

## E2. COMMERCE AND TRADE

Based on the 2017 data from Business Processing Licensing Section showed that 533 establishments are registered and operating with necessary permit; 92.30 percent are classified as commercial while the remaining 7.70 percent are industrial establishments; Commercial businesses are mostly agriculture supply and agriculture-related retail activities, stores, banks, lending institutions and other retail establishments and are mostly located in the Poblacion and adjacent, if not along, the national road. Industrial activities include rice mills and other light industries such as welding shops or iron works, hollow blocks making, and the like.

For the past three ensuing years, in 2015 there are four hundred fifty six (456) business permits issued in which, one hundred seventy two (172) are primary type of business, fifty four (54) belongs to secondary type and two hundred thirty (230) are in tertiary type. For the year 2016 there are one hundred eighty six (186) business establishment registered under primary type, fifty seven (57) in secondary type and two hundred seventy seven are registered under the tertiary type. Year 2017 has one hundred seventy seven (177) business permit granted for primary type, registered business under secondary type is fifty eight (58) and two hundred forty one (241) are under tertiary type.

Business Permits Granted for the Past Three Years						
Business Permits	2015		2016		2017	
	No.	%	No.	%	No.	%
<b>Primary</b>						
Agriculture, Hunting & Forestry	25	15%	25	14%	31	18%
Fishing	143	83%	153	84%	141	80%
Mining & Quarrying	4	9%	5	11%	5	11%
Primary Sub-Total	172	38%	183	35%	177	37%
<b>Secondary</b>						
Manufacturing	43	80%	45	79%	45	78%
Electricity, Gas & Water Supply	3	6%	4	7%	4	7%
Construction	8	6%	8	5%	9	6%
Secondary Sub-Total	54	12%	57	11%	58	12%
<b>Tertiary</b>						
Wholesale & Retail trade/repair of motor vehicles motorcycles personal & household goods	141	61%	170	87%	139	33%
Hotels/Restaurants	18	4%	14	7%	23	6%
Transport, Storage & Communication	30	13%	33	17%	30	7%
Financial Intermediation	12	3%	12	6%	12	3%
Real Estate, Renting & Business Activities	19	8%	36	18%	23	6%
Public Administration & Defense/ Compulsory Social Security	n/a		n/a		n/a	
Education	3	1%	3	2%	3	1%
Health & Social Work	2	0%	3	2%	3	1%
Other Community, Social & Personal Service activities	5	2%	6	3%	8	2%
Private Household w/ Employed Persons	n/a		n/a		n/a	
Extra-Territorial Organizations & Bodies	n/a		n/a		n/a	
Tertiary Sub-Total	230	50%	277	54%	241	51%
<b>TOTAL</b>	<b>456</b>		<b>517</b>		<b>476</b>	

*Source: Business Permit and Licensing Office 2017*

Commercial establishments are situated in all barangays of the municipality, there are one hundred seven (107) registered sari-sari store, agricultural and veterinary stores are also, visible in the barangays, presence of three (3) gasoline stations along strong republic national highway made the riding public more accessible in fuel needs. In Barangay Maligay situated the center of economic

activities, the Gloria Municipal Public Market, where the tiangge activities happened every Tuesday and Friday. It will be observed that there is an increasing numbers of space rental whether for residential or commercial purposes. Rural banks, lending institutions, hardwares, grocery stores, water refilling stations, service provider establishments, boutique shops and general merchandise stores are can be found in Barangay-Maligaya. All goods and services catered for local market.

Type of Commercial Areas	Location	Area (sq. m.)	Market Catered		
			Local	Outside (export)	
1	Agoncillo's Store	A. Bonifacio	9	√	
2	Maricel's Space Rental	A. Bonifacio	18	√	
3	G. L. Malanog Feeds Supply And Sari-Sari Store	A. Bonifacio	9	√	
4	Rissa's Store	A. Bonifacio	8	√	
5	Venjho Auto Parts	Agos	65	√	
6	Mutya's Store	Agsalin	6	√	
7	Amorosa Store	Alma Villa	24	√	
8	Cristy Store	Alma Villa	12	√	
9	Liza's Store	Alma Villa	7	√	
10	Justiniano Store	Alma Villa	6	√	
11	Norma's Feeds Supply	Balete	12	√	
12	BC Mart	Balete	7	√	
13	Baby's Store	Balete	9	√	
14	Roger's Store	Balete	8	√	
15	Agoy' Store	Balete	75	√	
16	Adi's Store	Balete	6.25	√	
17	Mikay Eatery	Balete	20	√	
18	Leony Videoke Bar	Balete	30	√	
19	Murillo Cake Haus & Catering Services	Banus	42	√	
20	Celso Store	Banus	9	√	
21	Fn Space Rental	Banus	35	√	
22	Aromin Store	Banus	7	√	
23	Jamilla Industrial Lot Rental	Banus	105	√	
24	Wilbert Store	Banus	12	√	
25	MJA- Fix A Care Motor Work/ Shop	Banus	14	√	
26	Guevarra Store	Banus	10	√	
27	Bagus Store	Banus	6	√	
28	Jane's Store	Banus	7	√	
29	Adriane Paul Store	Banutan	12	√	
30	Ana's Store	Bulaklakan	6	√	
31	Southern Mindoro Traders And Builder Depot	Bulaklakan	800	√	
32	Puting Paru-Paru Resto Bar	Bulaklakan	40	√	
33	M. Amboy General Merchandise	Bulaklakan	21	√	
34	Jascam Auto Supply Accessories And General Merchandise	Bulaklakan	15	√	
35	4 J's Sari-Sari Store	Bulaklakan	9	√	
36	Marites Mini Feeds Supply	Bulaklakan	10	√	
37	Gloria Cockpit Arena	Bulaklakan	300	√	
38	LSR Rental	G. Antonino	400	√	
39	Favorito Eatery	G. Antonino	12	√	
40	Jawo's Store	G. Antonino	18	√	
41	Yasuy Fashion Wearshop	G. Antonino	40	√	
42	Jody Feeds Supply And Gen. Merchandise(Branch 1)	G. Antonino	20	√	
43	Monette Store	Guimbonan	10	√	
44	Carol's Store	Guimbonan	7	√	
45	Faner Sari-Sari Store	Guimbonan	6	√	

Table EC-16. Inventory of Commercial Areas, Year 2017 (cont.)

	Type of Commercial Areas	Location	Area (sq. m.)	Market Catered	
				Local	Outside (export)
46	Jovelle's Minimart	Kawit	32	√	
47	RJ Sari- Sari	Kawit	6	√	
48	Labaguis Space Rental	Kawit	80	√	
49	Pete Carinderia	Kawit	6	√	
50	Jampol Loading Station	Kawit	10	√	
51	Tita Norm's Sari- Sari Store	Kawit	7	√	
52	JBM Sari-Sari Store	Kawit	7	√	
53	Masilungan Vet-Fed Supply	Lucio Laurel	15	√	
54	Caring Store	Lucio Laurel	8	√	
55	Nazareno's Store	Lucio Laurel	10	√	
56	Sientwister Hardware & Construction Supply	Lucio Laurel	400	√	
57	Glenda D. De Guzman Bakery	Lucio Laurel	10	√	
58	Aiza's Store	Lucio Laurel	6	√	
59	Lyn's Store	Lucio Laurel	7	√	
60	Venjho Auto Parts	Lucio Laurel	12	√	
61	Saguevarra General Merchandise	Lucio Laurel	350	√	
62	Cara Grace Space Rental	Lucio Laurel	400	√	
63	Edrie Motorparts	Lucio Laurel	15	√	
64	Emperatres Marias Grocery	Lucio Laurel	20	√	
65	Heliah Trading	Lucio Laurel	12	√	
66	Nazareno's Store	Lucio Laurel	10	√	
67	Monteras Store	Lucio Laurel	8	√	
68	Kirk & Amiel Feeds Supply	Lucio Laurel	12	√	
69	Nakamura's Eatery	Lucio Laurel	15	√	
70	Acosta Bakery	Lucio Laurel	20	√	
71	Sapungan Bakery	Lucio Laurel	10	√	
72	Ariel Meat Stand	Lucio Laurel	6	√	
73	Sientwister Marketing	Lucio Laurel	150	√	
74	DVG General Merchandise	Lucio Laurel	96	√	
75	Prieto Sari-Sari Store	Manguyang	12	√	
76	Barrun's Store	Manguyang	10	√	
77	Carlos Sari Sari Store	Malayong	7	√	
78	Kiray's Sari-Sari Store	Maragooc	10	√	
79	Rejano Sari-Sari Store	Maragooc	15	√	
80	Myrna Sari-Sari Store	Maragooc	7	√	
81	Three D's Commercial	Maragooc	10	√	
82	Big N Convenience Store	Maligaya	40	√	
83	DJ's Bakeshop	Maligaya	15	√	
84	G-3 Marketing	Maligaya	15	√	
85	BZ Accessories Atbp.	Maligaya	15	√	
86	JM Store	Maligaya	10	√	
87	BZ Copy Center & Gen. Merchandise	Maligaya	15	√	
88	Ben- Rose Restaurant	Maligaya	30	√	
89	Kenjiewin & Kieven Communication	Maligaya	18	√	
90	Anabelle Store	Maligaya	12	√	

Table EC-16. Inventory of Commercial Areas, Year 2017 (cont.)

	Type of Commercial Areas	Location	Area (sq. m.)	Market Catered	
				Local	Outside (export)
91	South Villa Lodge & Restaurant	Maligaya	20	√	
92	Glenda De Guzman Bakery	Maligaya	30	√	
93	Mega MJ Marketing	Maligaya	15	√	
94	New Emrian Hardware	Maligaya	100	√	
95	Imelda Punzalan Store	Maligaya	10	√	
96	Chona's Carinderia	Maligaya	15	√	
97	Lazaro/Mercedes Jarabe Meat Stand	Maligaya	5	√	
98	Cherry Beauty Salon.Comb	Maligaya	10	√	
99	Lalyn's Vet Supply	Maligaya	15	√	
100	BZ Travel And Tours	Maligaya	15	√	
101	JMP Music And Phone Display Center	Maligaya	30	√	
102	Monikates Store/Rice Retailer	Maligaya	20	√	
103	Dado's Store	Maligaya	15	√	
104	EA Motorcycle Parts And Repair Shop	Maligaya	15	√	
105	R&J Beauty Salon	Maligaya	10	√	
106	EF Business Center	Maligaya	12	√	
107	A.S. Yang Construction	Maligaya	600	√	
108	Ramces Bakery	Maligaya	10	√	
109	Jhunmore Facial Care & Spa	Maligaya	15	√	
110	De Mesa's General Merchandise	Maligaya	10	√	
111	Christine Cielo Internet Café	Maligaya	15	√	
112	Lucky 3 El Fashionista/General Merchandise	Maligaya	20	√	
113	9/8 Variety Shop	Maligaya	12	√	
114	Roan's Hair Shop	Maligaya	15	√	
115	Arriola's Restaurant	Maligaya	15	√	
116	Salon De Gloria	Maligaya	15	√	
117	Cuyas' Copra Trading	Maligaya	300	√	
118	Manson Chua Feeds Supply	Maligaya	20	√	
119	Cuyas Water Station	Maligaya	10	√	
120	Kc Frozen Foods	Maligaya	15	√	
121	Glorious General Merchandise	Maligaya	20	√	
122	FDC Salon And Botique	Maligaya	10	√	
123	Valenzuela's Furniture Shop	Maligaya	100	√	
124	Precious Hc Dry Good's Store	Maligaya	15	√	
125	Gonzales Meat Stand	Maligaya	7	√	
126	R.S. Pelaez Store	Maligaya	10	√	
127	W.D. Natividad	Maligaya	12	√	
128	Ahkinz Store	Maligaya	30	√	
129	King Sheward's Store	Maligaya	15	√	
130	Rcs Dry Goods Store	Maligaya	15	√	
131	Islanders Purified Drinking Water	Maligaya	10	√	
132	Mafel's Variety Store	Maligaya	10	√	
133	Señorin Feeds Supply	Maligaya	30	√	
134	Glenn Barber Shop	Maligaya	15	√	
135	Edna's Sari-Sari Store	Maligaya	10	√	

Table EC-16. Inventory of Commercial Areas, Year 2017 (cont.)

	Type of Commercial Areas	Location	Area (sq. m.)	Market Catered	
				Local	Outside (export)
136	D & N Toys Baloons/General Merchandise	Maligaya	300	√	
137	John & Aiza Enterprises	Maligaya	20	√	
138	E.R Merchandise Feed Supply	Maligaya	20	√	
139	3V2D General Merchandise	Maligaya	15	√	
140	Big N Convenience Store	Maligaya	30	√	
141	Sisa Motorcycle Parts Center & Chainsaw Parts	Maligaya	20	√	
142	Lhuillier Jewel Financial(Pawnshop) Inc.	Maligaya	30	√	
143	Dhorald Dry Goods Store	Maligaya	17	√	
144	Deo & Anne Dry Good Store	Maligaya	22	√	
145	Lorna Mampusti Eatery	Maligaya	30	√	
146	Rose & Joshua Spare Parts & General Merchandise	Maligaya	20	√	
147	Nel Electronic Shop	Maligaya	15	√	
148	Bunny's Barbershop	Maligaya	10	√	
149	Eldie's Store	Maligaya	10	√	
150	Mabel Helera Agrivet Supply	Maligaya	15	√	
151	A.Y. PC Dok Computer Services	Maligaya	15	√	
152	Ging-Ging Sari-Sari Store	Maligaya	10	√	
153	R & L Daily Store	Maligaya	8	√	
154	Aldrix Store	Maligaya	12	√	
155	SMJV Store	Maligaya	15	√	
156	Gloria Cornerstone Construction Supply	Maligaya	300	√	
157	Egay Barber Shop	Maligaya	10	√	
158	Mona And Ria Bakeshop	Maligaya	15	√	
159	Jane Ann Store	Maligaya	10	√	
160	Johny Racelis Cycle Center	Maligaya	100	√	
161	Sinyongsan Electronics Center	Maligaya	15	√	
162	Jaja's Tailoring	Maligaya	15	√	
163	Den's Sari-Sari Store	Maligaya	10	√	
164	H.C. Pawnshop	Maligaya	80	√	
165	JR Xerox	Maligaya	9	√	
166	CJKEN Bigasan	Maligaya	15	√	
167	D'blend Food Haus	Maligaya	7	√	
168	Chat And Play Netcafe	Maligaya	12	√	
169	Nita's Grocery & Rice Trader	Maligaya	20	√	
170	Dhineth Ann Store	Maligaya	9	√	
171	Gloriano Trading 1	Maligaya	400	√	
172	Gloriano Trading 2	Maligaya	50	√	
173	Palawan Pawnshop/Eight Under Par/Pawnshop Operator/.Inc.	Maligaya	400	√	
174	Dedem Internet Café	Maligaya	50	√	
175	Sammylyn Dry Good Store	Maligaya	30	√	
176	Sylvia's Eatery	Maligaya	250	√	
177	Madam Eva Salon & Spa	Maligaya	20	√	
178	Sylvia's Space Rental	Maligaya	300	√	
179	Mary Ann P. Perea Space Rental	Maligaya	100	√	
180	Lolong Space Rental	Maligaya	200	√	

Table EC-16. Inventory of Commercial Areas, Year 2017 (cont.)

	Type of Commercial Areas	Location	Area (sq. m.)	Market Catered	
				Local	Outside (export)
181	Gener's Apartment	Maligaya	150	√	
182	Beth Eatery	Maligaya	40	√	
183	Gupo Brother's Space Rental	Maligaya	150	√	
184	Nene Space Rental	Maligaya	250	√	
185	Tri Amz Space Rental	Maligaya	200	√	
186	Sylvia's Space Rental	Maligaya	150	√	
187	Max Techno And Graphics Advertising	Maligaya	400	√	
188	VT General Merchandise	Maligaya	300	√	
189	Vincemart	Maligaya	200	√	
190	Ermitano Outdoor Shop	Maligaya	100	√	
191	Gupo Brother's Space Rental	Maligaya	200	√	
192	Jordan Space Rental	Maligaya	100	√	
193	Nene Space Rental	Maligaya	100	√	
194	GCM Building Rental	Maligaya	200	√	
195	Lolong Space Rental	Maligaya	300	√	
196	Mary Ann P. Perea Space Rental	Maligaya	300	√	
197	R Yang Rentals	Maligaya	400	√	
198	Zobelle Amz Apartelle	Maligaya	300	√	
199	Queen Hearty Star Building	Maligaya	300	√	
200	Tri Amz Space Rental	Maligaya	250	√	
201	Jarabe Building Rental	Maligaya	300	√	
202	RJM Store	Maligaya	18	√	
203	Phenie Store	Maligaya	17	√	
204	Adb Office Supplies	Maligaya	20	√	
205	Emong Malunggay Pandesal	Maligaya	30	√	
206	BZ Accessories Atbp.	Maligaya	40	√	
207	Angel Hamburger	Maligaya	9	√	
208	R Yang Rentals	Maligaya	20	√	
209	Zobelle Amz Apartelle	Maligaya	15	√	
210	Queen Hearty Star Building	Maligaya	300	√	
211	Tri Amz Space Rental	Maligaya	200	√	
212	Lamonte's Store	Maligaya	50	√	
213	Mhe-Ann Store	Maligaya	20	√	
214	Sari-Sari Store, Videoke Rental & Fitness And Massage	Maligaya	200	√	
215	Jologs' Computer Center	Maligaya	50	√	
216	Celtic Internet Café	Maligaya	20	√	
217	M. Lhillier Travel And Tours	Maligaya	40	√	
218	Yumi Bakery	Maligaya	30	√	
219	Maxgraphics	Maligaya	50	√	
220	Jolog.Com Computer Center	Maligaya	20	√	
221	Mariel Sari-Sari Store	M. Adriatico	10	√	
222	Nora's Sari-Sari Store	M. Adriatico	12	√	
223	Lydia Recto Sari-Sari Store	M. Adriatico	15	√	
224	Marasigan Sari-Sari Store	Malamig	18	√	
225	Basa Sari-Sari Store	Malamig	10	√	

Table EC-16. Inventory of Commercial Areas, Year 2017 (cont.)

	Type of Commercial Areas	Location	Area (sq. m.)	Market Catered	
				Local	Outside (export)
226	Larry-Neth Sari-Sari Store	Malamig	12	√	
227	Generoso Merchandise	Malamig	15	√	
228	Jhun-Dred Bakery	Malamig	20	√	
229	Nitz Sari-Sari Store	Malamig	12	√	
230	Glories Store	Malamig	9	√	
231	Flores Store	Malamig	17	√	
232	Dorie's Store	Malamig	8	√	
233	Elmers Store	Malamig	10	√	
234	D'Generoso Meat Vendor	Malamig	7	√	
235	Guillermo Sari-Sari Store	Malubay	12	√	
236	Siony's Bakery	Narra	50	√	
237	MJE Trading	Narra	30	√	
238	Sopera Sari-Sari Store	Narra	15	√	
239	SMA General Merchandise	Narra	20	√	
240	Josephine Jarabe Store	Narra	10	√	
241	Neli's Store	Narra	9	√	
242	Mila's Sari-Sari Store	Narra	10	√	
243	Pet's Billard Hall	Narra	12	√	
244	Rodela's Store	Narra	15	√	
245	Dado's Store	Poblacion	10	√	
246	Lorna Mampusti Eatery	Poblacion	100	√	
247	Naling's Store	Papandungin	12	√	
248	Pascua's Store	Papandungin	10	√	
249	Sol's Store	San Antonio	14	√	
250	Melit's Sari-Sari Store	San Antonio	10	√	
251	Tina's Sari-Sari Store	San Antonio	12	√	
252	J&B Meat Products	San Antonio	30	√	
253	Gloria Store	Sta. Maria	10	√	
254	Athena's Sari-Sari Store	Sta. Maria	15	√	
255	Caguimbal Rice Store	Sta. Maria	20	√	
256	JRM Merchandise	Sta. Maria	20	√	
257	Red Gate Farm Supplies	Sta. Maria	12	√	
258	BNJ Merchandise	Sta. Maria	40	√	
259	Flash Drive & Internet Café	Sta. Maria	30	√	
260	Rosie M. Lope Space Rental	Sta. Maria	50	√	
261	Gencentdhel Bakery	Sta. Maria	60	√	
262	Saguevarra Stone & General Merchandise	Sta. Maria	55	√	
263	Rosie M. Lope Space Rental	Sta. Maria	80	√	
264	Jody Feeds Supply & General Merchandise	Sta. Maria	30	√	
265	Marjorie G. Mangaring Meat Shop	Sta. Maria	10	√	
266	S&D Store	Sta. Maria	15	√	
267	Jane Sari- Sari Store	Sta. Maria	10	√	
268	Milo's Store	Sta. Maria	9	√	
269	Utol. Com Internet Café And Services	Sta. Maria	15	√	
270	Cleofe's Store	Sta. Theresa	10	√	
271	Jody Feeds Supply	Sta. Theresa	20	√	
272	Recalde Sari-Sari Store	Tambong	15	√	
273	Tin-Tin Store	Tambong	12	√	
274	Tita Mer's Store	Tambong	18	√	
275	Lamonte's Store	Tambong	10	√	
276	Celia Store	Tambong	10	√	

Source: Business Permit and Licensing Office 2017

In year 2016 there one hundred eighty one (181) hectares for commercial area, in the following year there is an additional area of nineteen hectares (19) hectares thus, 2017 has a total commercial area of two hundred (200) hectares.

#### Type/Classification Kind of Business and Trade

For the year 2017, wholesale trade and retail business recorder six hundred fifty two (652) manpower with a revenue amount of PhP. 900,605.59, banking and financing business employed sixty (60) personnell with a revenue of PhP. 85,789.05. Business offiering services have one hundred seventeen (117) employed with a revenue of (PhP. 61,375.05), other servies have 43 manpower with a total revenue amount of PhP. 97,789.59

Employment by Type/Classification/Type of Business and Trade				
Type/ Classification Kind of Business and Trade	No. of Employment	Revenue (in Php)	Population served Markets catered	
			Local	Outside (export)
Wholesale Trade and Retail	652	900,605.69	√	
Banking and Finances	60	85,789.05	√	
Real Estate/ Construction	N/A	N/A	√	
Services	117	61,375.05	√	
Others	43	97,789.59	√	
<b>TOTAL</b>	<b>872</b>	<b>1,145,559.38</b>		

Problems encountered under the Industry sub-sector are; only few industrial establishment are existing in Gloria, stockholders are very tentative in engaging business, people forced to buy their needs outside the town.

Bamboo products and pottery production are the major industrial businesses in the municipality, production level are very much affected due to lack of basic production machineries and equipments, inadequate capitalization for expansion of operating costs and low quality of product image. Unorganized Industry sector aside from rice millers is also a factor since there is no office or department is incharge of the industry sector resuting to some industrial establishments not registered with DTI, BIR, SEC or SSS but with corresponding Mayor's Permit only. There is also need to organized Municipal Businesses & Industry Promotion Council.

To improve business industry some policy options are recommended as follows; encourage business man to put business and improve the quality of their products, Investment Incentive Code should be formulated, provision of municipal grant or financing scheme for additional capitalization, coordination with DTI, DOLE, and DOST should be maintained for securing of technical assistance. Products producers should also encourage to join and actively participate in fair and exhibits to promote their items. There should be an office or deparment that will focus to the organization of Municipal Business and industry Promotion Council in order to promote registration of businesses with the concerned agencies and ther benifical activities to investors and the LGU.