

# FUNCTIONAL STATEMENT, OBJECTIVES AND EXPECTED RESULTS

Office/Department : MARKET ENTERPRISE & PROMOTIONS OFFICE  
Budget Year: : 2012

## I. FUNCTIONAL STATEMENT

Over-all management and operation of the Naga City Peoples Mall to enhance its viability and sustainability of the former public market thereby improve the profitability of its occupants.

## II. OBJECTIVES

1. To operate the market now Peoples Mall as an institution that will provide venue and facilities for small business operators, farmers, fishermen, as well as meat and or livestock/poultry producers and traders to sell their produce.
2. To develop the Peoples Mall as viable source of revenue for the City Government.
3. To raise the standard of market operation, induce capital formulation among its tenants or otherwise invite other profitable business ventures whenever necessary to assure not only stability in income but also a region wide marketability of its produce.
4. To raise the standard of market management and its facilities that will further enhance the experience of the buying public in terms of convenience, safety, cleanliness and aesthetic physical appearance.

## III. PROJECTS/ACTIVITIES

Reference Code	Program/Projects/Activity	Cost	Performance Output Indicator	Annual Targets	Implementation Schedule	
					From	To
(1)	(2)	(3)	(4)	(5)	(6)	(7)
8811-1-1	Continuous physical improvement of the Naga City peoples Mall. 1.1 Repair of MEPO OFFICE 1.2 Improvement of sewage and drainage system. 1.3 Improvement of inner pasillos at the ground floor 1.4 Street lighting at the 3 <sup>rd</sup> floor 1.5 Repair of leaking pavement and downspout at the 2 <sup>nd</sup> and 3 <sup>rd</sup> floor 1.6 Repair of PNP Sub-Station At Ramp 1 Ground Level 1.7 Transfer of Flower Section 1.8 Roofing of Open Patio 2	3,050	Enhanced experience of its patrons and stallholders in terms of convenience, safety, cleanliness and aesthetic in coordination with stakeholder and government agencies.	-1 main office -All sewages -All pasillos at the ground floor -All streetlights at the 3 <sup>rd</sup> flr -All leaking pavements/downspout  -1 PNP sub-station	Jan. Apr.	Mar. Jun.
8811-1-2	Timely maintenance of drainage, lighting, safety of passage ways and stairways, comfort rooms and other physical facilities of the public market in coordination with various city hall offices and mall organizations.	1,291	Well maintained drainage, CR's, cleared passage ways and orderly stalls.	All CRs and pasillos at the vicinity	Jan.	Dec.
8811-1-3	Marketing and promotions activities that will create awareness of service, products and service in the naga city public market.	426	Well crafted and successfully implemented marketing program.		Jan.	Dec.
8811-1-4	Provide business development and marketing assistance to vendors and business owners to uplift their financial viability.	44	In coordination with the METROPESO, DTI and other concerned agencies conduct seminars.	10 seminars	Jan.	Dec.
8811-1-5	Develop a comprehensive plan in monitoring and regulating the number and operation of the vendors. 5.1 Computerization Project – data basing	254	Masterlist and proper documentation of all vendors within Central business District 1.	1 Complete masterlist for CBD 1		
8811-1-6	Install a consultative & feedback mechanism which shall provide a forum for continuing dialogue between the office and the stakeholder on the proper planning	51.2	Install suggestion boxes at all levels and conduct regular meetings of various	1 suggestion box per section	Jan.	Dec.

	and evaluation of policies, program and project affecting stakeholders, convening for the purpose, representatives of stallholders, consumer and the general public.		mall stakeholders.			
8811-1-7	Proper collection, recording and remittance of fees, rentals and taxes to stallholders and/or vendors doing business at the NCPM and at CBD1.	202.2	Rental: Php 20,500,00.00 Cash Tickets: Php 3,300,000.00 Goodwill: Php 220,000.00	30 M in collections	Jan.	Dec.
8811-1-8	Enhanced security measures.	2,180	Installed CCTV and improved visibility	50 CCTV	Jan.	Jun.
8811-1-9	Maximize the utilization of all leasable space in the public market through innovate scheme that will attract not only regular stallholders but also new entitles that can improve over-all market services.	48	Resolved perennial problem of cases of selling and sub – leasing of stalls.	50 cases	Jan.	Jun.
8811-1-10	In coordination with the government and non-government agencies, ensure the safety and quality of non-food items and services, and fitness of food for human consumption being sold and offered in the public market.	4	Regular monitoring are installed for weights and measures including the safety and quality of non-food items and services, and fitness of food for human consumption being sold.		Jan.	Dec.
8811-1-11	Appropriate Policies and Regulatory Measures recommended to the city mayor or the sangguniang panlungsod that will further improve the service and financial viability and competitiveness of the NCPM.	26.75	Amendments to market ordinances are drafted and forwarded to the City Mayor of the Sangguniang Panlungsod whenever necessary.	10 Proposed new ordinances	Jan	Jun.
	<b>TOTAL</b>	<b>7,577.10</b>				