



BATANGAS CITY
BUSINESS ONE-STOP-SHOP

BOSS

Providing total quality service in a professional manner and business-friendly environment to the people seeking permits



Summary

Reforms in business registration processes of Batangas City were initiated in February 2012 through the technical assistance provided by the Investment Enabling Environment (INVEST) Project, funded by the United States Agency for International Development (USAID). Batangas City is one of the three partner cities selected in the country for the project.

Aligned with National Government priorities, streamlining business registration processes of city governments was one of the components of the INVEST Project, aimed at ensuring or even surpassing compliance with the Joint Memorandum Circular (JMC) between the Department of Trade and Industry (DTI) and the Department of the Interior and Local Government (DILG) which mandates streamlining local government permitting processes, providing specific service standards.

The business registration reform agenda of the city government focused on: (a) minimizing client burden on reporting information (i.e. initially enhancing the Unified Application Form and eventually, removing manual forms with the introduction of automated processes, (b) reducing the number of signatories, (c) reducing the number of steps, (d) minimizing requirements, and (e) improving the processing time for business permit applications.

On January 2014, both new applications and renewal for business permits entail two steps and take less than two hours to process. Such streamlined reforms were largely due to the establishment of a Business One-Stop-Shop (BOSS), which houses all concerned agencies in one area to facilitate the efficient processing of business registrations.

Beyond compliance to the DTI-DILG JMC, the city government embarked on a business registration reform agenda in pursuit of promoting a more business-friendly environment, anchored on a deep commitment to its constituents.

Project Description: The Business Permits and Licensing System of Batangas City Through the BOSS

In 2012 and in previous years, Batangas City's old business permitting system is confusing and inconvenient for the client. People have to endure several steps including sub-steps from one office to another, twenty-two (22) steps for new business and seventeen (17) steps for renewal of business. The entire process could take three to five days to release a business permit.

With this national mandate in place, the local administration responded by aiming to follow the procedures and processes set forth in the Joint MC. This began with a simple EO at the end of 2010.

The new Business Permits and Licensing System (BPLS) of Batangas City consists of various operations from different city departments/offices in coordination with regional and local representatives of National Government Agencies. The lead office of the city government for the BPLS is the Business Permits and Licensing Office (BPLO), a division under the City Mayor's Office (CMO).

Steps in securing a business permit from Batangas City

Below are the major steps undertaken by the client in the city government's streamlined BPLS:

1. Filing & Assessment (No application form required)
 - For new applications, an applicant provides detailed information through a face-to-face interview and submits requirements to BPLO staff inside the BOSS
 - For renewal of business permit, an applicant only provides unique identifying information (e.g. TIN number or Owner's Name) and submits requirements in the BOSS receiving area. The applicant's previously-entered details (e.g. address, contact information, etc.) will be pulled up by the system from the database.

- The BPLO assesses the qualification of the applicant for the issuance of the business permit. The applicant may have an outstanding non-compliant status with another office (e.g. expired health certificate) which will disallow issuance of permit until such item has been resolved.

2. Pay & Claim

- An applicant is directed to the payment counter to pay the computed Tax Order Payment
- After paying computed fees and taxes, an applicant verifies accuracy of all pertinent information and claims the business permit

Even though the city government exercises two steps in business registration, the following are conditions for the BPLO to process the registration of businesses:

(a) New application for business permit:

- Prior securement of occupancy permit from the CEO (applicant does not need to show the actual permit as CEO provides the BPLO with a list of establishments which have been issued Certifications and Certificate of Occupancy)

(b) New application for business permit (for Market Stall Holders):

- Prior securement of Market Clearance from OCMA and City Environmental Certificate (CEC) from the City ENRO

(c) Renewal of Business Permits:

- Compliance to inspections of city departments/offices and relevant NGAs – DILG-BFP, BPLO, CENRO, CEO, CHO, CPDO, CTO, OCMA, and OCVAS

Required documents for new business permit applications and renewal of business permits

The BPLS enables seamless sharing of information between and among concerned departments and offices, and National Government Agencies. As such, the number

of steps and documents required by the city government to be presented during business registration are minimized. The required documents are as follows:

(a) New Business Permit Application

1. Contract of Lease (if Lessee)
2. Market Clearance (Market Stall Holders)
3. Special Power of Attorney (if applicant is not connected to the business)
4. Authorization Letter from the Owner (if applicant is an employee of the business)

(b) Renewal of Business Permit

1. Original Barangay Clearance/Market Clearance (for Market Stall holders)
2. Original Income Tax Return/s- any of the following documents:
 - Monthly Percentage Tax Returns (for 12 months)
 - Quarterly Tax Returns (for four quarters)
 - Annual Income Tax Return (for one year)
 - Certification of gross receipts (*only for businesses that have main offices located elsewhere*)
3. Original Health Certificates for applicable establishments¹ (see below)

Establishment Type	Health Certificate Required
All food establishments	Yellow
Public Places <ul style="list-style-type: none"> • Laundry Shops • Funeral Homes • Tonsorial and Beauty Establishments 	Green

¹ For applicable establishments (i.e. food establishments and businesses located inside malls), as per agreement between BPLO and CHO, business permit renewals will be processed as long as two (2) employee health certificates are presented. The remaining health certificates will be checked during post-registration inspections.

<ul style="list-style-type: none"> • Public swimming pools or Bathing Places • Massage clinics and Sauna baths • Rest Areas, Bus Terminals, Service Stations • Camps and Picnic Grounds • Schools • Dancing Schools, Dance Halls, and Night Clubs • Motel and Lodging Houses • Non-food establishments inside Malls 	
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4. Authorization Letter from the Owner (if applicant is an employee of the business)
5. Special Power of Attorney (if applicant is not connected to the business)

Signatories

There are only two signatories in the issuance of the business permit – the Business Permits and Licensing Officer and the City Mayor. Digital/ electronic signatures are utilized to enable faster issuance of permits despite unavailability of any of the signatories.

Implementation Procedures

Batangas City Government follows these steps in the implementation of its project.

1. Creation of a Technical Working Group (TWG) and Sub-Working Group

The TWG shall be composed of the following:

- a. City Mayor (Chairperson)
- b. City Administrator (Vice Chairperson)
- c. City Planning and Development Coordinator
- d. City Engineer
- e. City Environment Officer
- f. City Health Officer
- g. City Veterinarian
- h. Business Permits and Licensing Officer
- i. Local Economic and Investments Promotion Officer
- j. Bureau of Fire Protection

The TWG and Sub-working Group will be responsible in the coordination and conduction of all activities and in the implementation of the project.

2. Coordination and collaboration with the different national agencies involved in the issuance of business permits
3. Formulation of Executive Order adopting the reforms in business registrations and providing innovations on streamlining business registration process
4. Training and capacity building of personnel involved in the streamlined business registration process and inspection system
5. Establish Business One-Stop-Shop which illustrates the business-friendly approach of the city government
6. Automation of the Business-One-Stop Shop operations
7. Creation of Business-Friendly Jointly Inspection Team(s)
8. Strengthening Information, Education and Communication (IEC) Campaign

Project Result/Impact: Quality Service in the Most Professional Manner and Business-Friendly Environment

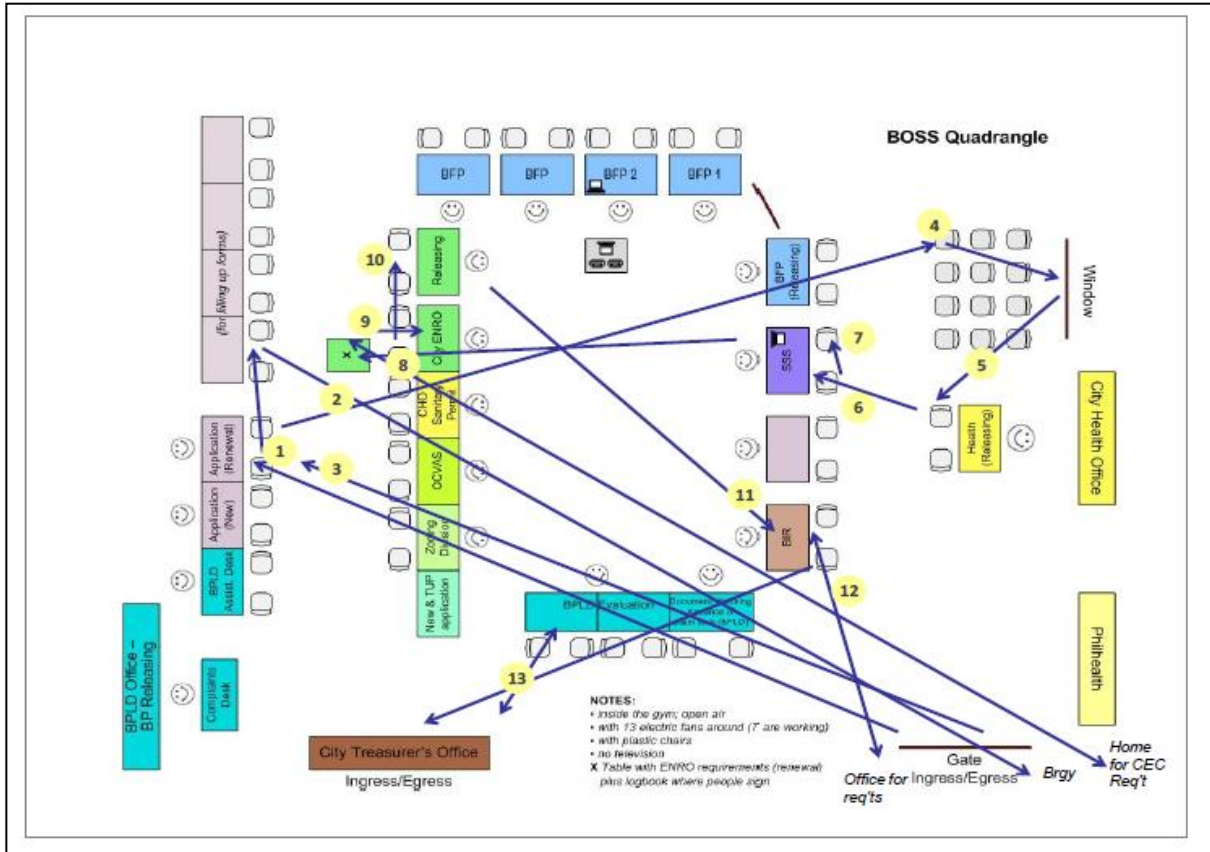
1. **Quality Service aided with a Business-Friendly environment.** Overall, through the streamlining efforts of the city governments, there is greater technical capacity within and among city departments, units or teams involved in business registration processes, i.e. BPLO, CTO and CHO, etc., to deliver their services effectively and efficiently.
2. **Empowered city officials and staff working as a team.** The streamlined BPLS through BOSS, promoted greater inter-department cooperation since there was now a better appreciation on how business enabling services and functions are linked and complement one another. The team effort of the city departments and national agencies contributed to the success of the implementation of the BOSS.
3. **Reduced cost and burden of business transactions.** Through the BOSS, the face-to-face interactions or interfaces between the applicant and the city government have been reduced to further speed up the process, reduced expenses of the business owners and total elimination of fixers.
4. **Increased in the business applications and job generations.** The ease of doing business is highly correlated with competitiveness. Companies and people are attracted to efficient countries and cities. Batangas City is truly compliant to BPLS standards, and with the Local Economic and Investments Promotions Office (LEIPO) in place, more investors (foreign and local) are getting interested to do business in the city, thereby, creating more jobs opportunities and increasing income of the city government.
5. **Client Satisfaction.** The reforms on business registrations is sustained and further improved by soliciting feedback from businesses applying for permits. We have received overwhelmingly positive feedback.
6. **Other lessons and insights**
 - a. **Team effort** promoted greater inter-department cooperation

- b. **Providing transparency and quality service** to people in a business-friendly environment
- c. **Build capacity** through leadership and example
- d. **From compliance to real service**, the Business-One-Stop-Shop provides an open, friendly and real-time interface between LGU and its clients
- e. Establishing mechanisms to ensure **skills transfer** from retiring staff to new ones
- f. **Local political will** complementing the national mandate

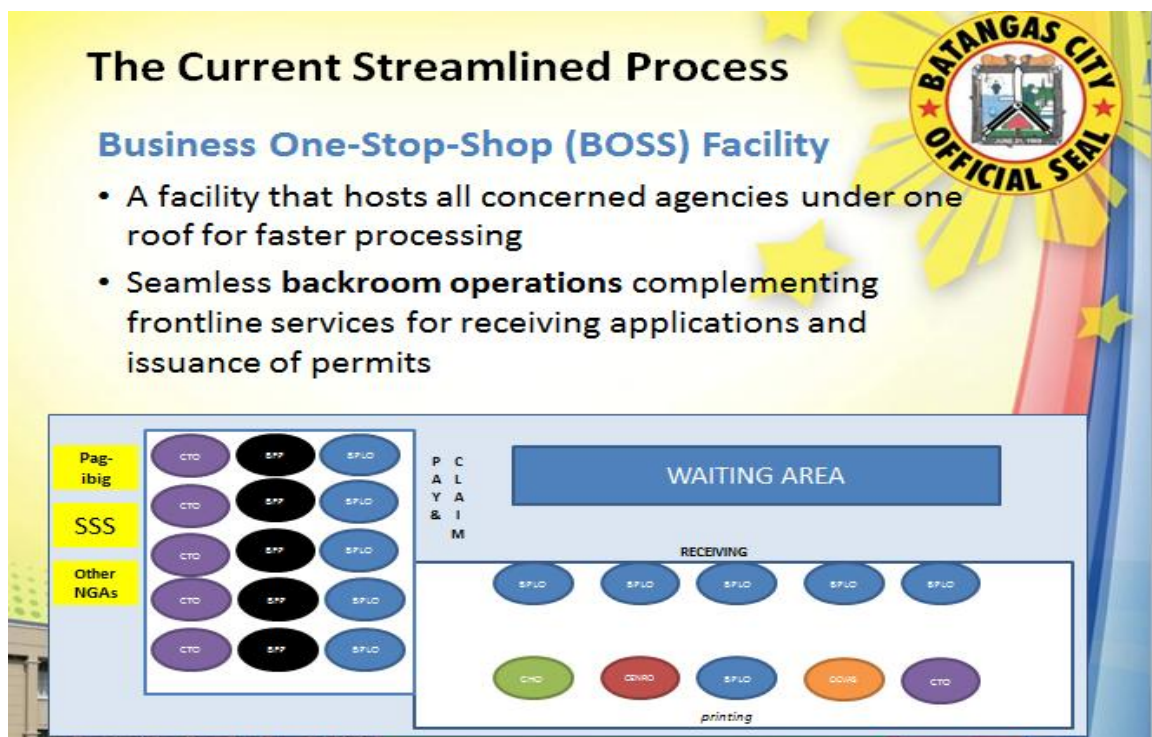
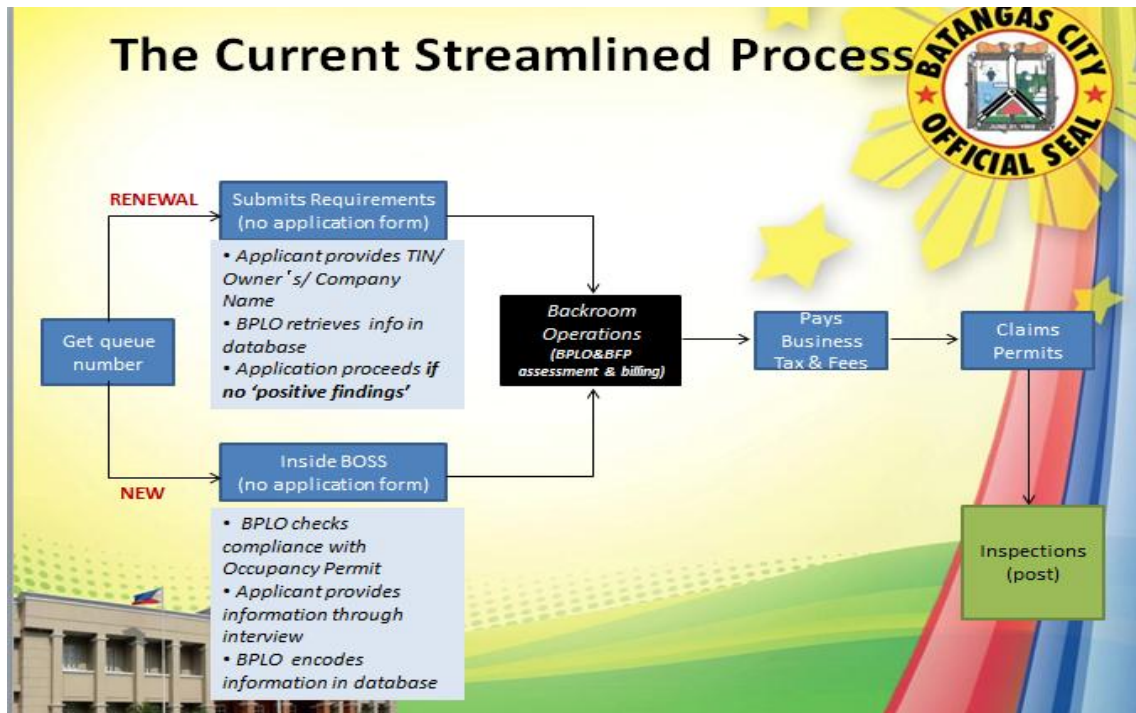
Annexes (Photos, Illustrations, etc.)

Batangas City's Old Permitting System

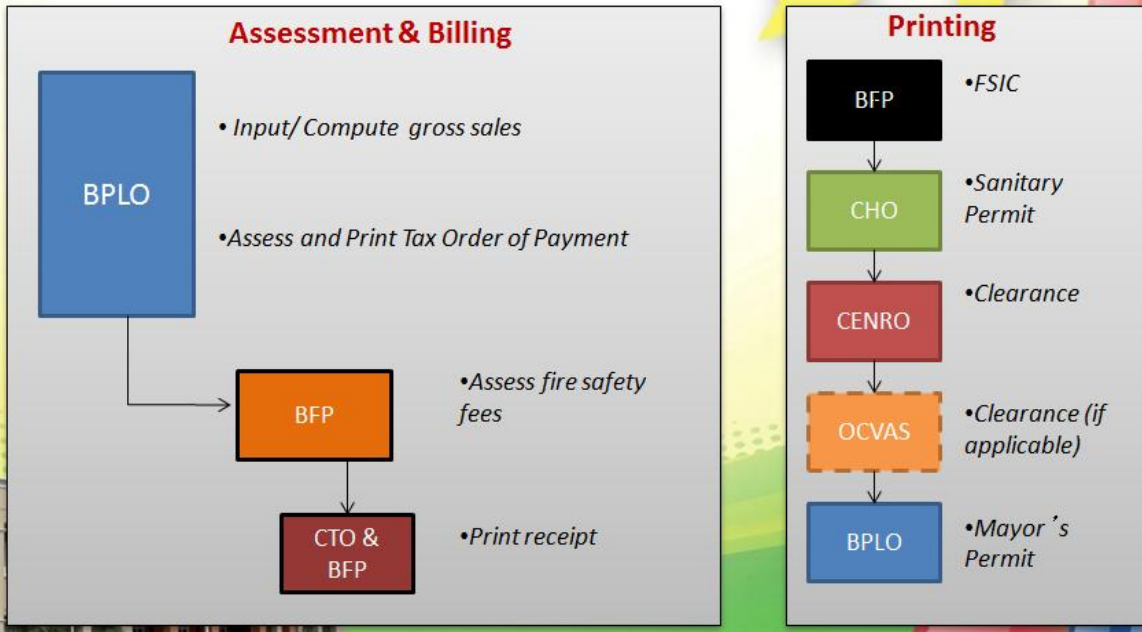
Source: USAID-INVEST (2012) Integrated Assessment Report on the Renewal Process and the Business One-Stop-Shops of Partner Cities



Batangas City's Streamlined BPLS



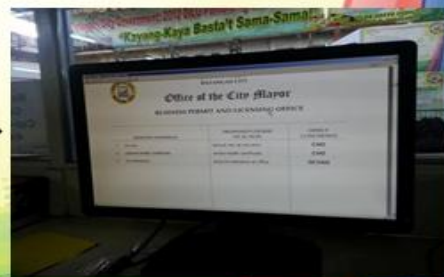
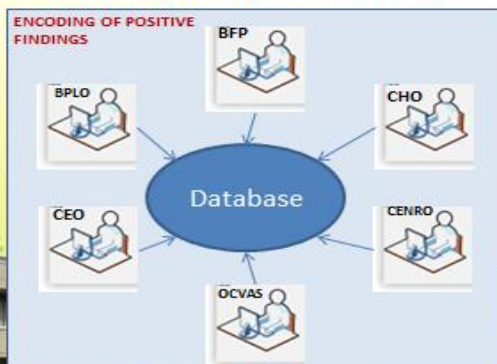
BACKROOM OPERATIONS



The Current Streamlined Process

Streamlining through Automation

- Centralized database for encoding business information
 - No need for application form!
- Departments and agencies encode non-compliances
 - No need for each department to check
 - Principle of 'positive findings'



BOSS Backroom Operations and co-location for a more efficient service

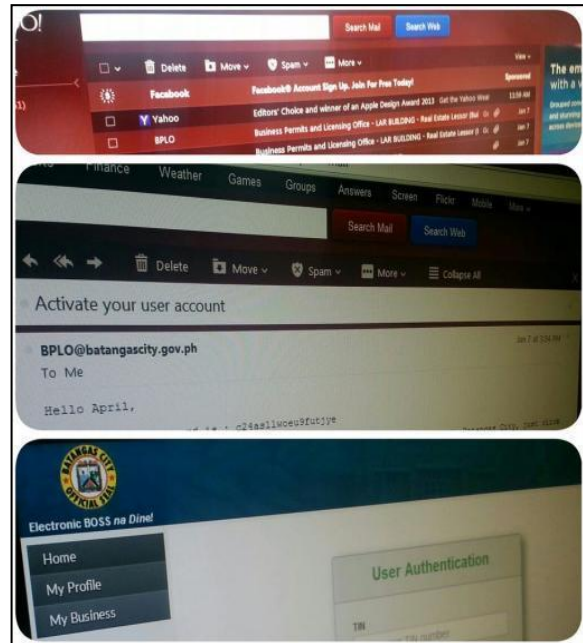
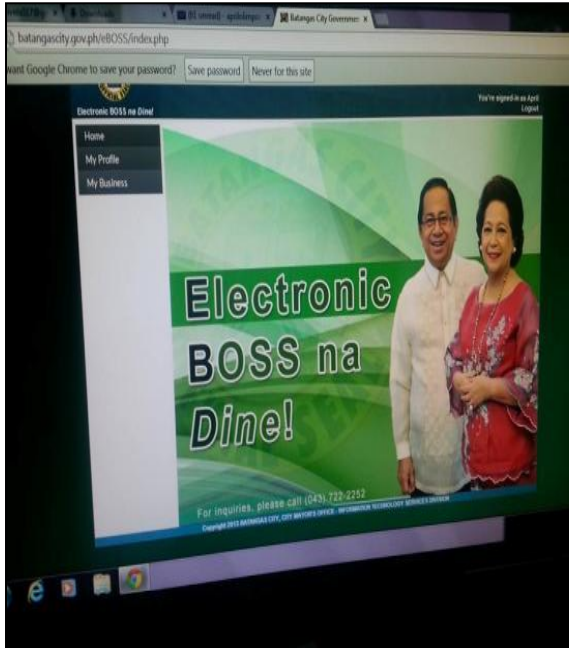


National Government Agencies (NGAs) at the BOSS



Recent Innovations

Online Business Registration



Mobile payment for business permits (April 2014)



Payment of fees using ATM Card/Debit Card via Point-of-Sale-Facility at the City Treasurer's Office



PBR Kiosk



Building/ Occupancy Permit One-Stop-Shop

BPOSS
BUILDING PERMIT
ONE-STOP-SHOP
 2nd Floor Gusaling Pakapayapaan at Pangkalkasan
 (GREEN BUILDING)



Business-Friendly Joint Inspection Teams

