

# BANGON MSME

A PROJECT OF ASSOCIATION OF FILIPINO FRANCHISORS  
IN SUPPORT OF RECOVERY AND RESUSCITATION OF THE  
FILIPINO MSMEs

# JORGE WIENEKE

Entrepreneur

Member of ARISE Phils

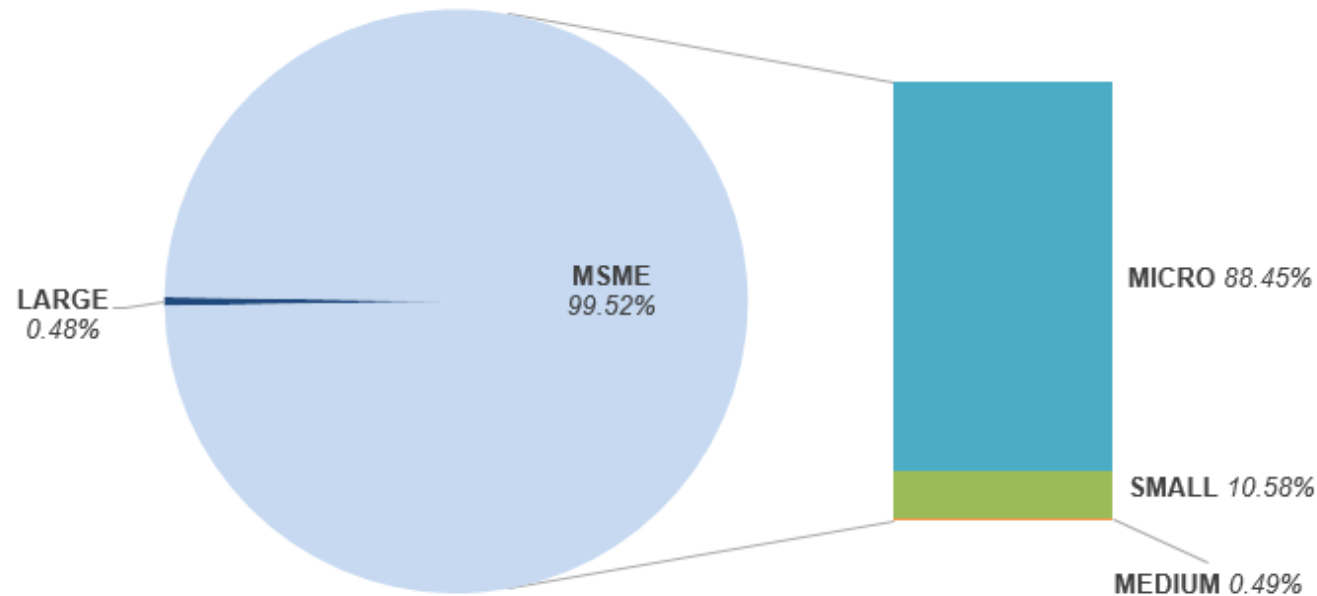
President - AFFI





THE ECONOMIC SEGMENT MOST  
AFFECTED BY THE PANDEMIC:  
**MSMEs**

**99.52% of all businesses are MSMEs**



*Number of Establishments, 2018 List of Establishments, PSA*

- 1.42M Registered Businesses as of May 2019
- 99.6% of registered businesses are comprised of MSMEs
- 88.5% are microenterprises

# THE REALITY

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Most MSME's rely on cash flow for daily operations



# THE REALITY

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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

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Rent, loans, supplier  
accountabilities,  
credit card bills  
continue after  
Lockdown is lifted



# THE REALITY

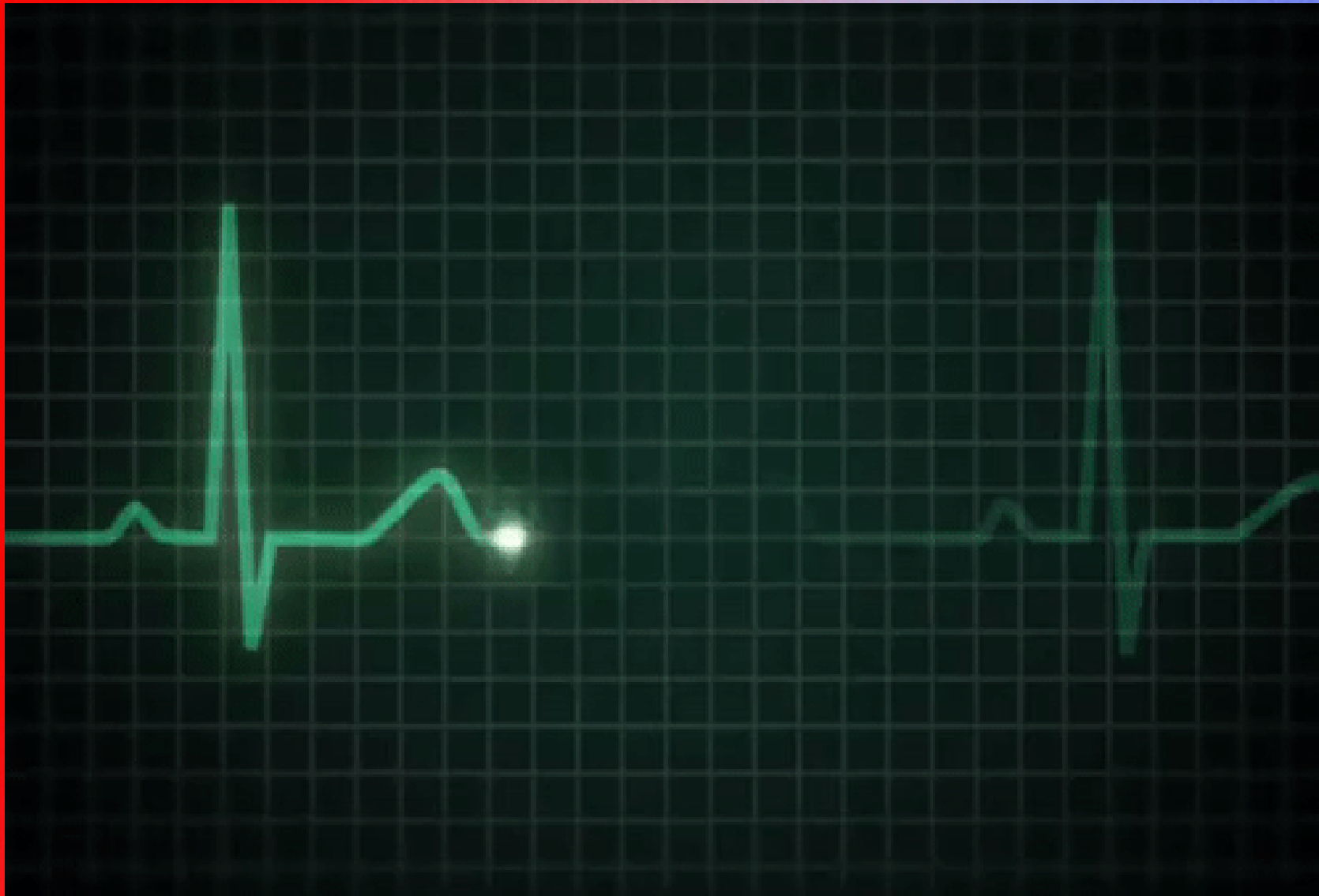
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Mall operations may resume but  
Consumer Confidence will be low. Not many will venture into malls





OF THE 88.5%  
MICROENTREPRENEURS, IT  
IS MOST LIKELY THAT MORE  
THAN HALF MAY NOT  
SURVIVE THIS CRISIS



# THE CAMPAIGN

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Bangon MSME is a multi-sectoral campaign aimed at rallying support for the Filipino MSME businesses





# CAMPAIGN MESSAGING



Help RE-SET, RE-BOOT, REVIVE the MSME, the lifeblood of the economy!

# THE STAKE HOLDERS

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.*

**BUYANIHAN**  
**SUPPORT YOUR MSMEs**

*Sa Uulitin, Suki!*

*(Till Your Next Order, My Patron)*