



GLOBAL FILIPINO NATION

Empowering Filipinos onshore and overseas

Change agent for effective governance

CONVERTING ENTREPRENEURS INTO WORLD CLASS PLAYERS



Objective

Significantly reduce poverty incidence by converting entrepreneurs on a nationwide scale into world class players.



The Potential

- Abundance of small scale products and services that could be marketed locally and globally
- Long timeline for organic growth to reach economic size
- Need for business model/s allowing small entrepreneurs to tap financial and human resources to attain competitiveness in target markets



Elements of an Internationally-Competitive Enterprise

- Ability to deliver products and services with success potential in target markets
- Study and implementation of integration or collaboration processes:
 - To put a product, industry or service group into a unified formal or informal body
 - To render feasible institutionalization of required inputs
 - To attain size and expertise to produce and market products and services efficiently



Group Management and Discipline

- Small entrepreneurs maintain separate legal personality
- But managed like a “corporate” body so that, as first step in attaining world class status, they will observe:
 - correct production and quality standards
 - proper financial and cost accounting
 - rational marketing strategies



Identification of Products and Services

- Grouping that will ensure efficient integration or collaboration:
 - Product
 - Location
 - Other modes
 - E.g.: Fashion designers who are rich in creativity but deficient in measurement, sizing and pattern making
- GFN to collaborate with DTI or CITEM



Global Challenge

- The examples of Japan and Thailand in exporting their fashion
- The elusive challenge of Philippine designers breaking into the world market
- The need for quality standards, e.g., standardized sizing and other production elements
- Marketing and branding require large outlays and economies of scale
- No substitute for collaborative arrangements for small entrepreneurs, while remaining small and independent



Capital Mobilization

- Reduced risks induce capital flow to groups with the best profit potential
- Overseas Filipinos, including OFWs, could channel savings into economically productive and financially rewarding activities
- Foreign capital seek activities with high financial returns, preferably with high social returns



Complementary Roles

- GFN as an integrator and mobilizer of human and financial capital
- Small entrepreneurs as suppliers of products and services