



# Marikina City

**Your next business hub - A vibrant business environment**



# MISSION

***To strengthen institutional capacity in the delivery of programs and services and to adopt a governance framework that will sustain previous efforts.***



The background image shows the Marikina City Gate, a large white archway with a clock tower at the top. The archway has the words "DISCIPLINE" on the left and "GOOD TASTE" on the right. The words "MARIKINA CITY" are written across the top of the arch. A fountain is visible in the foreground on the right, and several people are walking through the archway. The sky is blue with some clouds.

# VISION

***An ideal place for living, working, playing and doing business where quality programs and services are provided in an environment of shared governance***



Home of the world's largest shoes, recognized by the *Guinness Book World of Records*, are 5.29 meters long, 2.37 meters wide, and 1.83 meters high, and could hold 30 pairs of normal-sized feet.

The gigantic pair can be found in Marikina City, the shoe capital of the Philippines found northeast of the Manila metropolitan area. It took 77 days in 2002 to build them, using enough material to make 250 regular pairs.

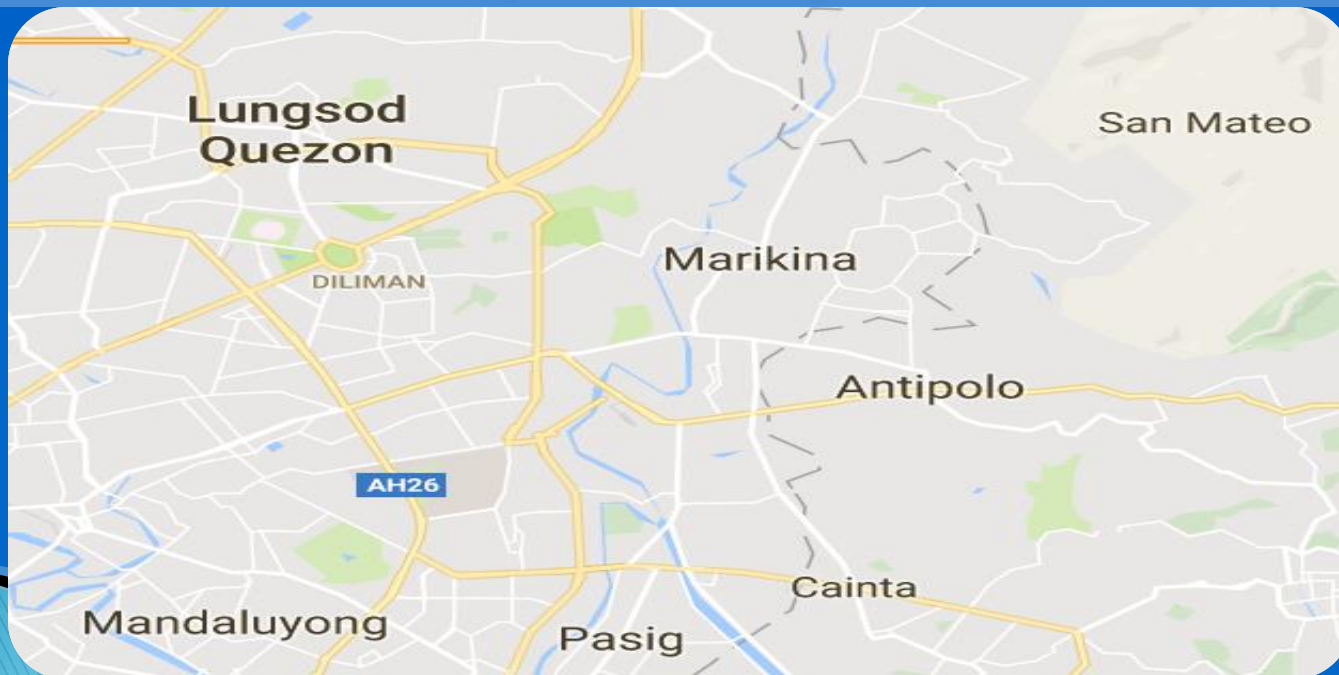
**Marikina is the Shoe Capital of the Philippines but we have now transcended into other avenues such as food, parks and museum. This is our gift to all the people of Marikina and we are indeed privileged and proud of these new developments.**



**We are just starting to rise and there is so much more to discover in our precious Marikina City**

# LOCATION

- ▶ *Marikina City is bounded on the east by the Sierra Madre mountains and Antipolo City; on the west by the hills of Quezon City; on the north by San Mateo; and on the south by Pasig City and the municipality of Cainta.*



# ACCESSIBILITY



- ▶ *Coming from Quezon City, Marikina can be reached via Batasan–San Mateo Road or you can take the Aurora Boulevard–Marcos Highway route.*
- ▶ *On the south side from Pasig City take the E. Rodriguez Avenue or Libis/C5 – FVR road.*
- ▶ *From Cainta take the Felix Avenue (formerly Imelda Ave) route.*
- ▶ *And from Antipolo City via Sumulong Highway and Marcos Highway.*

# INFRASTRUCTURE

*Marikina ranked top 3 in Infrastructure Category in the Cities and Municipalities Competitiveness Index 2013 developed by the National Competitiveness Council through Regional Competitiveness Committees with the assistance of the United States Agency for International Development (USAID).\**

*449.40 km. total road network\*\**

*898.00 km. drainage & sidewalk\*\**

*73.00 km. bikeways network\*\**

 [wikimapia.org](http://wikimapia.org)

 [wikimapia.org](http://wikimapia.org)

*\*Source: National Competitiveness Council / Phils.*

*\*\*Source : City Engineer's Office/Bikeways Office*





# Business Registration Rules & Regulations

# Requirements for New Business

**1**

Zoning Clearance

**2**

Barangay Clearance (for business)

**3**

Photo of Establishment (showing signboard & sidewalk)

**4**

Other National Agencies requirements

# Requirements for Renewal

**1**

**Barangay Clearance (for business)**

**2**

**Marikina Business Portal Compliance  
(online verification)**

# 2 Step Process Flow

**For New / Renewal:**

**EVALUATION / ASSESSMENT**

**Billing & Permit**

*(Submit duly accomplished Application Form & Requirements)*

**PAYMENT**

*(City Treasurer's Office Cashier Window)*



# MARIKINA BUSINESS PORTAL





**How does it work?**



**For New Business**



**Planning Office**  
*(Encode Application for Zoning Certificate)*



**LGU Marikina Server**  
*(Spread out to all Regulatory Offices)*





BFP

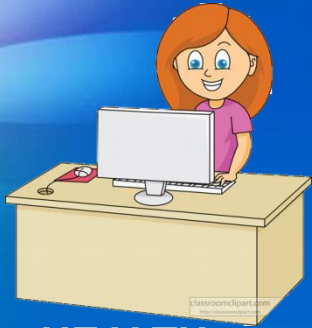
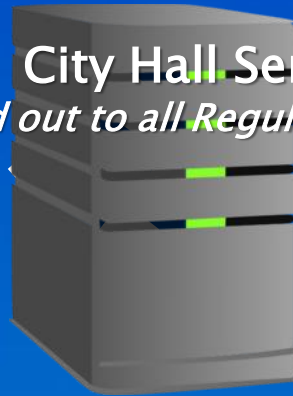


Teller Window

TREASURY  
(Cashier)

City Hall Server

*(Spread out to all Regulatory Offices)*



HEALTH  
OFFICE



BPLO



ENVIRONMENTAL  
MGT. OFFICE



ENGINEERING OFFICE



**For Renewal**

BFP

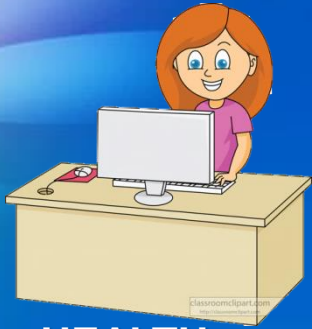


City Hall Server  
(Receive all data from  
all Regulatory Offices)



Teller Window

TREASURY  
(Cashier)



HEALTH  
OFFICE



BPLO



ENVIRONMENTAL  
MGT. OFFICE

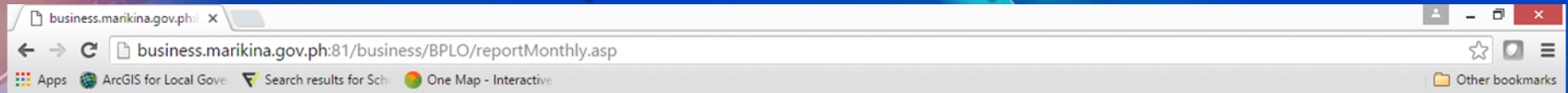


ENGINEERING OFFICE



# Other Features of the System

# Can generate Report (for LGU use)



## BUSINESS PORTAL REPORT PAGE

As of 6/30/2016 - 11:14:16 AM

Fire (with check with remarks):	9305
Fire (without check with remarks):	520
Total:	9825
Accomplished:	<b>59.34%</b>
CEMO (with check with remarks):	13785
CEMO (without check with remarks):	77
Total:	13862
Accomplished:	<b>83.73%</b>
CHO (with check with remarks):	3693
CHO (without check with remarks):	15
Total:	3708
Accomplished:	<b>22.40%</b>
ENGG (with check with remarks):	4699
ENGG (without check with remarks):	173
Total:	4872
Accomplished:	<b>29.43%</b>

# LGU Staff can view Business Establishment Location and Picture

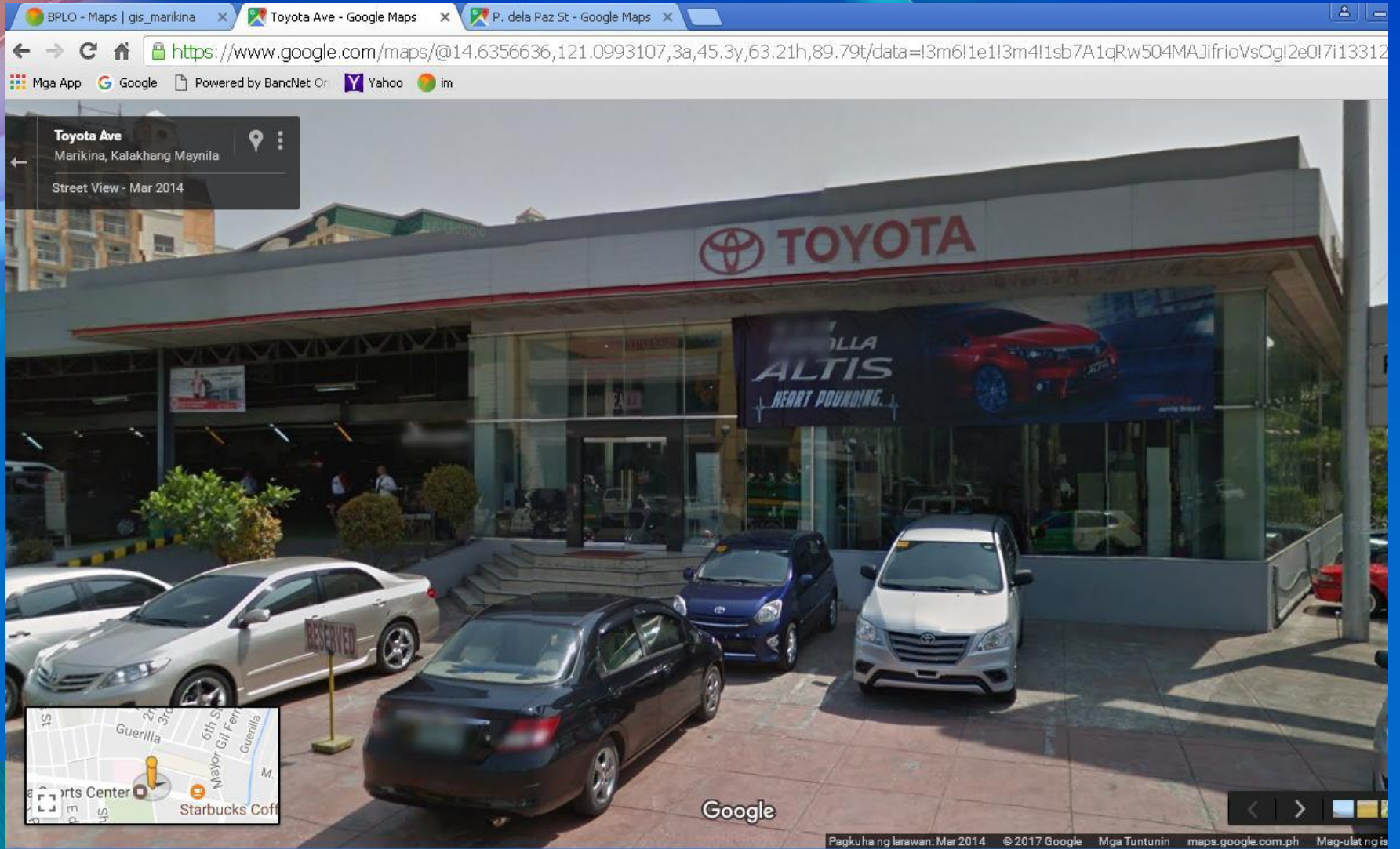
The screenshot displays a web browser window with the URL [https://mangomap.com/gis\\_marikina/maps/43798/bplo-](https://mangomap.com/gis_marikina/maps/43798/bplo-). The application interface includes a sidebar menu on the left with options: MAP PORTAL, BPLO, SETTINGS, LAYERS, TOOLBOX, ACCESS, ONLINE, SHARE MAP, DATA PORTAL, BRANDING, USERS & GROUPS, PORTAL SETTINGS, UPGRADE PLAN, and SUPPORT. The main content area shows a map of a business establishment location. A feature info popup is open, displaying the following details:

**Feature Info**  
Multiple Features Selected (1/2) < >

tan\_bin: [8007703](#)  
permit: 2016-03480  
owner: TOYOTA CUBAQ, INCORPORATED  
busname: TOYOTA MARIKINA SERVICE STATION  
no\_blk: .  
street: SUMULONG HIGHWAY  
subd:  
barangay: Sto. Nino  
nature: Retailer - Auto  
noemp: 45  
area: 2,062.50  
contno: 682-9701

The map shows a street layout with Toyota Ave. and Sumulong Highway. A blue dot marks the location of the business establishment. A scale bar indicates 20 m and 50 ft. The coordinates are Lat: 14.636303 and Lon: 121.100739. The application is created with MANGO.

# LGU Staff can view Business Establishment Location and Picture



**Can be accessed thru**  
**INTERNET**

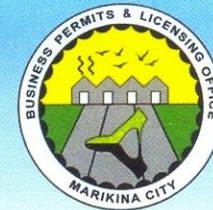




**HOW?**



**BUSINESS PERMITS & LICENSING OFFICE**  
**BILLING AND PERMIT**  
**CITY OF MARIKINA**  
**2017**



PERMIT NO. 2017-00777

DATE ISSUED : January 10, 2017

**JD STORE**

Sari-sari Store

(BUSINESS TRADE NAME / NATURE OF BUSINESS)

**JUAN A. DELA CRUZ**

12012345

(BUSINESS OWNER'S NAME / BUSINESS ACCOUNT NO.)

123 A. Bonifacio Ave. J. dela Peña

(BUSINESS ADDRESS)

**Business  
Account No.**

VALID UNTIL : **DECEMBER 31, 2017**

**RENEWAL**

DATE STARTED : March 15, 2012

PLATE NUMBER : 13100

NO. OF PERSONNEL : 2

BUSINESS AREA (sq. m.) : 4.00

PARTICULARS	AMOUNT	REMINDERS
Business Tax	4,356.00	1. This PERMIT shall be posted conspicuously at the place where the business is being conducted. <b>THIS BECOMES YOUR PERMIT ONCE PAID.</b>  2. This PERMIT is revocable, null and void if the permittee violates any applicable law, ordinance and/or regulation or if he fails to pay any tax and fee charges as they are due.
MP - Sari-sari Store	120.00	
Sanitary Inspection Fee	300.00	
Sanitary Permit Fee	300.00	
Garbage Fee	600.00	
Engineering Inspection Fee	250.00	
Fire Inspection Fee	397.00	

Fire Inspection Fee

397.00

Engineering Inspection Fee

250.00

# ▶ Step 1 - Open Browser



Type:  
**marikina.gov.ph**

# Status Verification (Taxpayer)

## MARIKINA CITY



### Business

← **Let's Do Business**  **BPLO Hotline**

**Step 3:**  
You will be directed to a BPLO officer for assessment and evaluation

**Marikina Revenue Code**

**E-procurement** →

**Top 100 Businesses**

**BUSINESS ESTABLISHMENTS**

**Business Permits and licensing office**

**Business Related Ordinances**

**Marikina Business Portal**

**SHOE INDUSTRY**

**Marikina Business Districts**

**Bag Makers** **New Business** **Renewal** **Retirement** **Occupational**

### Residents

**About Marikina**

Learn More About The City

**WELCOME TO Health ZONE**

**Telephone Directory**

**Barangays**

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File Edit View History Bookmarks Tools Help

Business Application Status x +

portal.marikina.mis/business/client/home.asp Google

# Business application status Marikina

ENTER YOUR APPLICATION CODE

**Type:  
Business  
Account No.**

***TAXPAYER CAN VIEW  
THEIR BUSINESS  
STATUS ON ANNUAL  
COMPLIANCE TO ALL  
REGULATORY OFFICES***

# Business application status Marikina

ENTER YOUR BUSINESS ACCOUNT NUMBER

**FIND**

**Business Name :** JD DRYGOODS  
**Owner's Name :** JUAN A. DELA CRUZ  
**Address :** STALL#201 MKNA. PUB. MKT., STA. ELENA, MARIKINA CITY  
**Application Date :** 4/15/2015  
**Status :** Planning  | CEMO  | Engineering  | Fire  | Health   
**All Remarks :** -APPROVED -ISSUED FSIC VALID UNTIL 04 DECEMBER 2016 ONLY - Fire  
OK W/ CERTIFICATE OF ATTENDANCE-3/20/13 - CEMO



For inquiries :

**BPLO :** 646.2354 (Francis) | **CEMO :** 948.1205 (Jaikem) | **Engineering :** 948.1201 (Anna) |  
**Fire :** 681.0233 (Ed) | **Health :** 942.2359 (Jun) | **Planning :** 682.9571 (Andrea)

\* Names inside () are your contact persons

Send an inquiry: (include your phone number / email)

Enter your Passcode/Account No.(Required):

**Send**

# Benefits to Taxpayer

## Marikina Business Portal

### Easy Access

Taxpayer can view status of their business registration and annual clearances thru **internet**

### Fast Processing

Customer Satisfaction  
Less time, effort & stress



# Award Received



National ICT Confederation of the Philippines



VISION PROGRAMS eGov Awards MEMBERS RESOURCES CONTACT US

Search ...



The Marikina Business Portal topped the Best in Business Empowerment (G2B) Award which recognizes the significant effect of an LGU's laudable practices in integrating ICT solutions and the commitment of its administration in the LGU's responsiveness to the needs of business enterprises, thereby creating business opportunities.

# Accomplishment Report 2015 - 2017

as of March 15	2015	2016	2017
<b>Collection Report</b> <i>Business Taxes Only</i>	<b>283.2M</b>	<b>317.3M</b>	<b>348.6M</b>
<b>Total Assessment</b> <i>Business Taxes and Fees</i>	<b>568.5M</b>	<b>626.5M</b>	<b>686.9M</b>
<b>Paid Assessment</b> <i>Business Taxes and Fees</i>	<b>318.4M</b>	<b>350.4M</b>	<b>382.5M</b>
<b>Applied</b> <i>New and Renewal</i>	<b>14,806</b>	<b>15,535</b>	<b>16,630</b>
<b>Paid</b> <i>New and Renewal</i>	<b>14,338</b>	<b>15,059</b>	<b>15,167</b>



I ❤️ MARIKINA

Thank you!!!



LUNGSOD NG MAY  
MABUTING UGALI  
(CITY OF GOOD CONDUCT)