

DUTY FREE PHILIPPINES CORPORATION
2015-2016 PROJECT BENEFICIARIES
Based on the Interim Performance Scorecard 2015-2016

Strategic Initiatives Profile

1. Project : Store Development Program

Description:

This program aims to ensure that DFPC is present international airports. It entails establishment of new and development of existing duty free stores in all international ports and select major tourist destinations.

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ficiaries:

The project would benefit all international travelers, especially the *Balikbayans* and Overseas Filipino Workers, wherever their point of entry may be 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) which requires interfaces in between them and is in desperate need of an update to keep up with the demands of the retail business. To make DFP 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: 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.