


## **ECONOMIC PRIORITIES**

To establish Muntinlupa City as a leading investment hub in the country by:

- Fostering a business-friendly environment by implementing policies that encourage businesses to establish or conduct operations in the City, provide employment, and widen investment opportunities in the locality;
- Providing linkages and affiliations with domestic and foreign institutions and non-governmental organizations that will help maximize the economic potential of the city through the utilization of its labor and other resources;
- Encouraging investors to forge joint ventures, share arrangements or linkages to initiate and sustain commercial and service projects meant to spur livelihood opportunities in the City;



## **ECONOMIC PRIORITIES**

- Rationalizing and simplifying systems and processes of investment accreditation and develop promotional strategies that will enhance the viability of the City as an investment destination; and
  - Providing assistance in the forging of partnerships between domestic and foreign investors to facilitate the transfer of technologies and skills, promote consumer interest and strengthen the economic potential of local residents and entrepreneurs.
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## **PRIORITY AREAS OF INVESTMENT:**

- Headquarters, Branches or Regional Offices of Commercial Establishments
  - Telecommunications and Information Technology
  - Service-Oriented Establishments
  - Pioneering Enterprises
  - Education
  - Transport Enterprises
  - Infrastructure and Services
  - Tourism and Hospitality-Oriented Facilities
  - Property Development
  - Retirement Facilities
  - Alternative Dispute Resolution Facilities
  - Retail and Consumer Productivities
  - Health Care and Medical Providers
  - Environmental Protection and Enhancement Projects
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## **ECONOMIC SECTORAL GOALS AND OBJECTIVES**

### **GOAL:**

To enhance investment climate that guarantees inclusive development.

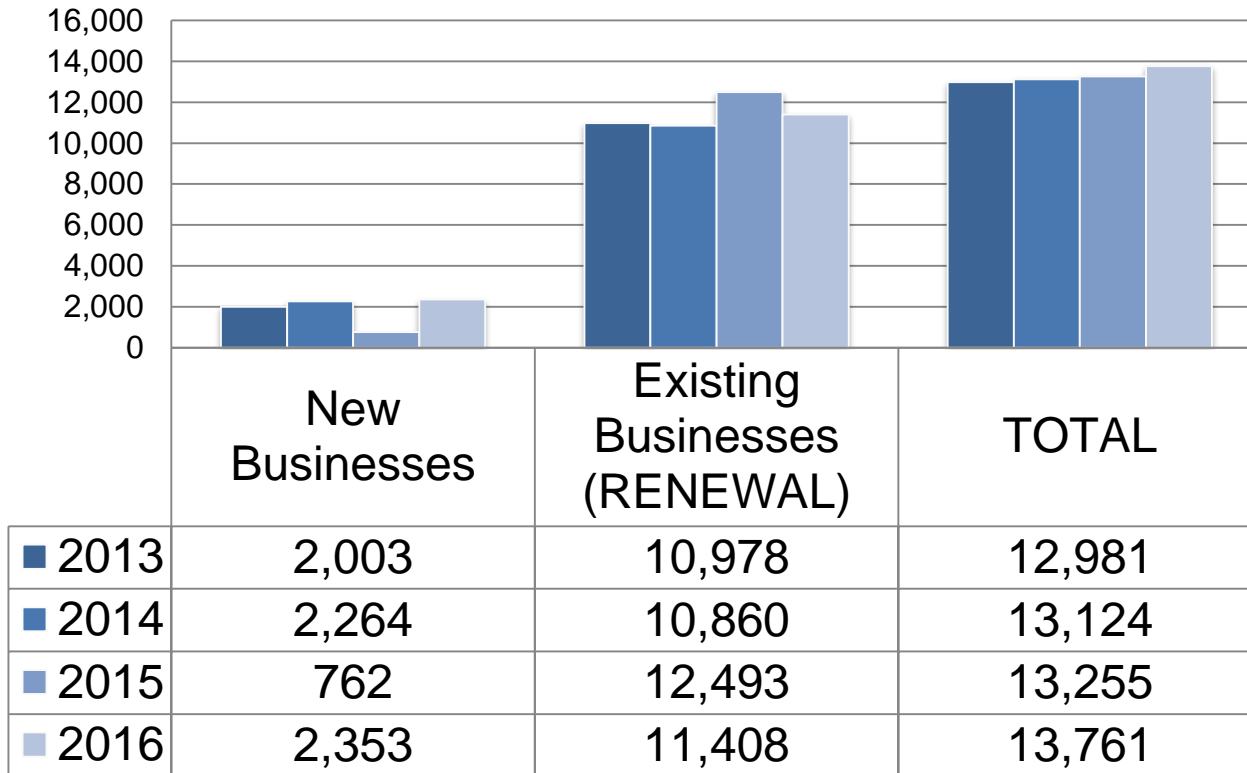
### **OBJECTIVES:**

1. To improve on the structure and capacity of the local government unit to further boost economic development in the locality, particularly on commerce, trade, industry and tourism, etc.
  2. To establish long term partnership with prime-movers in the business sector operating in the locality;
  3. To continuously broaden employment and livelihood opportunities for both formal and informal sectors in the economy to increase individual's productivity.
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# I. TRADE AND INDUSTRY

## A. NUMBER OF BUSINESS REGISTRATIONS

Annual Business Registrations

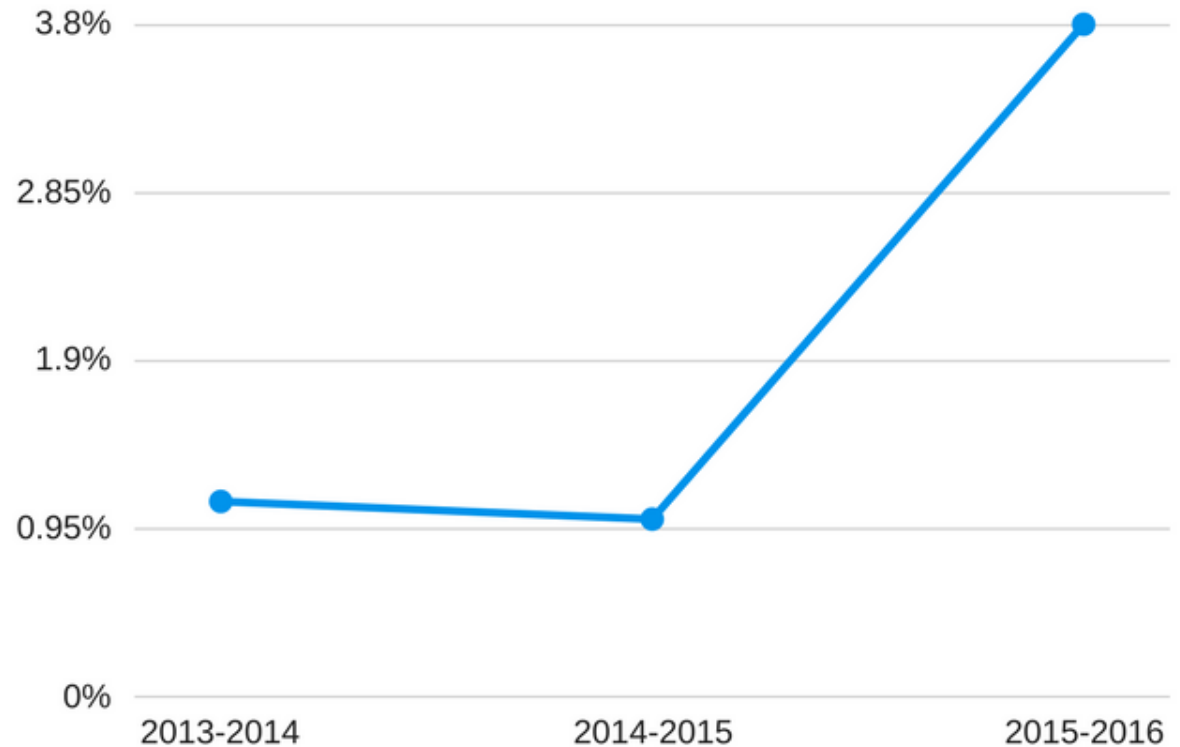


Source: BPLO

# I. TRADE AND INDUSTRY

## A. NUMBER OF BUSINESS REGISTRATIONS

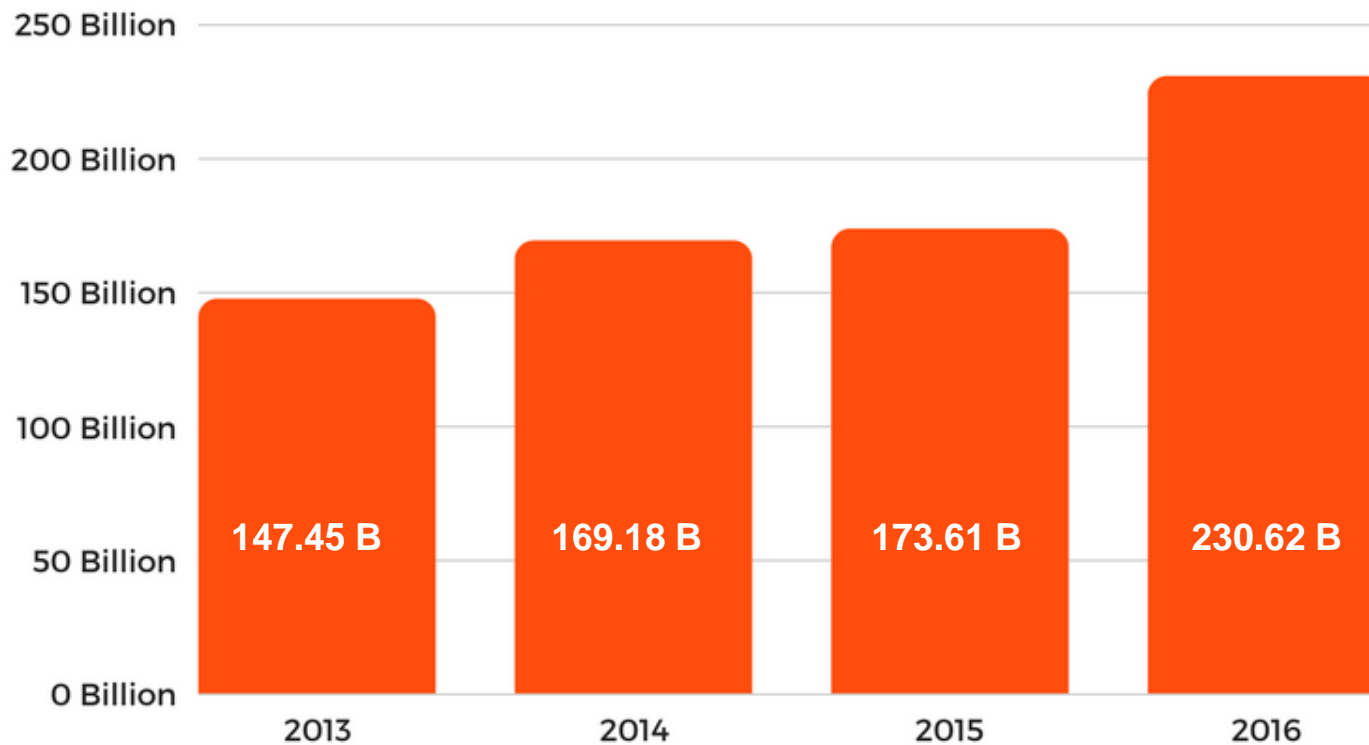
**ANNUAL BUSINESS  
REGISTRATION  
Growth Rate**



# I. TRADE AND INDUSTRY

## B. GROSS SALES OF REGISTERED FIRMS

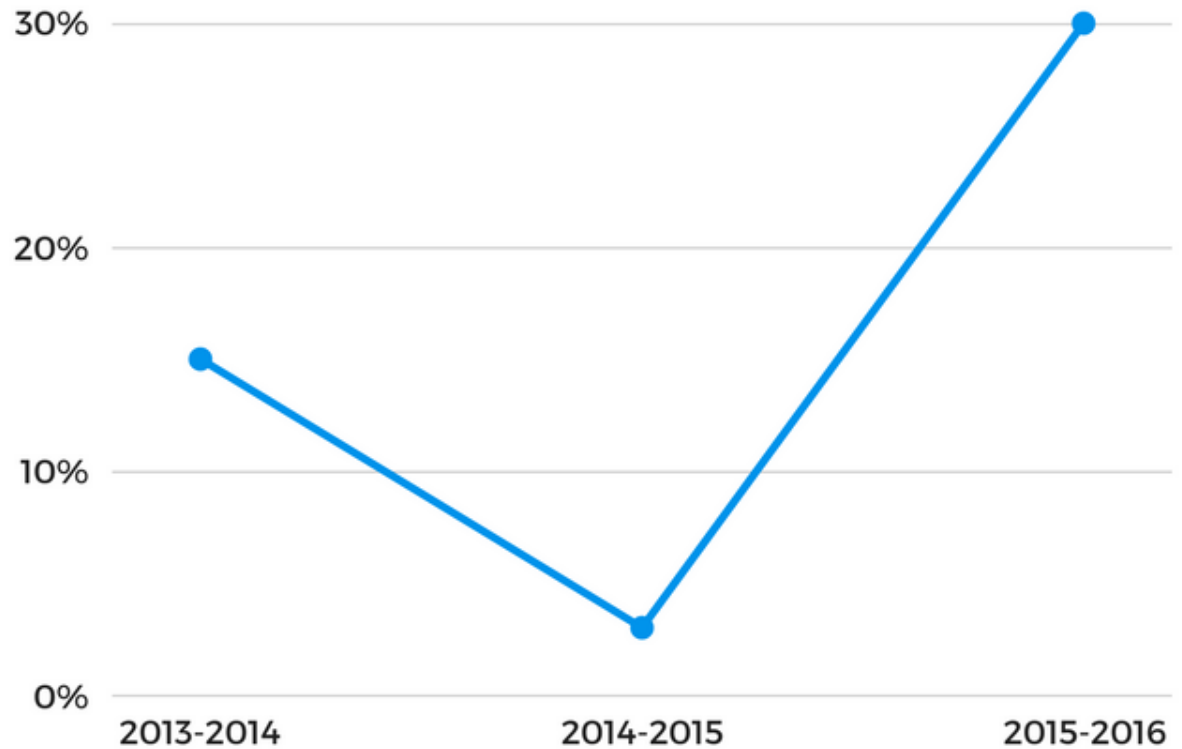
### TOTAL GROSS SALES, Renewal (in PHP)



# I. TRADE AND INDUSTRY

## B. GROSS SALES OF REGISTERED FIRMS

**TOTAL  
GROSS SALES  
Growth Rate**

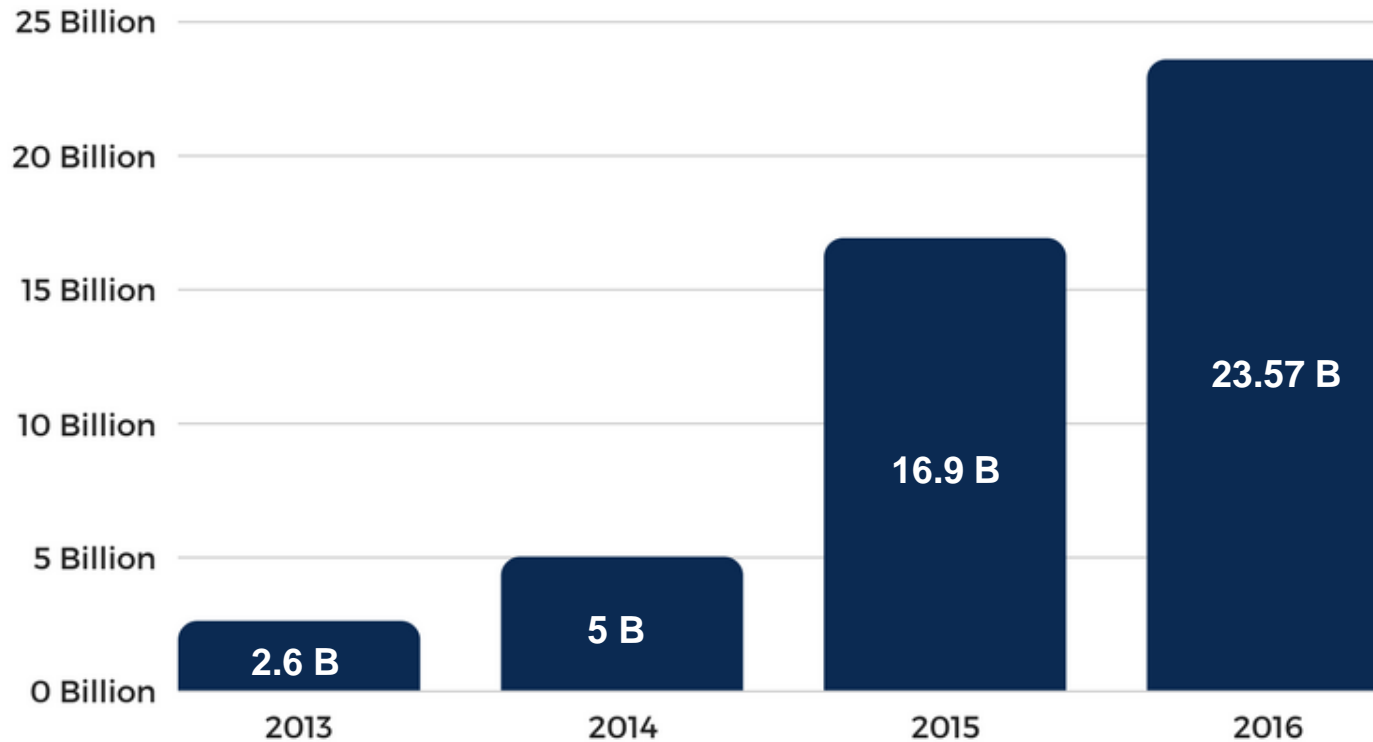




# I. TRADE AND INDUSTRY

## C. TOTAL CAPITALIZATION OF NEWLY-REGISTERED FIRMS

### TOTAL CAPITALIZATION, New Business (in PHP)



## I. TRADE AND INDUSTRY

### D. NO. AND PERCENTAGE SHARE OF MSME AND LARGE ENTERPRISES

TYPE	CAPITALIZATION		NO. OF BUSINESS	% SHARE
<b>MICRO</b>	Less than	3,000,000	11,911	86.56
<b>SMALL</b>	3,000,001	15,000,000	1,354	9.83
<b>MEDIUM</b>	15,000,001	100,000,000	389	2.82
<b>LARGE</b>	100,000,001	Above	107	0.77
<b>TOTAL</b>			<b>13,761</b>	<b>100%</b>

## I. TRADE AND INDUSTRY

### E. BUSINESS REGISTRATIONS AND REGISTERED EMPLOYMENT, PER BARANGAY

BARANGAY	No. of Businesses	Employment
POBLACION	854	2,409
TUNASAN	1,350	9,349
PUTATAN	1,549	6,547
BAYANAN	484	1,782
ALABANG	5,054	46,430
CUPANG	1,088	17,731
BULI	131	1,868
SUCAT	480	3,450
AYALA-ALABANG	2,771	25,214
<b>TOTAL</b>	<b>13,761</b>	<b>114,780</b>

# I. TRADE AND INDUSTRY

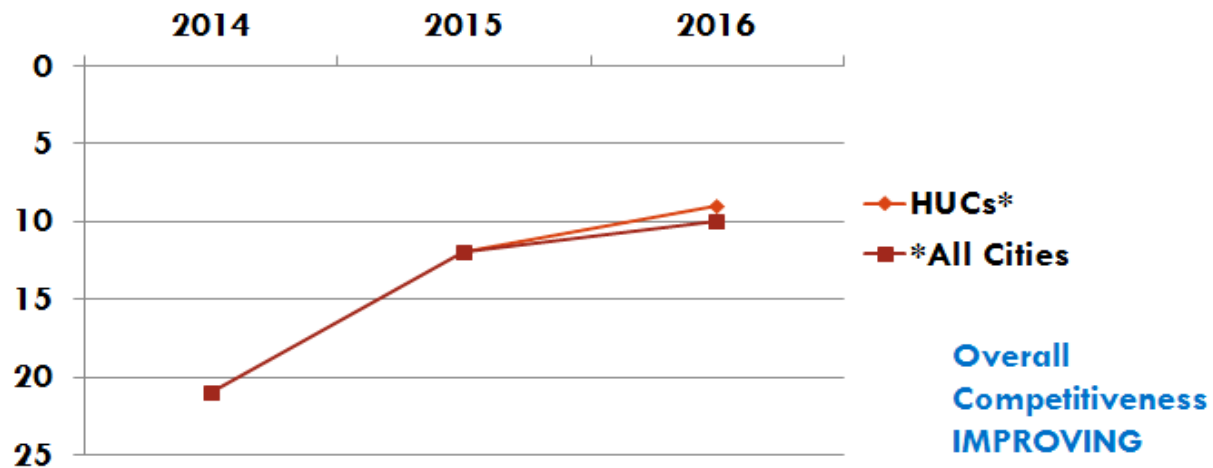
## F. COST OF DOING BUSINESS

UTILITIES, 2016	COST (in PHP)
Water (Commercial/Industrial)	65.92
Electricity (Commercial/Industrial)	5.85
Daily Minimum Wage Rate	
- with more than 10 employees	491
- with 10 employees or less	454
Cost of Land in a CBD (per sq. m)	55,000
Cost of Rent (per sq. m)	100

## II. CITY COMPETITIVENESS

### Muntinlupa City's rankings

Category	2014	2015	2016
<b>OVERALL</b>			
<b>HUCs*</b>	-	12	9
<b>All Cities**</b>	21	12	10



\* out of 34 HUCs

\*\* out of 144 - total number of cities

## II. CITY COMPETITIVENESS

Overall		Local Government	City Classification	Province	Region	Economic Dynamism		Government Efficiency		Infrastructure	
Rank	Score					Rank	Score	Rank	Score	Rank	Score
1	57.155005	Quezon (MM)	Highly Urbanized City	Metro Manila	National Capital Region	3	17.117463	2	20.999061	1	19.038481
2	56.226686	Makati	Highly Urbanized City	Metro Manila	National Capital Region	1	20.482197	5	18.603124	2	17.141365
3	54.755935	Manila	Highly Urbanized City	Metro Manila	National Capital Region	4	16.662850	1	21.936956	4	16.156130
4	50.608956	Pasig	Highly Urbanized City	Metro Manila	National Capital Region	2	18.062964	11	16.200275	3	16.345717
5	44.344455	Davao	Highly Urbanized City	Davao del Sur	Region XI - Davao Region	8	11.805512	4	18.792568	6	13.746375
6	41.361629	Cebu	Highly Urbanized City	Cebu	Region VII - Central Visayas	5	12.929003	15	15.250142	7	13.182483
7	40.350319	Cagayan De Oro	Highly Urbanized City	Misamis Oriental	Region X - Northern Mindanao	13	10.320528	6	18.479147	10	11.550644
8	38.120179	Iloilo	Highly Urbanized City	Iloilo	Region VI - Western Visayas	20	9.251847	3	20.430511	26	8.437822
9	37.873973	Muntinlupa	Highly Urbanized City	Metro Manila	National Capital Region	15	9.942720	8	16.993489	13	10.937765
10	37.723788	Caloocan	Highly Urbanized City	Metro Manila	National Capital Region	9	11.157809	21	13.911887	9	12.654092

Source: NCC

### III. EMPLOYMENT FACILITATION

## JOB REFERRALS



**APPLICANTS**

**2016: 5,928**

*2015: 7,493 | 2014: 8,812*



**HOTS**

**2016: 1,199**

*2015: 1,532 | 2014: 1,405*



**JOB VACANCIES  
SOLICITED**

**2016: 64,877**

*2015: 15,311 | 2014: 19,390*

### III. EMPLOYMENT FACILITATION

## MEGA JOB FAIR



**APPLICANTS**

**2016: 10,322**

*2015: 7,705 | 2014: 7,863*



**HOTS**

**2016: 2,808**

*2015: 2,152 | 2014: 2,917*



### III. EMPLOYMENT FACILITATION

	2014	2015	2016
<b>SPES</b>	356	598	499
<b>Employment Assistance (TUPAD)</b>	395	742	404
<b>Reconstruction (TUPAD)</b>	37	152	443
<b>LEGS</b>	-	2,755	3,765
<b>Career Counseling</b>	6,814	6,623	6,814
<b>Pre-Employment Orientation Seminar</b>	16,675	15,198	16,250

## IV. DAGDAG PUHUNAN / JOINT RESOURCE FINANCING BENEFICIARIES

	2014	2015	2016
<b>Total Budget</b>	20 M	20 M	30 M
<b>Total Amount Released</b>	8.7 M	28 M	4.17 M
<b>Total Collection</b>	7.35 M	21.8 M	3.46 M
<b>Repayment Rate</b>	85%	78%	83%

Total No. of Clients (as of end 2016): 4,517

## VIII. LOCAL DATA ON POVERTY AND UNEMPLOYMENT (CBMS)

INDICATOR	Magnitude	Proportion (%)
Poverty Rate / Incidence	5,981	7.8%
Unemployment Rate	9,734	9.74%

*\* CBMS 2015-2016, 67% Covered Population*

**\*\*\*NCR (Regional Averages)**

**= 4.5% Poverty Rate**

**= 8.4% Unemployment Rate**