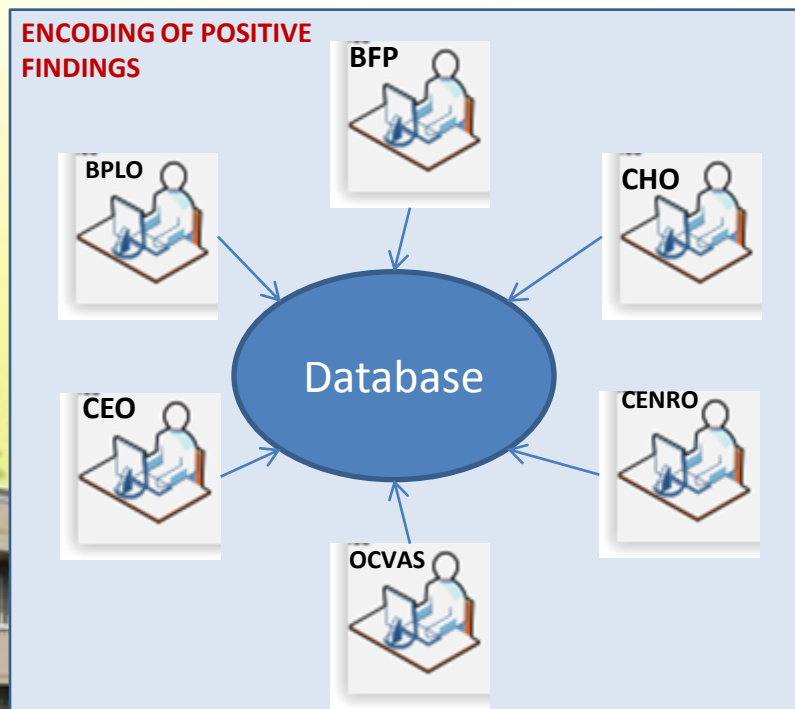




# The Current Streamlined Process

## Streamlining through Automation

- Centralized database for encoding business information
  - No need for application form!
- Departments and agencies encode non-compliances
  - No need for each department to check
  - Principle of 'positive findings'

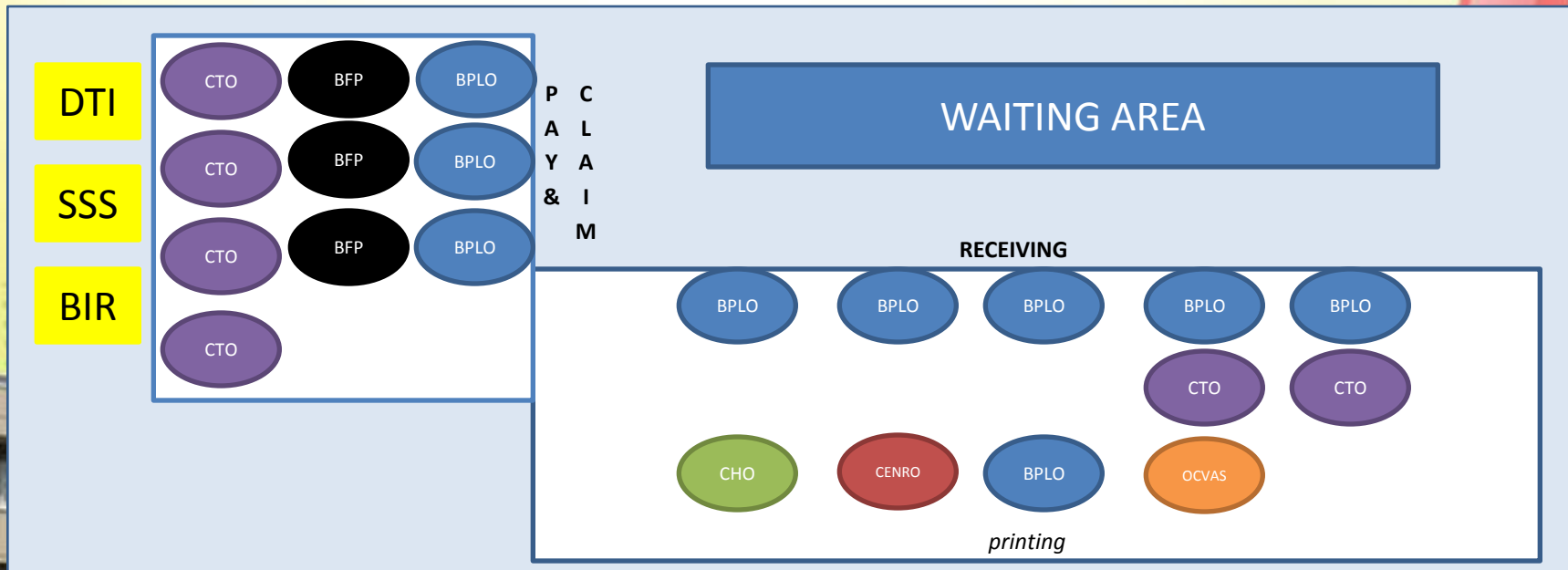




# The Current Streamlined Process

## Business One-Stop-Shop (BOSS) Facility

- A facility that hosts all concerned agencies under one roof for faster processing
- Seamless **backroom operations** complementing frontline services for receiving applications and issuance of permits





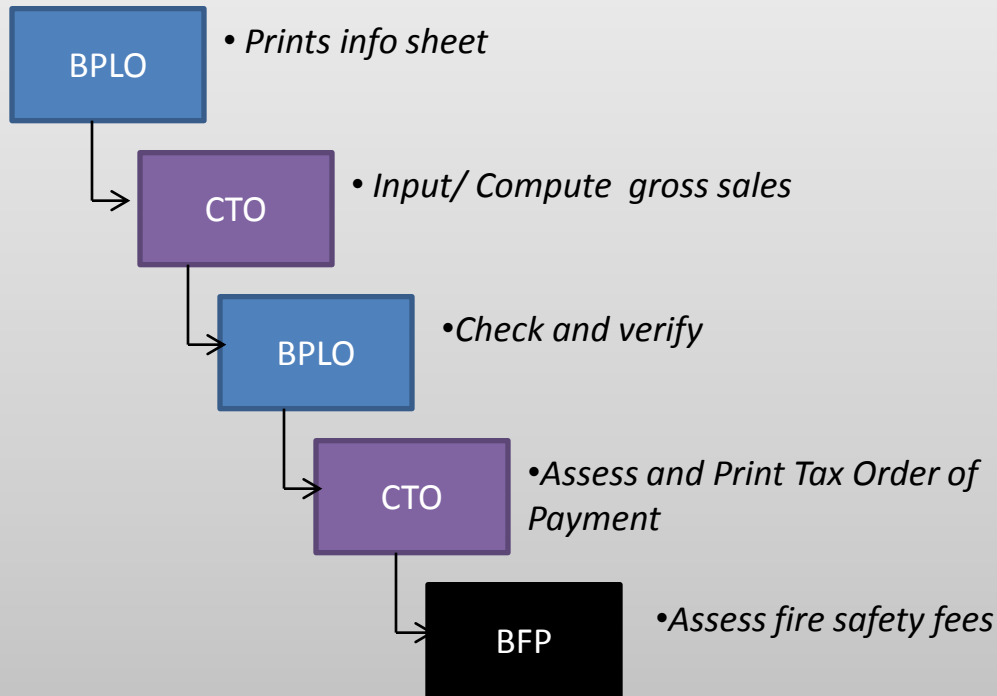


# The Current Streamlined Process

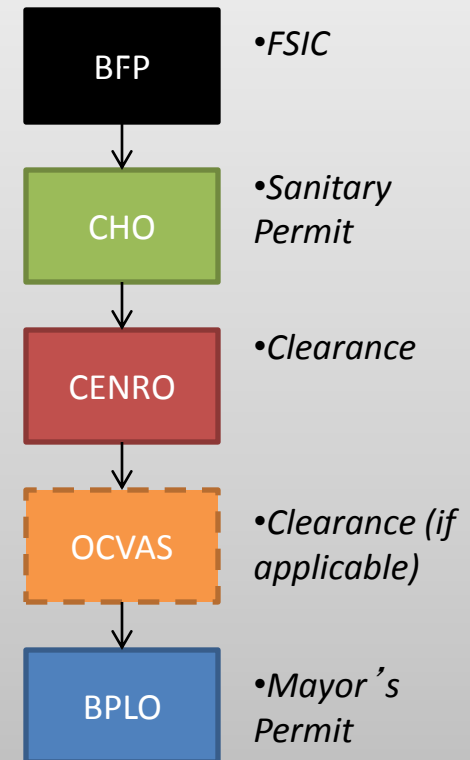
## Business One-Stop-Shop (BOSS) Facility

### BACKROOM OPERATIONS

#### Assessment & Billing



#### Printing



# The Current Streamlined Process

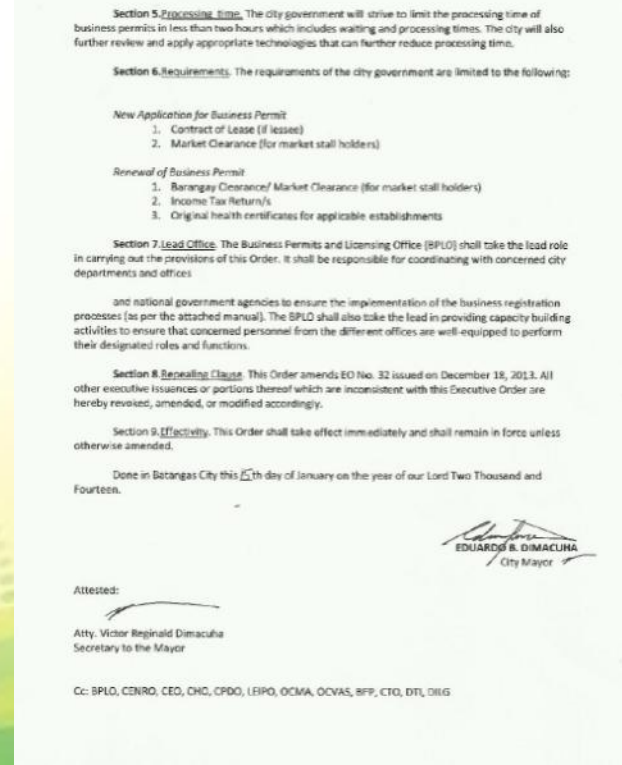
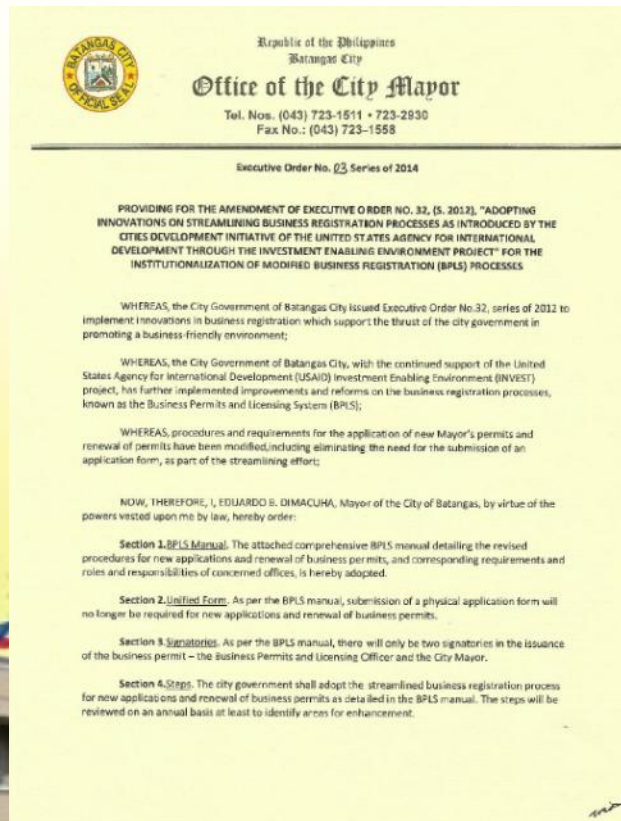
## Business One-Stop-Shop (BOSS) Facility



# The Current Streamlined Process

## Institutionalization

- BPLS processes implemented through EO
- Corresponding manual developed
- **Next step:** Institutionalization of the procedures & steps







# The Current Streamlined Process

## Physical Improvements

- More convenient and comfortable waiting area
- Separate Pay and Claim area



# The Current Streamlined Process

## Other Features

- Nuanced queuing system
  - Priority lane for Persons with Disabilities (PWDs) and Elderly
  - Allotted lanes for Multiple Transactions
- Public Assistance Desk
- Extended business renewal period From January 2-31 (as per Batangas City Revenue Code of 2009)
- Open on weekends for renewal period (beginning 2014)





# Outcomes

## Client Satisfaction



### E. IBA PANG KOMENTO

Magpapalayo po ninyo ang gamitang sistema at  
pro pros! salamat po.

### E. IBA PANG KOMENTO

Customer-friendly service!

Very efficient!

Huge improvement of the business permit processing!  
The permit process deserves a recognition for the <sup>city</sup> <sup>and</sup> <sup>govt.</sup>  
Excellent service!

Congratulations!

What used to take several days to complete  
was done in less than 2 hours!

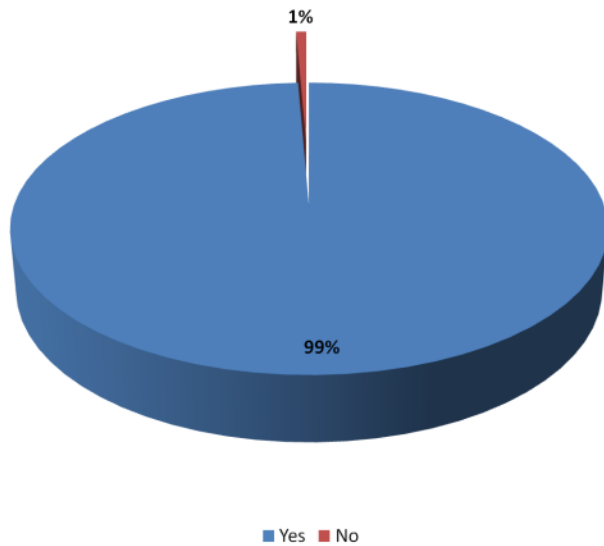


# Outcomes

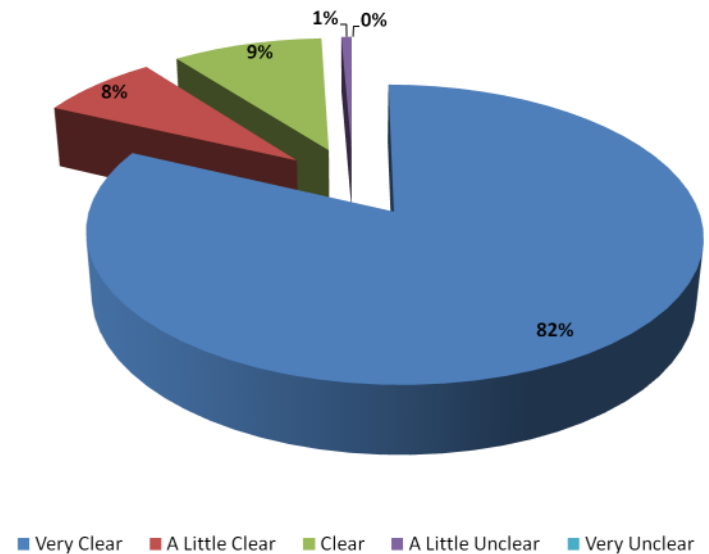
## Client Satisfaction

- INVEST 2014 Exit Interviews (n = 300)

9. Did you get the information needed to renew your business permit?



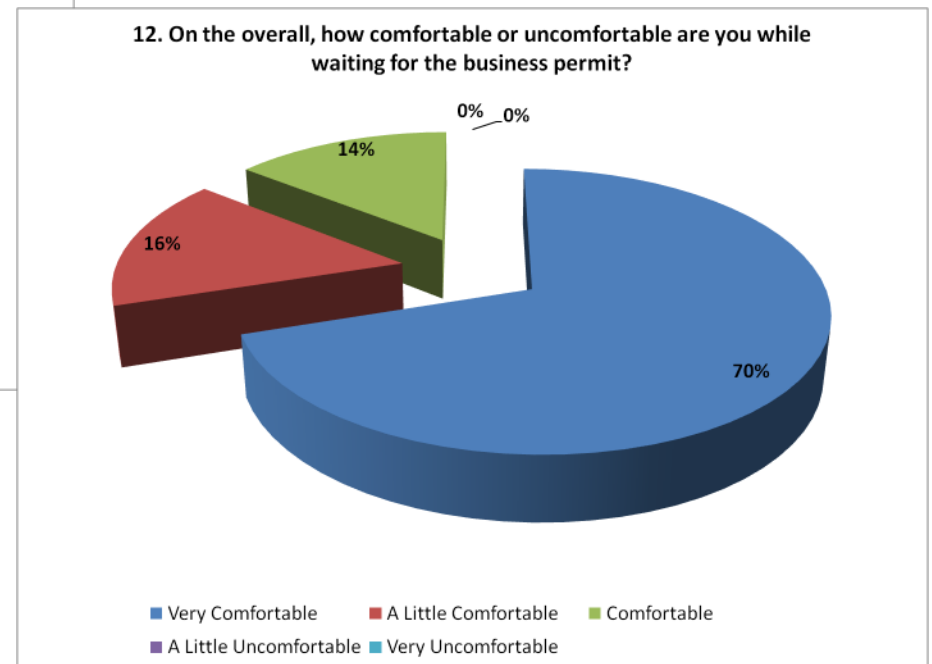
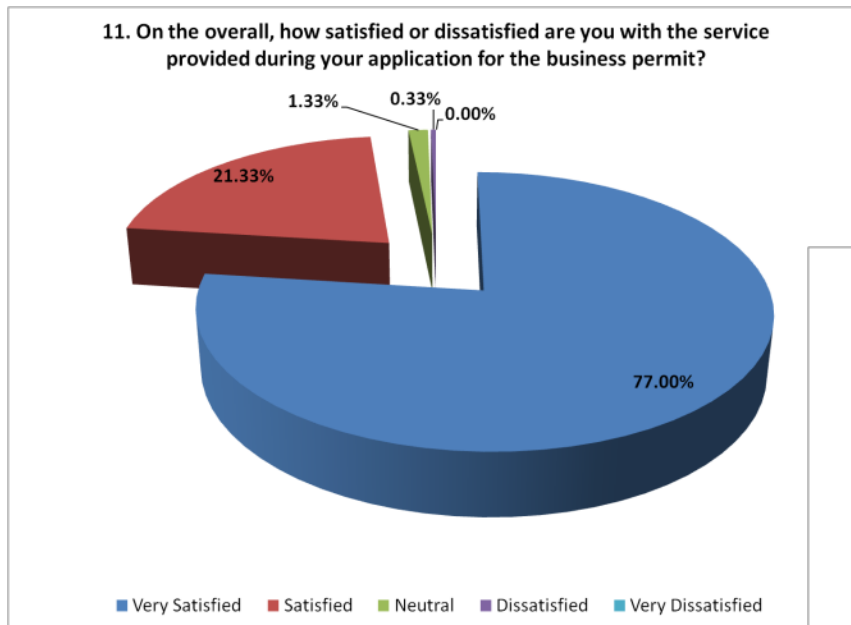
10. How clear were the instructions on what you had to do to renew your business permit?



# Outcomes

## Client Satisfaction

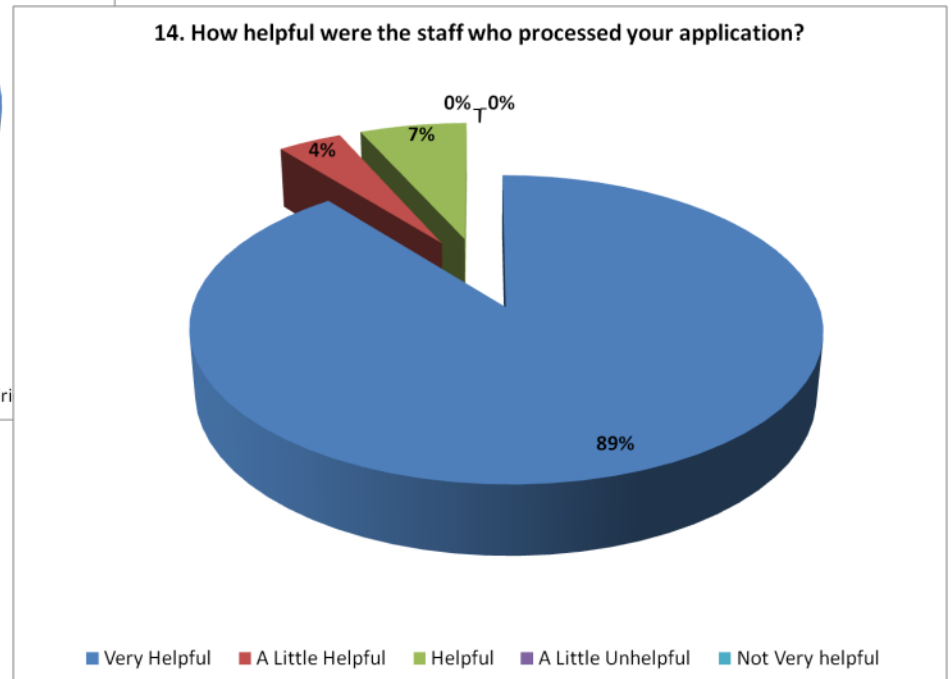
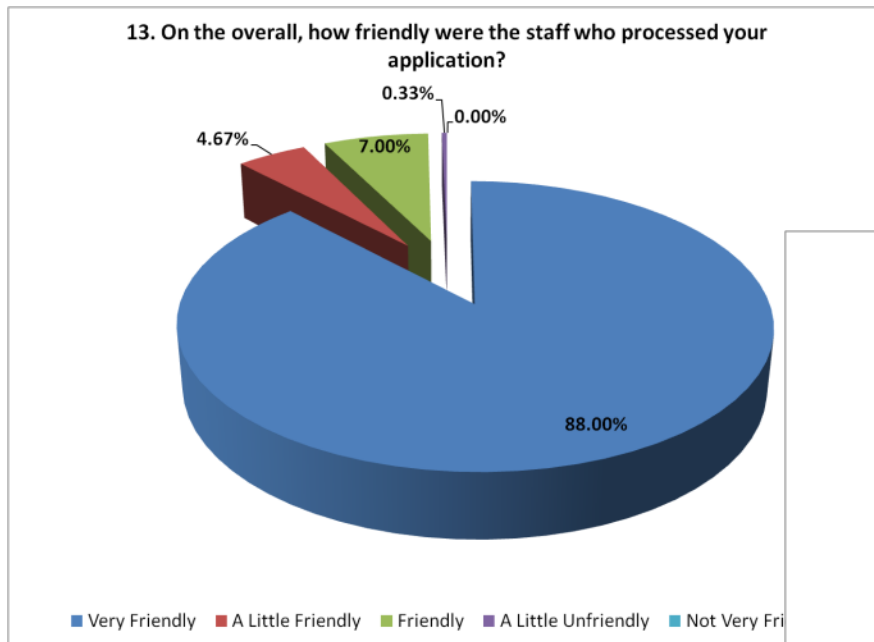
- INVEST 2014 Exit Interviews (n = 300)



# Outcomes

## Client Satisfaction

- INVEST 2014 Exit Interviews (n = 300)

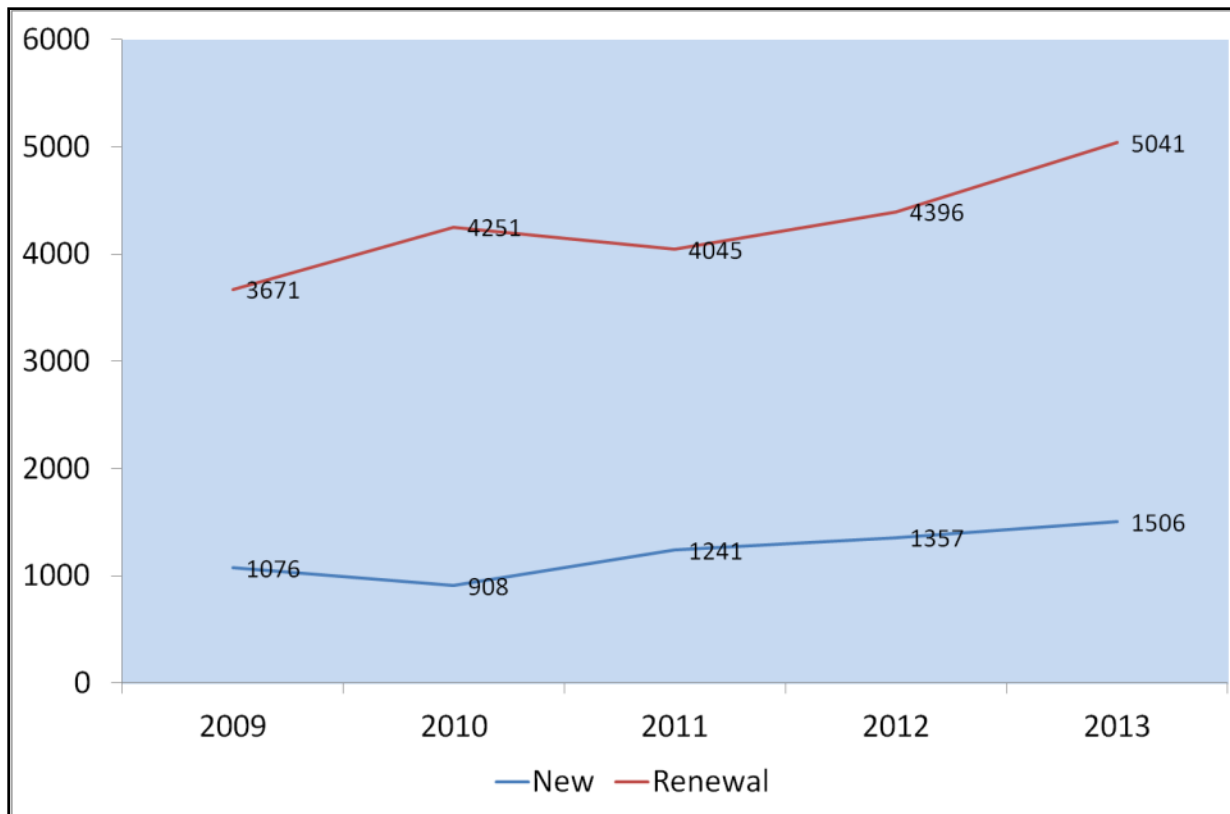




# Outcomes

## Client Satisfaction

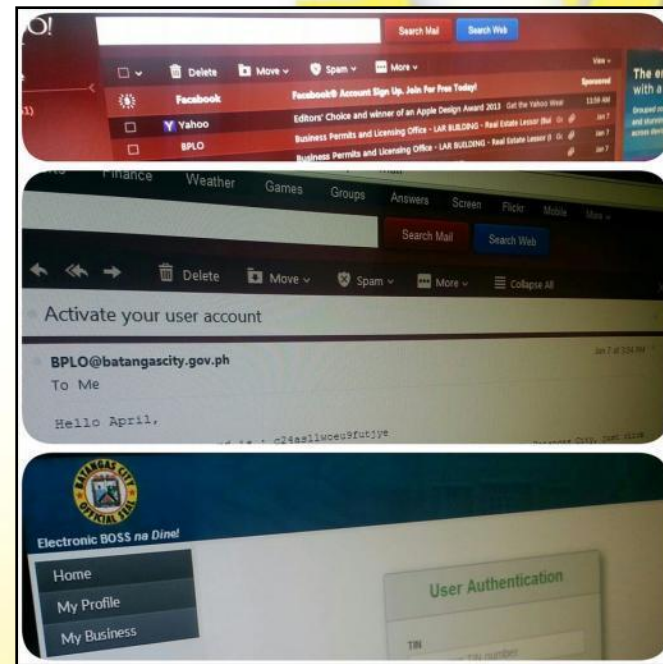
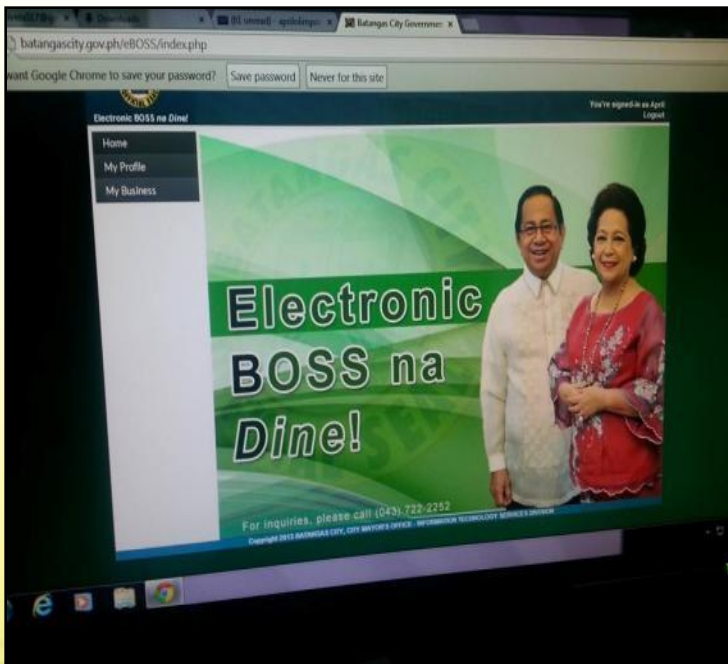
- Increased applications



*\*not necessarily attributable to streamlining efforts*

# Recent Innovations

## Online Business Permit Renewal (pilot)



# Recent Innovations

## Mobile payment for business permits (April 2014)



**USAID**  
FROM THE AMERICAN PEOPLE

### Magbabayad ka ga ng Business Permit?

Pwede nang magbayad gamit ang iyong cellphone!

**Madaling gamitin!** **Matipid!** **Sigurado!**

I-dial ang \*137# gamit ang Globe o TM.

**Mobile Money**  
Pera anytime, anywhere.

A smartphone displaying the Mobile Money logo, which is a stylized yellow 'P' with a hand icon.

Ala Eh! Tingnan mo are...  
Mas pinadali, mas pinabilis ang pagbabayad ng business permit dine sa Batangas City!  
Hindi na kailangan pumila pa!

**Madaling Gamitin** **Matipid** **Sigurado**

Mag-register sa GCash gamit ang inyong Globe/TM SIM  
I-dial ang \*143# for FREE, pilin ang GCash at i-select ang Register\*.

Magbayad ng Batangas Business permit gamit ang GCash for FREE\*\*

Step 1: I-dial ang \*137# for FREE at pilin ang Batangas City  
Step 2: I-select ang Business Permit.  
Step 3: I-enter ang mga detalye at sundan ang mga instruction.

\*Makatanggap ka ng SMS kung successful ang iyong transaction.  
\*\*Until September 2014 only

Creating a Wonderful World

A woman in a floral top and black skirt is smiling while holding a smartphone. The background shows a cityscape with buildings and a green hill.



# Recent Innovations

## Building/ Occupancy Permit One-Stop-Shop



**BPOSS**  
**BUILDING PERMIT**  
**ONE-STOP-SHOP**  
 2nd Floor Gusaling Pakapayapaan at Pangkalkasan  
 (GREEN BUILDING)



# Recent Innovations

## Business-Friendly Joint Inspection Teams





# Thank you!

**Erick Sanohan**

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**Batangas City Business Registration**

*Providing total quality service in a professional manner and business-friendly environment to people seeking permits*