



I. STRATEGIC INITIATIVE PROFILE I

Name of Project: Financial Reforms

Contact Person/Project Team Head: Ms. Eleonor A. Macaraig

Project Description: Introduce reforms in financial planning

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Implementation of revised guidelines and procedures on budget preparation	1 st Qtr	4 th Qtr	None		
Quarterly Management Review on Budget Utilization	1 st Qtr	4 th Qtr	None		
Review of financial policies and process in relation to the implementation of ERS	1 st Qtr	4 th Qtr	PhP 360K	COB	
TOTAL					

Measures Affected: SM4, SM5. SM13



II. STRATEGIC INITIATIVE PROFILE II

Name of Project: Customer Reach Expansion

Contact Person/Project Team Head: Mr. Raphael G. Mondragon
Mr. Bernardine R. Belmonte

Project Description: Strategies to expand customer reach and improve penetration.

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Launch online shopping	1 st Qtr 2018	1 st Qtr 2018	None		
Enhance Social Media strategy to increase social media channels	2 nd Qtr 2018	4 th Qtr 2018	PhP 1M	COB	
Continuous customer service training from managers to staff	2 nd Qtr 2018	4 th Qtr 2018	PhP 80K	COB	
Opening of new stores	1 st Qtr	2 nd Qtr	PhP 20M	COB	
Strengthen tie-up with tour guides and travel agencies including hotel associations	1 st Qtr	4 th Qtr	None		
TOTAL			PhP 21.08M		

Measures Affected: SM3, SM4, SM7, SM8, SM9, SM11, SM15



III. STRATEGIC INITIATIVE PROFILE III

Name of Project: Upgrade of Computerized Processes

Contact Person/Project Team Head: Mr. Jose Ronnel V. Domingo

Project Description: Implementation of various IT solutions.

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Enterprise Resource Solution (ERS) – Retail Module deployment to Fiestamall and the rest of the stores	1 st Qtr 2018	2 nd Qtr 2018	PhP 13.5M	COB	
Passport Reader implementation (Customer Info Capturing for profiling)	4 th Qtr 2018	2 nd Qtr 2018	PhP 1.5M	COB	
TOTAL			PhP 15M		

Measures Affected: SM7, SM8, SM13



IV. STRATEGIC INITIATIVE PROFILE IV

Name of Project: [Marketing Innovations](#)

Contact Person/Project Team Head: [Mr. Raphael G. Mondragon](#)

Project Description: [Enhance marketing](#)

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Conduct Market Research	1 st Qtr	4 th Qtr	PhP 500K	COB	
Undergo training on marketing	1 st Qtr	4 th Qtr	PhP 200K	COB	
TOTAL			PhP 700K		

Measures Affected: [SM8](#), [SM15](#)



V. STRATEGIC INITIATIVE PROFILE V

Name of Project: Franchising

Contact Person/Project Team Head: Mr. Vicente A. Angala

Project Description: Development of franchising model and award of contracts

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Project Development Monitoring Facility (PDMF) Application	2 nd Qtr 2017	3 rd Qtr 2017	None	PDMF	
Signing of Technical Assistance Agreement & Consultants Selection	4 th Qtr 2017	4 th Qtr 2017	None	PDMF	
Conduct of Feasibility Study	1 st Qtr 2018	2 nd Qtr 2018	None	PDMF	
Conduct of Bid Process	3 rd Qtr 2018	2 nd Qtr 2019	None	PDMF	
Award of Contract	3 rd Qtr 2019	3 rd Qtr 2019	None	PDMF	
TOTAL					

Measures Affected: SM3, SM4, SM10



VI. STRATEGIC INITIATIVE PROFILE VI

Name of Project: DFPC Reorganization

Contact Person/Project Team Head: Mr. Bernardine Belmonte

Project Description: Rationalization of OSSP

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Re-org I: Development of Lean and mean OSSP for current business model	3 rd Qtr 2017	4 th Qtr 2017	PhP 420K	COB	
Re-org I implementation w/ ERIP	2 nd Qtr 2018	4 th Qtr 2018	PhP 68M	COB	
Re-org II: Development OSSP for franchising model	3 rd Qtr 2018	1 st Qtr 2019	PhP 420K	COB	
Re-org II implementation	3 rd Qtr 2019	4 th Qtr 2019	PhP 100M	Charge to Franchisee	
TOTAL			PhP 170M		

Measures Affected: SM4, SM5



VII. STRATEGIC INITIATIVE PROFILE VII

Name of Project: Competency based HR System

Contact Person/Project Team Head: Ms. Marite C. Panopio

Project Description: Establishment of a competency based HR system

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Determine positions affected/unaffected after the Re-org II	1 st Qtr 2018	1 st Qtr 2018	None		
Finalize JDs of all unaffected positions after Re-org II	1 st Qtr 2018	1 st Qtr 2018	PhP 153,100	COB	
Do all other JDs affected under Re-org II	2 nd Qtr 2018	2 nd Qtr 2018	PhP 200,000	COB	
Competency Training – Module 3: Competency Assessment	3 rd Qtr 2018	3 rd Qtr 2018	PhP 240,000	COB	
Competency Training – Module 4: Implementation of Competency Based HR System	4 th Qtr 2018	4 th Qtr 2018	PhP 200,000	COB	
Competency Assessment/ (Establish baseline)	1 st Qtr	2 nd Qtr	None		
TOTAL			PhP 793,100		

Measures Affected: SM14, SM15, SM16



VIII. STRATEGIC INITIATIVE PROFILE VIII

Name of Project: *DFPC Culture Change: The DFPC Corporate Values*

Contact Person/Project Team Head: *Maria Teresa C. Panopio
Victor Ramon G. Marfori, Jr.*

Project Description: *Building A Corporate Culture That Embodies
The DFPC Corporate Values*

Project Milestones:

Activities	Timeline		Budget	Funding Source	Status
	Start	End			
Values Formation Program - Develop and conduct core values training (Orientation on the Six DFPC Core Values)	2 nd Qtr	3 rd Qtr	PhP 100K	COB	
Measurement tools: - Develop in-house employee satisfaction survey - Online employee satisfaction survey	1 st Qtr 2 nd Qtr	1 st Qtr 2 nd Qtr	None		
Improve Health and Wellness Program to promote and conduct physical and mental fitness programs - Define expanded Health and Wellness Program - Implementation	1 st Qtr 2 nd Qtr	1 st Qtr 4 th Qtr	PhP70K	COB	
Improve employee reward program - Revise/improve DFPC PRAISE	1 st Qtr	1 st Qtr	None		
TOTAL					

Measures Affected: SO 11, SM 16