

DUTY FREE PHILIPPINES CORPORATION
2014-2015 PROJECT BENEFICIARIES
Based on the Renegotiated Interim Performance Scorecard 2014

Strategic Initiatives Profile

1. Project : Store Development Program

Description:

This program aims to augment the service facility (Duty Free shops) in all international airports and select tourist destinations across the country. It entails establishment of new and development of existing duty free stores.

Beneficiaries:

The project would benefit all international travelers including *Balikbayans* and Overseas Filipino Workers wherever their point of entry in the Philippines.

2. Project: End-to-End Retail Solution
(Integrated Finance, Merchandising, POS System)

Description:

Currently, DFPC has distinct and separate solutions for its Financials System, Merchandising System and Point of Sales (POS) with little or very minimal interfaces in between them and which desperately need an update to keep up with the demands of the retail business. To make DFPC stores competitive with the increasing presence of new malls sprouting all over the country, what is needed is a complete, fully integrated, enterprise software solution specifically designed for the retail business. This would allow DFPC to actively monitor majority of its business processes and activities in real-time and make intelligent business decisions using advanced data analytics, self-service BI, to name just a few.

Beneficiaries:

The project will enable key business fronts across the DFPC to greatly improve its operations by providing seamless processes from the Merchandising Division, Marketing Department to Store Operations and Financial Management.

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3. Project: Social Media Campaigns

Description:

Social media campaigns on Facebook, Youtube, etc. is all about providing instant information to DFPC's potential customers online in support to the traditional advertising channels, such as: TV, radio and print, digital media which provides an excellent opportunity for DFPC to reach a much wider reach (global, in fact) and targeted audience (according to specific demographics) at the lowest possible cost per campaign per pax. It also has the unique advantage of providing an accurate measure and analytics of the results of each online marketing execution.

Beneficiaries:

The project would benefit international travelers visiting the Philippines, especially the *Balikbayans*, Overseas Filipino Workers as well as their families as they will be getting vital, updated and immediate information about our products, stores, promotions and related activities, programs and events.

4. Project: Online Shopping Website (eCommerce Site)

Description:

To provide Duty Free Philippines Corporation (DFPC) with an online retail store where it can support value-added services, such as, online shopping, price catalogue, and other subscription-based services to all qualified international travelers, specially, OFWs, *Balikbayans* and foreign tourists.

Beneficiaries:

The project would benefit all international travelers specially the *Balikbayans*, Overseas Filipino Workers and foreign tourists.