BANGON MSME

A PROJECT OF ASSOCIATION OF FILIPINO FRANCHISORS IN SUPPORT OF RECOVERY AND RESUSCITATION OF THE FILIPINO MSMES
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Entrepreneur
Member of ARISE Phils
President - AFFI
THE ECONOMIC SEGMENT MOST AFFECTED BY THE PANDEMIC: MSMEs
1.42M Registered Businesses as of May 2019

99.6% of registered businesses are comprised of MSMEs

88.5% are microenterprises

Number of Establishments, 2018 List of Establishments, PSA
Most MSME’s rely on cash flow for daily operations
THE REALITY

With the Lockdown, businesses have had zero cash flow for more than 40 days and yet salaries need to be paid, employee benefits as mandated by the Government need to be fulfilled.
THE REALITY

Rent, loans, supplier accountabilities, credit card bills continue after Lockdown is lifted
Mall operations may resume but Consumer Confidence will be low. Not many will venture into malls.
OF THE 88.5% MICROENTREPRENEURS, IT IS MOST LIKELY THAT MORE THAN HALF MAY NOT SURVIVE THIS CRISIS
THE CAMPAIGN

Bangon MSME is a multi-sectoral campaign aimed at rallying support for the Filipino MSME businesses.
Help RE-SET, RE-BOOT, REVIVE the MSME, the lifeblood of the economy!
THE STAKEHOLDERS

MSME

GOVT:
BIR, DOLE,
DTI, DOF, LGU

LESSORS

FINANCIAL INSTITUTIONS

CONSUMERS
BUY

purchase. to acquire
by exchange or
concession
BAYANIHAN

The spirit of communal unity and cooperation.
Sa Uulitin, Suki!
(Till Your Next Order, My Patron)