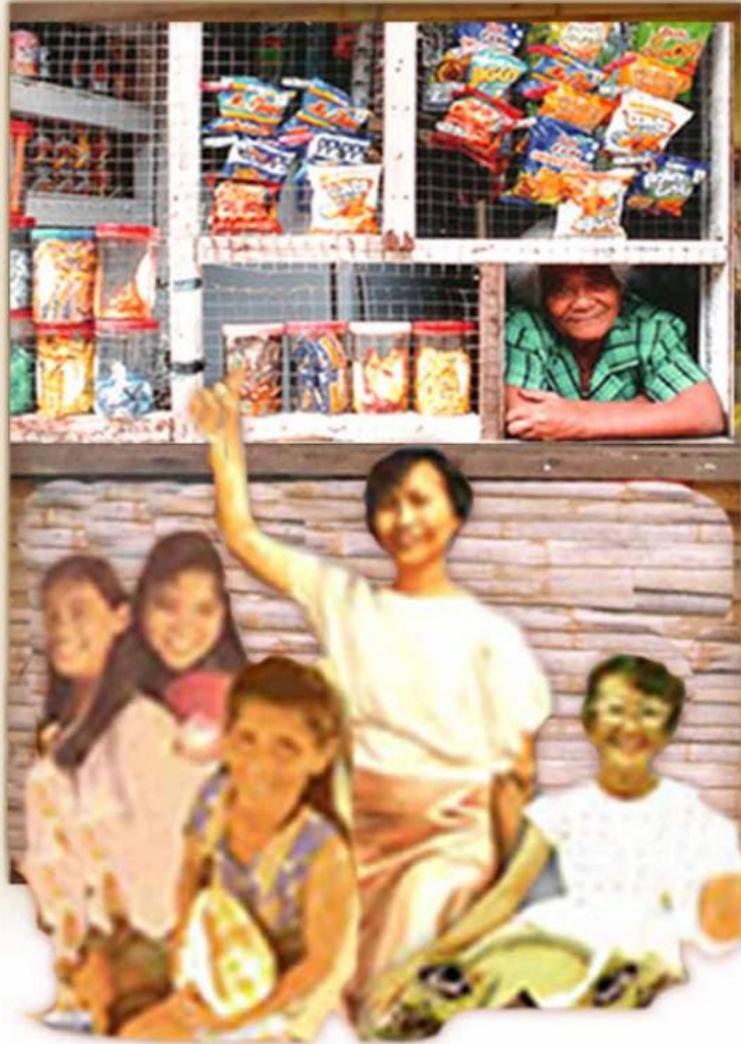


Empowering Sari-Sari Stores In The Philippines



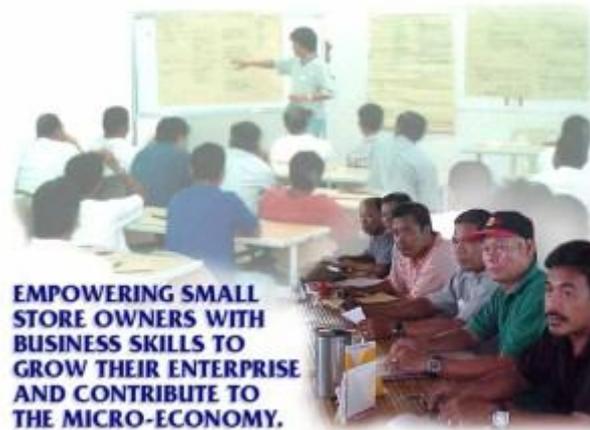
**SERVING THE NEIGHBORHOOD
AND ACCOUNTING FOR 70%
OF TOTAL TRADE SALES**

The Sari-Sari Stores are vital assets in the local economy. We perceive these small business people as “heroes” of the Micro-economy at the grassroots of our society

Magna Kultura Foundation has been organizing outreach seminar programs designed to educate retail store owners and store-keepers with basic business skills. Most of the vendors are “un-

schooled” in business enterprise management. But we greatly admire the boldness of these individuals, as they have taken the initiative to put up small business operations.

In a significant way, these individuals have been serving the community; at the same time, they move the commodities of consumer manufacturers. We want them to recognize their importance in our society’s economy, and appreciate their contribution to country’s gross product.



Magna Kultura Foundation is advocating informal schools that will provide small store retailers with valuable educational skills: to help them with better manage their small enterprise; enhance their effectiveness as key partners trading with companies and private dealers. In so doing, we make them better participants in growing the grassroots micro-economy.

Our goal is to uplift these small enterprises, and improve livelihood of common citizens at the grassroots in general. We believe that the effort to help small business retailers will greatly contribute to the improvement of the micro-economy; at the same time, enhance facilitation of trade with consumer goods companies.

ADVOCACY for SARI-SARI STORE ENTERPRISE TRAINING

RETAIL STORE MANAGEMENT TRAINING

I-ANGAT NATIN ANG ANTAS AT KABUHAYAN
NG MGA MALILIIT NA NEGOSYANTE GAYA
NG MGA NAGMA-MAY-ARI NG MGA
SARI-SARI STORES SA MGA BARANGAY.

IPAMAHAGI NATIN ANG MGA ARAL
SA PAGPAPAUNLAD NG KANILANG
NEGOSYO. KAPAG GUMANDA ANG
KALAKAL NG MGA MALILIIT NA
NEGOSYANTE, TIYAK NA UUNLAD
DIN ANG EKONOMIYA SA PAMAYANAN.



DITO MAGSASANAY SI
INDAY AT ALING MARIA
UPANG MATUTONG
MAGING MAHUSAY
SA NEGOSYANTE



The program is given to Sari-Sari Store owners and storekeepers in District-Barangays in Metro-Manila; implemented in partnership with local Barangay Councils.

The program is touted as informal training schools for sari-sari store owners, groceries, and wet market vendors, and it will be conducted in barangay-communities .

From our active network of 80,000++ retail vendors, we will be reaching 24,600++ retail outlets in Metr-Manila.

The training seminars will have half-day sessions that features the following educational topics:

- Store Operations & Basic Management Ideas
- Basic Retail Math and Record-Keeping Techniques
- Inventory Management & Stocking Techniques
- Store Appearance and Merchandising Approach
- Customer Relations & Store Promotions,
- And, in Dealing with Dealers, Salesmen & Traders



The attendees are store & grocery owners, store storekeepers. wet market vendors.

The knowledge and simple tools gained from the sessions conducted will help store owners interface with better service among neighbourhood-consumers, as well as, in dealing with wholesalers and company sales representatives of the products they sell.

In case individuals or corporate citizens would like to join in this significant advocacy contact Magna Kultura Foundation. Contact Dickie Aguado, Executive Director of Magna Kultura Foundation, at Tel. No. (02) 514-5868 / Globe 0917-8990025 / Sun 0922-8990026. Email Address: magnakultura@gmail.com

K MAGNA KULTURA FOUNDATION **SARI-SARI STORE NETWORK**

14 CITIES **80,484** STORES **37,600** Store Owners

ALING NENA STORE



Ref.: <https://dickieaguado.wordpress.com/2011/09/29/empowering-sari-sari-stores-in-the-philippines/>

Look more here www.shopping.aboutphilippines.ph