

DUTY FREE PHILIPPINES CORPORATION

STRATEGIC INITIATIVES PROFILE

I. STRATEGIC INITIATIVE PROFILE I

Name of Project: "STORE DEVELOPMENT PROGRAM"

Contact Person/Project Team Head:

Lead: Bernardine R. Belmonte  
 Support: Raphael G. Mondragon  
 Engr. Joel R. Perez  
 Jennifer F. Start  
 Maria Gilda R. San Juan

Project Description:

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

The opening of the following duty free store is subject to the availability of retail space and presence of international flights.

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
<b>Store Opening at the LUXE-Entertainment City</b> a. Feasibility Study b. Negotiation and Contract Signing c. Preparation and Procurement d. Construction e. Store Preparation and Launching	10 wd 60 wd 90 wd 180 wd 15 wd		₱75,000/ sq. m.	COB	
<b>NAIA Terminal 3 Landside Expansion</b> a. Feasibility Study b. Negotiation and Contract Signing c. Preparation and Procurement d. Construction e. Store Preparation and Launching			₱45,000/ sq. m.	COB	
<b>Fiestamall Atrium and CRR Lobby Renovation</b> a. Preparation and Procurement b. Construction			₱50,000/ sq. m.	COB	

Measures Affected:

- Percentage of international airports with DFP shops/outlets
- Amount of Sales

- EBITDA
- Balikbayan/OFW Customer Count

**Risk Assumption:**

- Availability of space in all airports with international flights
- Timely release of permit to operate from BOC
- Timely procurement process
- Timely execution of lease contracts
- Timely compliance and approval of all documentary and legal requirements
- Timely execution of PPP contracts

**II. STRATEGIC INITIATIVE PROFILE II**

**Name of Project: “END-TO-END RETAIL SOLUTION” (Integrated Finance, Merchandising, POS System)**

**Contact Person/Project Team Head:**

Lead: Charles A. Merioles  
Support: Business Users

**Project 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.

**Project Milestones:**

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
1. Requirements Planning	July 2014	December 2014	₱ 57 Million	COB	Completed
2. Sourcing and assessment of available solutions	January 2015	April 2015			
3. Bidding	May 2015	October 2015			In progress
4. Development and Implementation	November 2015	April 2016			
5. User acceptance Testing	May 2016	May 2016			
6. Deployment	June 2016	October 2016			
<b>Total</b>			<b>₱ 57 Million</b>		

**Measures Affected:**

- Amount of Sales
- Customer Satisfaction Rating (Overall)
- Customer Satisfaction Rating (Balikbayan/OFW)
- Customer Satisfaction on Cashiering Operations
- Percentage of users accessing and using the controlled data repository for reporting and management decision
- Percentage of users accessing the intranet

**Risk Assumption:**

- Management commitment and business user support to the new system

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