

START-UP TOOLS

Title	<p>Doing Business and Investing in the Philippines</p> <p>How to Invest in the Philippines (A Business Guide)</p>
Description	<p><u>Doing Business and Investing in the Philippines</u> This guide has been prepared to assist those who are interested in doing business in the Philippines. It does not cover exhaustively the subjects it treats but is intended to answer some of the important, broad questions that may arise. When specific problems occur in practice, it will often be necessary to refer to the laws, regulations, and decisions of the country and to obtain appropriate accounting tax and legal advice.</p> <p>The material contained in Chapters 1 to 12 was assembled last 31 March 2005, except for Chapter 4 on BOI incentives portion which already reflects updated information on 2005 Investment Priorities Plans (IPP) issued on 26 April 2005. The topics on taxation Chapters 13 to 24 have been updated to reflect changes introduced by Republic Act (RA) 9337, which took effect on 1 July 2005.</p> <p><u>How to Invest in the Philippines</u> This Guide has been prepared by Isla Lipana & Co., a member firm of Pricewaterhouse Coopers, to answer questions posed by prospective investors in the Philippines.</p> <p>The first part gives a concise but thorough presentation of the Philippine profile from geography, politics, trade, and economics to vital information of general interest. The next part briefly provides answers to questions relating to policies and operations of various government agencies, which deal on various aspects of</p>

business from registration to operations and availment of incentives.

The information furnished herein further includes amendments to existing investment rules and data, which have been updated up to the latest available period.

This guide strives to reflect changes in the economic and business policies, tax laws, and government regulations as of September 2007, which have been made to spur economic growth and encourage increased foreign and local equity investments in the Philippines.

Finally, specifics of important data such as, the table on Philippine macroeconomic indicators, the latest Foreign Investment Negative List, and the list of tax treaty countries have been appended.

Publication Date	Doing Business... - 2005 How to Invest... - 2008
Number of Pages	Doing Business... - 305 How to Invest... - 70
Price	Doing Business... - P500 How to Invest... - not for sale.
Publisher	Isla Lipana and Co./PricewaterhouseCoopers Phone : (02) 845.2728 Fax : (02) 845.2806
Available Format	Hard copies Downloadable PDF via www.pwc.com/ph/publications/doing-business-in-the-Philippines.pdf Available for research at the Board of Investments (BOI) Library

Title	How To Register a Business in the Philippines
Description	This manual focuses on registration procedures for MSMEs. It includes procedures on the Business Name Registration with the Department of Trade and Industry (DTI) barangay clearance, mayor's business permit, registration of partnerships and corporations with the SEC, business registration with the Bureau of Internal Revenue (BIR), SSS, Pag-Ibig, and other related agencies and information on business activities, products, and/or services.
Publication Date	September 2006
Frequency	Annual
Language	English
Pages	93
Price	P230
Publisher	Fellowship of Christians in Government, Inc. (FOCIG) Rm. 305 Don Raul Building 77 Kamuning Road, Quezon City Phone: (02) 928.7168 / 927.8512 Telefax: (02) 926.0677 E-mail: focig@mozcom.com
Available Format	Hard copies Handbooks are available at National Bookstore outlets, selected PowerBooks outlets, Books for Less, and Philippine Christian Book Stores.

Title	Guide to Registering Your Business
Description	This kit provides simplified process flow of information on how to register a business with various business regulatory agencies. It contains inset pages of step-by-step guide on registering with different line agencies (i.e., DTI - business name registration, SEC - registration of partnerships and corporations, BIR – registration for taxation and receipts, LGUs - mayor's business permit, and other agencies in-charged of good employer-employee relationship and incentives such as SSS, Pag-Ibig and Department of Labor and Employment (DOLE).
Publication Date	2009
Frequency	Updated and expanded periodically
Language	English
Pages	Kit contains 10 flyers
Price	Not for sale
Publisher	Department of Trade and Industry (DTI) Bureau of Micro, Small and Medium Enterprise Development (BMSMED) Phone: (02) 890.4968 Fax: (02) 896.7916 E-mail: bmsmed@dti.gov.ph
Available Format	Hard copies and soft copies

Title	You, Too, Can Start Your Own Business
Description	This guides the prospective businessman through the intricacies of business registration, business planning, and setting up the organization in terms of the general management, financial, marketing, and production functions. There are also chapters devoted to two specific types of small business: service and retailing.
Publication Date	1990
Frequency	One-time publication
Language	English
Pages	200
Price	P66
Publisher	Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UPISSI) Phone: (02) 928.7076 to 79 Telefax : (02) 920.6923 E-mail: info.issi@up.edu.ph
Available Format	Hard copies Available at UP-ISSI office and selected National Book Store branches.

Title

Flyers on Business Ideas

Description

1. Business Opportunities Flyers

Contain brief information on investment requirements, procedure, equipment and raw materials needed. Also included in the flyer are calculations on estimated costing and pricing, registration requirements, training institutions, and financing facilities.

Flyers Available:

Franchising, Internet and Computer Service, Processed Meat, Candle Making, Skin Care Product – Herbal Soap, Cellphone Repair Shop, Botika ng Bayan, Honey Bee Production, Seaweed Production, Dried Split Fish (Daing), Banana Chips, Vermi-Composting, Junkshop and Scrap Business, Smoked Fish (Tinapa), “Pedicab” / “Padyak” Operation, Hog Raising, Powdered Detergent / Fabric Softener / Liquid Dishwashing, Cassava Production, Pandesal, Salted Dried Fish (Tuyo), Poultry Raising, How to Make Fishballs, Beadworks, Sari-sari Store, Egg Production, How to Make Balut, Kaong Processing, Mushroom Culture, Carrot Production, Vinegar from Banana Peeling, How to Make Smoked Sausage, Saba Banana Production, How to Make Virgin Coconut Oil, Tilapia Production, How to Make Banana Wine, How to Make Herbal Soap Making – Akapulko and Guava Soap, Herbal Soap Making – Kamias, Calamansi, Papaya, Cucumber and Radish Soaps, Peddling of Vegetables in Subdivisions, How to Make Tomato Catsup, Nata de Coco, Rice Retailing)

2. Mga Gabay sa Pamamalakad ng Negosyong Pagkain

This is a comic type-flyer which contains a quick guide on how to start, source fund, register and implement a food business.

Publication Date	2009
Frequency	Updated and expanded periodically
Language	English, Tagalog
Price	Not for sale
Publisher	Department of Trade and Industry (DTI) Bureau of Micro, Small and Medium Enterprise Development (BMSMED) Phone: (02) 890.4968 Fax: (02) 896.7916 E-mail: bmsmed@dti.gov.ph
Available Format	Hard copies and soft copies

Title	BOI's Info Materials for Investors
Description	<p>1. <u>Basic Facts for Investors</u> A brochure that tackles the basic information about the Philippines</p> <p>2. <u>Frequently Asked Questions</u> A brochure that discusses the most frequently asked questions of investors regarding doing business in the Philippines</p> <p>3. <u>Make It Philippines Folio</u> A folder that holds investment collaterals together</p> <p>4. <u>Omnibus Investments Code of 1987</u> A brochure that contains the basic investment laws and regulations in the Philippines</p> <p>5. <u>OSAC and Business Procedures Flyers</u> These are three-fold brochures that describe the services, which the BOI and the OSAC offers to investors. These brochures are highly flexible since they can be given out to target clients as stand-alone brochures or can be included as part of the investment kit</p> <p>6. <u>Primer in Doing Business in the Philippines</u> A brochure that lists the procedures in setting up business in the Philippines with the various investment promotion agencies</p>
Publication Date	<p>1) 2004; September 2006; March 2007</p> <p>2) 2007; September 2006; March 2007</p> <p>3) 2004; September 2006; March 2007</p> <p>4) 2004; September 2006; March 2007</p> <p>5) 2004; September 2006; March 2007</p> <p>6) 1987; 1990; 1993; 1997; 2001; 2004 and 2007</p>
Frequency	Reprinted as needed

Language	English
Pages	Variable
Price	1 to 5 – free 6 – P150
Publisher	One-Stop Action Center (OSAC) Board of Investments (BOI) Telefax: (02) 895.8322 E-mail: osac@boi.gov.ph Website : www.boi.gov.ph
Available Format	Hard copies

Title	Primer on Tourism Investment in the Philippines
Description	<p>This provides answers to frequently asked questions about investing in the country's tourism industry. Provided are the laws and regulations that govern tourism investments and the incentives available. Other materials such as area-specific folders, statistics, and list of opportunities may be secured upon request.</p> <p>The primer is revised every year reflecting changes made in economic policies and regulations. Changes occurring in midyear would be provided as inserts.</p>
Publication Date	2008
Frequency	Annual
Language/Dialect	English
Pages	11
Price	Not for sale.
Publisher	Department of Tourism (DOT) Investment Promotion Unit Phone: (02) 526.7653 to 54 Fax: (02) 524.2103 E-mail: otc@tourism.gov.ph camacayayong@tourism.gov.ph lccd@tourism.gov.ph
Available Format	Hard and soft copies www.wowphilippines.com.ph/dot/investment.asp

Title	Passport Philippines: Your Pocket Guide to Filipino Business, Customs & Etiquette (Passport to the World)
Author	Luis H. Francia
Description	Success in international business is not just about your product and service, or your terms and delivery schedule. International business is about people, traditions, and relationships. This book will help foreign investors in the Philippines avoid cultural faux pas, learn about Filipino values and beliefs, understand the reasons behind the actions, and develop an effective negotiating style.
Publication Date	December 1997
Frequency	One-time publication
Language	English
Pages	96
Price	\$6.95
Publisher	World Trade Press
Available Format	Book (Paperback) Available at National Book Store outlets.

Title	Start Your Business: A Beginner's Guide
Description	<p>This book's main text simply features checklists that highlight the to-do's in starting a business. It introduces the reader to main topics, and the checklists suggest the specifics that need to be completed before venturing to a business.</p> <p>The checklists cover a wide range of small business topics. They are divided into eight separate chapters:</p> <ul style="list-style-type: none"> • Start-up issues, such as business requirements, location, office setup • Money matters • Marketing strategies • Employee-related red tape • Production and management • Environmental laws • Business plan research and writing for start-ups • Buying a business or franchise <p>In addition to the numerous checklists, each chapter also provides topic-related tips and strategies and Plan of Action Worksheets. All of which are designed to help a prospective entrepreneur organize and prioritize his/her plan to be guided in the right direction of the business.</p> <p>In addition, the following helpful resources are included as the book's appendices:</p> <ul style="list-style-type: none"> • A Glossary of Business Terms • A List of Small Business Development Centers for Each State • A List of National and State Business Publications • A List of Small Business Web Sites
Publication Date	1998

Frequency	One-time publication
Language	English
Pages	211
Price	\$9.95
Publisher	The Oasis Press/PSI Research
Available Format	Book (Paperback) Can be ordered at Business Owners' IdeaCafe website: www.businessownersideacafe.com/starting_business/index.php

Title	A Smart and Practical Guide for New Entrepreneurs
Description	<p>The book states that in partnerships, <i>“in case of bankruptcy and only one partner has assets to satisfy the business liabilities, then creditors will attach all personal assets of that one partner.”</i> There is, however, a limited partnership, wherein the liability of the limited partner does not extend to his personal properties.</p> <p>The book also states that a corporation <i>“is owned by at least two persons (but generally by several persons), each one limiting his/her risk based on the amount of his/her contribution to the enterprise. Your personal assets cannot be attached to satisfy the corporation’s liabilities.”</i> However, Section 10 of the Corporation Code provides that a corporation must be composed of at least five persons, technically called “incorporators”. As to personal liability, maybe it’s helpful to state that personal assets cannot generally be attached to satisfy the corporation’s liabilities, because in certain cases, the responsible members may be held personally liable.</p>
Pages	200
Price	P66
Publisher	<p>Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UPISSI) Phone: (02) 928.7076 to 79 Telefax: (02) 920.6923 E-mail: info.issi@up.edu.ph</p>
Available Format	<p>Hard copies Available at the UP ISSI or National Books Stores</p>

Title	Gabay sa Pagsisimula, Pamamalakad at Pagpapalago ng Negosyong Pagkain
Description	A comic-type guidebook which helps MSMEs to start, manage and develop a food business. It contains information on the management aspects of Production, Financial, Marketing and Organization. The publication also mentions the importance of recording business transactions, good manufacturing practice, food hygiene and sanitation and various government offices' requirements for food registration.
Publication Date	2009
Frequency	One-time publication
Language	Tagalog
Pages	20
Publisher	Department of Trade and Industry (DTI) Bureau of Micro, Small and Medium Enterprise Development (BMSMED) Phone: (02) 890.4968 Fax: (02) 896.7916 E-mail: bmsmed@dti.gov.ph
Available Format	Hard and soft copies

Title	A Guide to Franchising in the Philippines
Description	<p>This guide explains why there is the need for the Philippine Franchise Association (PFA) to publish this primer. <i>The Strategy that Changed the World: Franchising History in A Nutshell</i> cites the beginnings of franchising. It introduces readers to the perspective of the forerunners of franchising who have had the firsthand experience, given the ringside seat to the exciting and enthralling arena of franchising. <i>Franchise Fundamentals</i> covers franchise plan, franchising relationship, pros and cons of franchising, investigating franchise opportunities and recognizing franchising opportunities. <i>Success Stories in Philippine Franchising</i> relates the real lives of those involved in the franchising world—the experiences of Filipino franchisors themselves. Giving human face to the otherwise vague concept of franchising, the section narrates the experiences of those who started and eventually made it in franchising. Through <i>Fearless Forecasts in the Future of Franchising</i>, the book provides a fitting closure. The book is intended to inspire key players involved in this booming sector. In all, this guidebook introduces the franchising essentials and features real-life stories of Filipino men and women whose hard work and diligence earned for them their well-deserved success.</p>
Publication Date	2007
Pages	138
Price	P595
Publisher	<p>Philippine Franchise Association (PFA) Phone: (02) 687.0365 to 67 E-mail: pfa@nwave.net Website : www.philippinefranchiseassociation.com</p>

Title	Business Forms and Legal Contracts Kit
Description	Center for Entrepreneurs Business Forms and Legal Documents makes various pro-forma of the significant negotiable forms, letters, and instruments available for use of micro and small entrepreneurs. It is user-friendly, written in simple format for easy and convenient adoption in the transactions of a micro and small enterprise.
Publication Date	January 2002
Frequency	One-time publication
Language	English
Pages	148
Price	Pick up – P600 P200 (additional diskette copy) Delivery– P650 (within Manila) P700 (NCR excluding Manila Area) Mail - P850 (outside Metro Manila)
Publisher	Center for Small Entrepreneurs, Inc. (CSE) Phone : (02) 524.1879 Telefax : (02) 525.6268 / 523.9776 E-mail : cse@csentrepinoy.org.ph Website : www.csentrepinoy.org.ph
Available Format	This business kit contains a manual of the different business forms and legal documents pro-forma (hard copy) and an editable diskette or CD containing all the pro-forma forms and documents (soft copy), which can be easily customized to fit entrepreneurs' documentary needs.

Title	Introduction to Entrepreneurship 2nd Revised Edition
Description	This establishes the theoretical foundation of entrepreneurship, probes into the personal qualities and competencies of entrepreneurs and how to develop these, discusses the entrepreneurial and management functions, and presents case stories of successful entrepreneurs.
Publication Date	2007
Frequency	One-time publication
Language	English
Pages	280
Price	P150
Publisher	Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UPISSI) Phone: (02) 928.7076 to 79 Telefax : (02) 920.6923 E-mail: info.issi@up.edu.ph
Available Format	Hard copies Available at the UPISSI office and selected National Bookstore branches.

Title	Entrepreneurship Book (Creating, building and growing your business enterprise)
Description	This book features stories of entrepreneurial greatness that inspires readers to venture into entrepreneurship and supports the struggles of the micro entrepreneurs. The first part of the book aims to bring the readers to the core of the entrepreneurial challenge of creating, building, and growing a business enterprise, and shows what it takes to be an entrepreneur. The second part pays tribute to the successes of micro entrepreneurs who were once micro but were able to grow their enterprises. Some are featured stories of the lives of men and women who accepted the challenge of entrepreneurship and are bent on achieving extraordinary things not only for themselves but for others as well.
Publication Date	2006
Frequency	One-time publication
Language	English
Pages	144
Price	P350
Publisher	Center for Small Entrepreneurs (CSE) Phone: (02) 524.1879 Telefax: (02) 525.6268 / 523.9776 E-mail: cse@csentrepinoy.org.ph Website: www.csentrepinoy.org.ph
Available Format	Hard copies

Title	Learning from Small Business
Description	A compilation of 12 case stories, drawn out from integrated plant studies of participants in SERDEF/UIPSSI training programs of small business entrepreneurs/managers. This tries to overcome businesspeople's problems on start-up, growth, finances, production, marketing, and organizational functions.
Publication Date	2007
Frequency	One-time publication
Language	English
Pages	200
Price	P500
Publisher	Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UIPSSI) Phone: (02) 928.7076 to 79 Telefax : (02) 920.6923 E-mail: info.issi@up.edu.ph
Available Format	Hard copies Available at the UIPSSI office and selected National Bookstore branches.

Title	Simple Business : Learning Business From Experience
Author	Antonio M. Andes Sr.
Description	This book relates the author's experiences and learnings as an apprentice businessman who believes that business knowledge can be acquired by any person.
Publication Date	2006
Frequency	One-time publication
Language	English
Pages	164
Price	P265
Publisher	Convergelink Books Corporation
Available Format	Book Available at the UPISSI office and selected National Bookstore branches.

Title	Start Your Own Successful Retail Business, Second Edition
Description	<p>In every community large or small, likely to see a variety of stores: clothing boutiques, gift shops, and bookstores, specialty food shops, hardware stores. Their inventory may be totally different, but the steps involved in running them are much the same.</p> <p>Whether you want your own storefront, a kiosk in a mall, an e-commerce store or anything in between, this essential guide covers everything you need to know. Successful retailers and retail experts nationwide share their real-life experiences and insights on:</p> <ul style="list-style-type: none"> - Selecting merchandise that will fly off shelves - Designing your store to welcome customers and encourage purchases - Day-to-day operations, from running the cash register to computing daily profits - Tracking inventory and preventing theft - Hiring great employees and training them to provide stellar customer service - Setting prices to maximize profits.
Publication Date	Not specified
Language	English
Price	P1,149
Publisher	McGraw-Hill Book Company
Available Format	Trade Paperback Available at the UPISSI office and selected National Bookstore branches.

Title	<p>Go Negosyo: 50 Joey Concepcion's Inspiring Entrepreneurial Stories</p> <p>Go Negosyo: 50 Joey Concepcion's Inspiring Entrepreneurial Stories (Celebrity Edition)</p> <p>Go Negosyo: 55 Stories of Women</p>
Description	<p><u>Go Negosyo: 50 Joey Concepcion's Inspiring Entrepreneurial Stories</u> This book brings together a rich assembly of entrepreneurial stories that will inspire the Filipino to believe in the power of determination to reach their dreams.</p> <p><u>Go Negosyo: 50 Joey Concepcion's Inspiring Entrepreneurial Stories (Celebrity Edition)</u> This book tells the real-life experiences of celebrity entrepreneurs, detailing their initial anxieties in putting up a business, the setbacks they encountered, and, most importantly, the lessons learned during the process. It features the celebrities in a different light as they portray what most of them consider as one of their most challenging roles—as <i>negosyantes</i>. The book also has a special section on PCE Trustee and Entrepreneurs School of Asia founder Vivienne Tan's Lessons in Entrepreneurship, which summarizes the important lessons in each negosyo story.</p> <p><u>Go Negosyo: 55 Stories of Women Entrepreneurs</u> This book tells stories of 55 successful and inspiring women <i>negosyantes</i> from various fields and industries, such as fashion, tourism, health, beauty, among others.</p>
Publication Date	<p>Go Negosyo – January 2008 Celebrity Edition – February 2008 Women Entrepreneurs – January 2009</p>

Language	English
Price	Go Negosyo – P280 Celebrity Edition – P395 Women Entrepreneurs – P280
Publisher	Philippine Center for Entrepreneurship (PCE) Phone : (02) 637.9229 / 637.9347 Fax : (02) 637.7873 E-mail : info@pce.com.ph gonegosyo@yahoo.com Website : www.pce.com.ph / gonegosyo.org
Available Format	Book Available at all National Bookstore outlets, FullyBooked, Powerbooks branches, Filbars, Mag: Net Café, St. Francis Bookshop located in Megamall, Central Bookstore and Goodwill Bookstore branches.

Title	Introduction to Entrepreneurship: Success Stories of Filipino Entrepreneurs
Description	While most business books focus on the business principles of an entrepreneur, this book takes the extra mile to discuss not just their businesses but also the significant events in their lives that built the foundation of their business success. This is precisely the goal of the Association of Filipino Franchisers Inc. (AFFI) when it decided to publish this book—to draw the readers' attention to the fact that entrepreneurs are never born overnight. The book illustrates that an entrepreneur's mindset, abilities, and skills are a result of a whole process that starts early on in life. How one faces business challenges comes from one's early training in and exposure to business.
Frequency	One-time publication
Language	English
Pages	184
Price	P170
Publisher	Association of Filipino Franchisers, Inc. (AFFI) Phone : (02) 633.8547 Telefax : (02) 638.4330
Available Format	Book Available at National Bookstore branches.

Title	<p>Dreamers, Doers, Risktakers: Entrepreneurial Case Studies</p>
	<p>Dreamers, Doers, Risktakers 2: Couples in Business</p>
	<p>Dreamers, Doers, Risktakers 3: The Micros That Roared</p>
Description	<p><u>Dreamers, Doers, Risktakers: Entrepreneurial Case Studies</u> It is a compilation of success stories of 24 entrepreneurs who have been assisted by the Institute for Small-Scale Industries (ISSI) in terms of training, extension, or other services. The stories surface common traits of progressive businessmen, their motivations for going into business, the struggles they went through, the support systems they availed of, and their management and problem-solving strategies.</p> <p><u>Dreamers, Doers, Risktakers 2 – Couples in Business</u> A compilation of stories of successful couples in business, this publication probes into the couples' start-up, survival and growth, and problem-solving strategies. It also looks at the special concerns and problems of coping with the multiple demands of business enterprise on one hand and of the marriage/family on the other.</p> <p><u>Dreamers, Doers, Risktakers 3: The Micros That Roared</u> This a compilation of success stories of 25 micro entrepreneurs who grew to small-scale through their own risktaking and innovative efforts, with some help from support organizations, particularly micro finance institutions. Most of the stories are the “<i>rags to riches or almost riches</i>” type with</p>

entrepreneurs overcoming poverty, lack of capital, and other odds.

Publication Date	Entrepreneurial... - 1998 Risktakers 2 - 2004 Risktakers 3 – 2006
Frequency	One-time publication
Language	English
Pages	Entrepreneurial... - 206 Risktakers 2 - 288 Risktakers 3 – 180
Price	Entrepreneurial... - P150 Risktakers 2 – P200 Risktakers 3 – P150
Publisher	Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UPISSI) Phone: (02) 928.7076 to 79 Telefax : (02) 920.6923 E-mail: info.issi@up.edu.ph
Available Format	Hard copies Available at the UPISSI office and on selected National Bookstore branches.

Title	Filipino Women in Business: A Case Book
Description	Chronicles the life story of women who have made it big in business and have proven they can rise above various constraints, of which some are gender-related, in their quest for business success. It is intended to encourage women, as well as men, to consider business as a career option.
Publication Date	1991
Frequency	One-time publication
Language	English
Pages	158
Price	P100 (Book Paper Edition) P66 (Newsprint Edition)
Publisher	Small Enterprises Research and Development Foundation (SERDEF) and UP Institute for Small-Scale Industries (UPISSI) Phone: (02) 928.7076 to 79 Telefax : (02) 920.6923 E-mail: info.issi@up.edu.ph
Available Format	Hard copies Available at the UPISSI office and on selected National Bookstore branches.

Title	Entrepinoy Journal Volume 5 EntrePinoy Magapaper
Description	<u>Entrepinoy Journal Volume 5</u> This book is a compilation of EntrePinoy Magapaper 2006 issues with a quick find tool for topics and business opportunities. It also contains stories of entrepreneurs' success and challenges, business tips, business updates, and insights, which include feasibility of business prospects. <u>Entrepinoy Magapaper</u> EntrePinoy Magapaper is conceived to meet the basic information needed by all micro, small and even budding entrepreneurs. Its stories of featured entrepreneurs inspire budding and growing micro entrepreneurs.
Publication Date	Journal – 2006 Magapaper – Every month
Frequency	Journal – Annual Magapaper – Monthly
Language	Tagalog and English
Pages	Journal – 120 Magapaper – 12
Price	Journal – P250 Magapaper – P15/copy One-year subscription - P200 Two-year subscription - P380
Publisher	Center for Small Entrepreneurs (CSE) Phone: (02) 523.9776 Telefax: (02) 524.1879