



# Online Business Permit Licensing System

Iloilo City Government

# RATIONALE

## ILOILO CITY: A REGIONAL CAPITAL

- Gateway to Panay Island
- Capital of Iloilo Province
- Center for commerce, trade, finance, recreation, education, and regional governance



# RATIONALE

**JMC**

**2013**

**2012**

**Unified Form**

**Compliant  
-Unified Business  
Application Form**

**Not Compliant  
BP unified form + Zonal  
application form**

**Signatories: 5  
(Best practice: only 2)**

**Compliant  
New – 3  
Renewal –3**

**Not Compliant  
New – 26  
Renewal – 13**

**Processing time:**

**Compliant**

**Not Compliant**

**New : 10 days (Best practice: 5  
day)**

**New – 5days**

**New - 22 days**

**Renewal: 5 days (Best practice:1  
day)**

**Renewal - 1 and ½ days**

**Renewal – 3 days**

**Steps: 5 steps**

**Not Compliant  
New – 12  
Renewal - 9**

**Not Compliant  
New -20  
Renewal - 9**

# STRATEGIES:

## Two-Pronged Trail-blazing Reforms ( 2014)

### Reform 1:

**Three-Step Process (Renewal) and Four Step Process (New) for Walk-In Business Applicants to the City**

### Reform 2:

**One Step Process for Online Registration of Business Applications**

**Drastic  
Process  
Streamlining**

**Making Iloilo  
City Competitive  
thru Efficient  
Way of Doing  
Business**

**Automation  
of Processes**

**Stronger  
Institutional  
Support**

**Client-centric  
Services**

# INITIAL RESULTS

BPLS Indicators	New			Renewal		
	Baseline (2012)	2013	2014	Baseline	2013	2014
Steps	27	18	4	9	11	3 (walk-in); 1 (online )
Form	8	2	1	4	1	0
Signatories	27	4	1	13	2	1
Required Documents	6	5	<b>5</b>	6	6	<b>5</b>
Elapsed/ Processing Time	About 2-3 days	17 days	Walk in: 1 hour	3 days	1 and ½ days	<u>Walk in:</u> 1 ½ hours to 4 hours <u>OnLine:</u> less than an hour to 1 ½ hour

# INITIAL RESULTS

## Number of Business Registrants and Revenues from Business Applications (January- March 2012- 2014)

	Number of Applicants			Growth Rate (%)		
	2012	2013	2014	2012-2013	2013-2014	2013-2014
Number of Applications	6,099	7,675	10,145	26	32	66
Revenues (in Million PhP)	196.6	199.5	219.3	1	10	12



**Moving forward: New ICT  
Actions to Accelerate Reforms  
in Business Permitting**



# Iloilo City's ICT Initiatives in BPLS

**Goal: An end to end online permitting system for both new and renewal business applications where :**

- Business owners can manage the registration and renewal of licenses of their various business concerns in the comfort of their homes or offices
- The city's approval entities (OCZA, BFP, CTO and BPLO) can view business application queues and act on them immediately





# Iloilo City's ICT Initiatives in BPLS

- The city's approval entities can officially communicate with business owners regarding business license applications without interface or personal interventions
- Other agencies of the city can make use of the data gathered by the system to augment or build related services, i.e., data gathered on business locations and business categories can be used for real-estate property tax discoveries and zoning compliance

# On Line Application-New Business Permit

Go to the website and login (if already registered) or sign up (if not yet registered).

- For new business application, click on the Start New Business button.

Fill up the Unified Application Form along with scanned copies of required documents and hit Submit.

Application data is saved in the database and lands in the new applications queue of these offices:

- OCZA
- BFP
- CTO
- BPLO

Site inspection and online evaluation of the application is conducted.

Application is approved or disapproved at this stage.

Once approved, application status is updated, tax order of payment (TOP) is prepared and applicant can proceed to CTO at the designated cashier's window for payment (or pay using mobile payment system)

- pays business taxes and fees
- Gets receipts & printed business permit and sticker.

# On Line Business Permit Renewal

Go to the website and login (if already registered) or sign up (if not yet registered). Click on the Start Renewal Business button.

Key in account number , fill up declaration of gross receipt and submit scanned copies of required documents .

Application data is saved in the database and lands in the new applications queue of these offices:

- BFP
- CTO
- BPLO
- Application is approved or disapproved at this stage

Once approved, application status is updated , tax order of payment (TOP) is prepared and applicant can proceed to CTO at the designated cashier's window for payment (or pay using mobile payment system)

- pays business taxes and fees
- Gets receipts & printed business permit and sticker.

# BPLS Homepage

(33)333-3533/300-0533

 **ILOILO CITY**  
BUSINESS PERMIT LICENSING SYSTEM

Search

[HOME](#) [START YOUR BUSINESS](#) [LOGIN](#)

*A dynamic and vibrant* **ECONOMIC HUB**

**WHY ILOILO**  
Competitive advantages of Iloilo City

**START YOUR BUSINESS**  
Iloilo is a magnet for entrepreneurship

**OPERATE & GROW YOUR BUSINESS**  
Iloilo City is committed to helping business flourish

## Doing Business in Iloilo

Iloilo City is considered as one of the most prominent cities in the Philippines when it comes to innovation, advancement and lifestyle. Being the center for trade and commerce in the region, it has slowly opened its doors to other major cities and through the years developed a business

 **Resources for Business**

# Account Registration

(33)333-3533/300-0533



**ILOILO CITY**  
BUSINESS PERMIT LICENSING SYSTEM

[HOME](#)   [START YOUR BUSINESS](#)

**Email**

normanftabud@gmail.com

**Password**

\*\*\*\*\*

Remember me next time?

[LOG IN](#)

[I've lost my password](#)

# Account Registration

(33) 333-3533 / 300-0533



**ILOILO CITY**  
BUSINESS PERMIT LICENSING SYSTEM

HOME    START YOUR BUSINESS

## Register Here

Email

Password

Confirm Password



Type the text  reCAPTCHA™  
[Privacy & Terms](#)

REGISTER

## Basic Requirements

Prepare a digital or scanned copy of your Barangay Clearance and know exactly where your intended business will be located. Also, please refer to [Regulatory Requirements](#) to check out for other mandatory documents.

[View Regulatory Requirements](#)

# Unified Application Form

- simplified online web submission of application (new and renewals)

The screenshot displays a web application interface for a licensing system. At the top, a blue header bar contains the text "Licensing System", a timestamp "2014 Sep 09 04:00:48 PM", and a user greeting "Welcome Back John Paulino <dogoy@bomail.com>". Below the header, a light blue bar shows "Account No. is JP000025".

The main content area is divided into several sections:

- Google Map**: A map showing a location with a red pin and a "Required" label.
- Other Business Information**: A section containing:
  - Organization Information**: A sub-section with a "Business Activity/Categories" label and a "Required" tag. It includes a "Line of Business" section with "Available Categories" listed in a scrollable list:
    - AMUSEMENT
    - AMUSEMENT - BARS
    - AMUSEMENT - BATH HOUSE/OTHERS
    - AMUSEMENT - BILLIARD HALLS
    - AMUSEMENT - BINGO
    - AMUSEMENT - BINGO (EXEMPT)
    - AMUSEMENT - BINGO (SP)
  - My Business belongs to:** A large empty text area.
  - No. of Units**: A text input field with "No. of Units" as a placeholder.
  - Capitalization**: A text input field with "Capitalization" as a placeholder.
  - Save**: A red button with a save icon.
- Remarks**: A text area for additional comments.

At the bottom right, there are two prominent buttons: a green "Post Message" button and a blue "Submit Application" button with a circular arrow icon. A mouse cursor is pointing at the "Submit Application" button.

# OCZA/BFP/CTO Dashboard

Iloilo City Business Permit Licensing System

2014 Sep 10 10:44:13 PM

Welcome Back [ocza\\_1 <ocza\\_1@gmail.com>](#) [Logout](#)

[Profile](#)

[Applications](#)

- [ocza\\_1@gmail.com](#) has approved an application. 0h14m ago
- [ocza\\_1@gmail.com](#) has added a note to an application. 0h52m ago
- [ocza\\_1@gmail.com](#) has added a note to an application. 0h53m ago
- [investor\\_2@gmail.com](#) has submitted his application. 1h45m ago
- [investor\\_2@gmail.com](#) has submitted his application. 1h45m ago

Search

New **2** Renewal **1** Ongoing **7** Declined **0** Approved **2**

Business Name	Owner	Date Applied	Options
Barbecuehan	alberto tayco	2014-07-28 17:16:24	<a href="#">Open</a>
JG Soaps	John Peter Goodman	2014-08-14 12:42:58	<a href="#">Open</a>
Barbarian King BBQ	al tayco	2014-08-18 15:34:39	<a href="#">Open</a>
Sharon's Bulalohan	al tayco	2014-08-20 13:25:39	<a href="#">Open</a>
CocoMacho Talent Center	al tayco	2014-09-02 21:27:18	<a href="#">Open</a>
Polo Club	ad tre	2014-09-02 22:33:39	<a href="#">Open</a>
John SuperMarket	John Paulino	2014-09-09 15:49:12	<a href="#">Open</a>




Activity notification sidebar shows latest activity within the system.



# OCZA Evaluator

UAF Review, Map Section showing overlay of city zones



**Iloilo City Business Permit Licensing System**

2014 Sep 10 11:01:10 PM

Welcome Back **ocza\_1 <ocza\_1@gmail.com>**

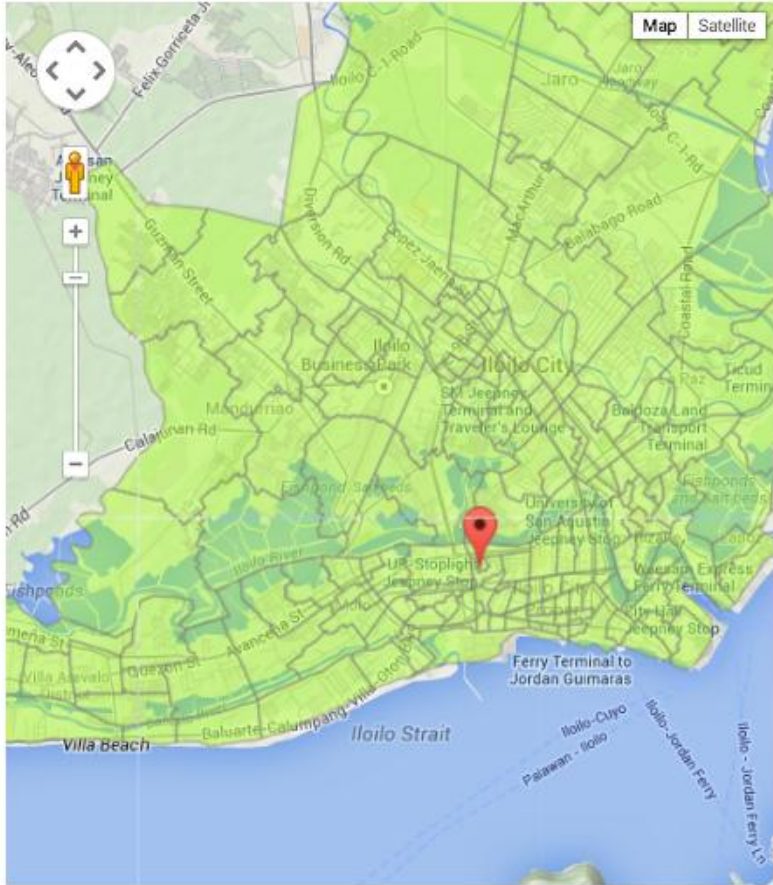
Logout

Profile

Applications

- ocza\_1@gmail.com has approved an application. 0h23m ago
- ocza\_1@gmail.com has added a note to an application. 1h1m ago
- ocza\_1@gmail.com has added a note to an application. 1h2m ago
- investor\_2@gmail.com has submitted his application. 1h53m ago
- investor\_2@gmail.com has submitted his application. 1h54m ago
- investor\_2@gmail.com has submitted his application. 2h5m ago
- dagoy@gmail.com has submitted his application. 1d6h52m ago

### Google Map



Map Satellite

Longitude: 122.55698204062355

Latitude: 10.69832028139565

Please select the "Satellite" tab on the map to zoom in more.

Print

- Application Approved
- Application Declined

Notify BPLO -

# BPLO Dashboard



Profile

Applications

Business Categories

Reports

tindivine@gmail.com has submitted his application. 8d19h2m ago

tindivine@gmail.com has submitted his application. 8d19h2m ago

tindivine@gmail.com has submitted his application. 8d19h2m ago

tindivine@gmail.com has submitted his application. 8d19h1m ago

tindivine@gmail.com has submitted his application. 8d0m ago

investor\_1@gmail.com has added a note to an application. 8d9h25m ago

Search -



New 10

Renewal 1

Cancelled 0

Approved 0

Payment Queue 1

Business Name	Owner	Date Applied	Options	Status
Barbecuehan	alberto tayco	2014-07-28 17:16:24	<a href="#">Open</a>	OCZA::Ongoing BOF::Ongoing CTO::Queued
JG Soaps	John Peter Goodman	2014-08-14 12:42:58	<a href="#">Open</a>	OCZA::Ongoing BOF::Queued CTO::Queued
Barbarian King BBQ	al tayco	2014-08-18 15:34:39	<a href="#">Open</a>	OCZA::Ongoing BOF::Ongoing CTO::Queued
Sharon's Bulalohan	al tayco	2014-08-20 13:25:39	<a href="#">Open</a>	OCZA::Ongoing BOF::Ongoing CTO::Queued
null	pet nort	2014-08-29 10:54:29	<a href="#">Open</a>	OCZA::Queued BOF::Queued CTO::Queued
CocoMacho Talent Center	al tayco	2014-09-02 21:27:18	<a href="#">Open</a>	OCZA::Ongoing BOF::Queued CTO::Queued
Polo Club	ad tre	2014-09-02 22:33:39	<a href="#">Open</a>	OCZA::Ongoing BOF::Queued CTO::Queued
John SuperMarket	John Paulino	2014-09-09 15:49:12	<a href="#">Open</a>	OCZA::Ongoing BOF::Queued CTO::Queued
i-River Integrated Solutions	Fritz Divinagracia	2014-09-10 20:38:19	<a href="#">Open</a>	OCZA::Approved BOF::Queued CTO::Queued
Alpha2G	Fritz Divinagracia	2014-09-10 20:54:12	<a href="#">Open</a>	OCZA::Ongoing BOF::Queued CTO::Queued

Application review status from OCZA, BFP and CTO.

# Clear, transparent feedback mechanism

The screenshot displays the Iloilo City Business Permit Licensing System interface. At the top, the system name is visible along with the date and time (2014 Sep 10 09:50:57 PM) and a welcome message. A left sidebar contains navigation options: Profile, Businesses (2), Alpha2G, and i-River Integrat... The main content area features a yellow notification bar with a new message from 'ocza 1' and a 'Go to Notes' link. Below this is a status message: 'This application form is being reviewed by our personnel. We will notify you from time to time for updates.' A blue box displays the account number 'FD000027'. The 'Remarks' section shows a list of messages from 'ocza 1' dated 2014-09-10, including comments on zoning and site visits. A 'Thank you!!!' message is entered in the text area, and a green 'Post Message' button is located at the bottom right.

Iloilo City Business Permit Licensing System

2014 Sep 10 09:50:57 PM Welcome Ba

Profile

Businesses 2

Alpha2G

i-River Integrat...

New message from ocza 1 <ocza\_1@gmail.com>. [Go to Notes](#)

This application form is being reviewed by our personnel. We will notify you from time to time for updates.

Account No. is **FD000027**

Remarks

ocza 1 <ocza\_1@gmail.com> 2014-09-10 09:09:21  
Everything appears to be in order as far as zoning is concerned.

ocza 1 <ocza\_1@gmail.com> 2014-09-10 09:09:45  
No need for site visit.

Thank you!!!

Post Message

*Business owner may post back a message.*

# Feedback on approved application

👍 Please proceed to the **City Hall** to pay and claim your *Business Permit*. Thank you.

Sep 06, 2014

👍 Approved by the **City Treasurer Office** and an initial fee of **ter**. Please wait for further instructions.

Sep 06, 2014

👍 Approved by the **Bureau of Fire** and the control number for this is **1235**. Please wait for further instructions.

Sep 06, 2014

👍 Approved by the **Zoning Team** and the control number for this is **150**. Please wait for further instructions.

Sep 06, 2014

Account No. is **AT000021**

# Investor Dashboard

Iloilo City Business Permit Licensing System

2014 Sep 10 09:00:01 PM Welcome Back Fritz Divinagracia <investor\_2@gmail.com> Logout

Profile

Businesses 2

Alpha2G

i-River Integrat...

Start a New Business

Use Satellite View to zoom-in more.

My Businesses

i-River Integrated Solutions

Business license application status

User-friendly and intuitive, the dashboard gives the business owner a bird's eye view of his/her business holdings within the city and allows for the registration of a new business or renewal of license of an existing one.

# Mobile Payment

- Online payment module which will accept GCash and all major credit cards



- More reporting modules to assist administrators in analyzing the performance of various offices and employees as it pertains to business licensing

- **Iloilo City Surpassed DILG/DTI JMC for BPLS Standards and Influenced other LGUs to go into On-line BPLS**
  - ✓ **Reduced Number of face to face steps- 0 interface for mobile payment to only 1 step for payment at the city hall**
  - ✓ **Reduced number of signatories (1)**
  - ✓ **No hard copy of UAF needed**
  - ✓ **Faster Processing (30 minutes- 1 hour)**
  - ✓ **More Satisfied Customers**

## New Investments – Php 32B in 2014

Property/Project	Proponent	Amount
Power Plant Expansion	Francisco C. Sebastian Chairman Global Business Power Corporation	PhP15B
Waste to Energy	Youn Pyo Hong Chairman Dream Engineering Company Ltd.	Php1.35B
Tacas Property	James Buskowitz President Energy Renewables Asia, Inc.	PhP630M
Lanit, Jaro, Iloilo City	Nikesh Sinha Director, NV Vogt Singapore Pte. Ltd.	Php500M
Hotel	Dion Ugbebor CEO IntraCare, Inc.	PhP100M
Five City Malls	Edgar J. Sia II President and CEO Double Dragon Properties Corporation	Php 10B



# IMPACT



river at location



# IMPACT

- **Increase in city revenues (12%)**
- **Increased number of business registrants (66%)**
- **Increased number of investors foreign and local (Php 32B investments in 2014 and more than Php100B investors' commitments in the next 5 years)**
- **More Awards/Recognition (No. 1 Most Liveable City in the Philippines Award; Top 10 in NCC's Most Competitive Cities ; Iloilo City's Mayor nominated as World Best Mayor)**



# VOTE



## **MAYOR JED PATRICK MABILOG, ILOILO CITY, PHILIPPINES**

**Support the candidacy of Mayor Mabilog by emailing us your reasons why he should win the 2014 World Mayor Prize. (Please insert 'Iloilo Mabilog' in the subject line and provide your name at the end of your testimonial. It can be your full name, first name or initials. Also tell us where you live.)**

**[iloilo@worldmayor.com](mailto:iloilo@worldmayor.com)**

**THANK YOU!**

