



Charter Statement for CY 2017-2027

Mission Statement

In the service of Philippine Tourism, the DFPC is committed to make duty and tax free goods and local goods available to international travelers and Balikbayans, by operating retail outlets in international points of entry and other major tourism areas.

Vision Statement

By 2027, DFPC will be operating or franchising world-class, sustainable retail outlets in key international gateways and tourist destinations reaching 15% of international travelers.

Core Values

Teamwork

Open to communication, concern and collaboration with each other, building respectful and productive relationships with colleagues, suppliers and other partners.

Resourcefulness

Being alert to change and continuously finding new and better ways of accomplishing tasks; open to exploring alternatives with the goal to improve and excel

Integrity

Acts with honesty, transparency and credibility in the performance of duties

Caring

Shows genuine concern for customers, co-employees, company, and other stakeholders by addressing their needs which may require going beyond the call of duty

Efficiency

Maximizes the use of company resources, time and effort towards the achievement of individual tasks and corporate objectives

Professionalism

Exhibits high standards of competence in delivering service and in dealing with stakeholders.



STRATEGY MAP

