



Pondo sa Pagbabago at Pag-aseenso

Ang Pondo sa Pagbabago at Pag-aseenso (P3) ay nilikha bilang tugon sa direktiba ni Pangulong Rodrigo Duterte na mai-angat ang micro enterprise sector.

Ito ay naglalayong tumulong na makapagbigay ng alternatibong mapagkukunan ng karagdagang puhunan para sa maliliit na negosyante na humihiram mula sa mga "5-6" lenders.

P3 FIRES UP A YOUNG ARTISAN'S DREAM

There is no prescribed age to start building a dream. Many entrepreneurs in their 20s have a lot of obstacles to overcome – the biggest and most obvious is not being taken seriously because of their young age.

Renz Neil Signo, 27, owner and founder of Signo Custom Clothing has been fascinated with gentlemen shoes since he was a young boy.

"Laki po ako sa Lolo at Lola ko. Lagi akong naiwan sa kanila kasi busy ang parents ko sa pagtatrabaho. Isang araw habang naglalaro nakita ko yung sapatos ng Lolo ko at pinaglaruan ko po ito. Lumang sapatos po sya mas matanda pa sa akin pero yung itsura nya maganda pa din. Dun po nagsimula ang pagkahilig ko sa gentleman shoes and also due to the influence of my Lolo, I preferred wearing leather formal shoes over casual shoes everyday" Renz recalled.

While everyone his age are busy enjoying their youth, Renz was preparing himself for a major leap of faith.

"When I was 22, I decided to work abroad so I can save up money to start my dream business. After two years of being an OFW I came back to start Signo Footwear Manila. I know I have a lot against me at that time.

For a budding young entrepreneur having zero sales for the first three months can be disheartening but Renz decided to not give-up. He continued doing his sketches and went to Marikina to find shoemakers to help make his designs come to life. He also turned to social media and made a Facebook page for his designs. True enough one inquiry on Facebook was the turning point he was waiting for.

"May isang bata na nag-inquire at tulad ng prejudice ng mga tao sa akin dahil ang bata ko pa, nagduda din ako sa nag-inquire kasi ang bata pa niya. Ang sabi ko sa sarili ko baka walang pambayad kaya di ko pinansin noong una. But he was insistent so I acknowledged his inquiry and entertained his questions. Unexpectedly, he became my very first customer," quipped Renz.

Renz' first customer was a graduating student from a prestigious university in Manila who was looking for custom-designed shoes to wear on his graduation. This first order started the regular stream of similar inquiries. It was followed by a group of Bar Exam passers who ordered shoes for their oath-taking ceremonies.

Custom-made bespoke shoes are shoes



for bespoke shoes and suits in the country but not many can afford it. Right now Signo shoes are on the most affordable end of custom-made shoes market. My clients know this. That's why they come back to me and refer me to their friends. Some of my clients have very particular requirements in terms of shoes so they cannot just go to the mall to buy a pair. Some have feet sizes reaching up to size 16 or as small as size 4," Renz explained.

Like most new entrepreneurs, Renz was on the look-out for financing programs to help him grow his business.

"I knew of the P3 program since 2017. Nag-inquire ako sa Small Business Corporation kasi walang malapit na conduit sa akin. That time hindi ako nag-qualify kasi wala pang one year ang business ko. I understand the reason behind that requirement and just told myself to grow the business on my own first and try again after a year. So in January of this year I called to apply again and was granted a loan," said Renz who particularly acknowledge the assistance of the South Luzon Group of SB Corp.

Through the P3 loan Renz was able to put up a website for his designs and was able to service more orders because he can employ more shoemakers. Like most local shoemakers, Renz sources leather and shoe artisans from Marikina, the shoe capital of the Philippines.

"Because of Signo's presence online I am now getting orders from abroad like Canada, Australia and Saudi Arabia. From an average of three shoes a month I am now servicing a minimum of 15 shoe orders a month. I have also expanded to custom-made suits and service clients who require full ensemble (suit and shoes) for weddings and events," Renz said proudly.

"With P3, the cash flow has become a lot easier. I do not need to borrow from other sources with expensive interest rates. At dahil ang gaan din bayaran napapaikot ko ng maayos yung finances ng business. With the security P3 provided for my business I was able to concentrate on designing and product marketing which I believe is my strength," he added.

"For me my work is an extension of myself. I put my heart and soul in every piece and I am confident that anyone who wears it will feel it too and appreciate that the shoes or suit he/she is wearing was made exclusively for him/her starting from the sketch, to every stitching made by hand. I am truly grateful to SB Corp and to the P3 program for believing in me and my craft. Malaking bagay po yung tiwala at suporta na nakuha ko mula sa programa," Renz concluded.

Signo Custom Clothing accepts order through its website (<https://renzsigno.com>) phone (+632-920 280 5469), email (rnsigno@gmail.com) or through its facebook page.



I have no business track record, I have no background in design and I was just in my early 20s. When I started this business many people rolled their eyes and told me that no one will buy your shoes because they are expensive. At parang sumpa in the first three months wala po akong benta," Renz related.

made especially for a certain customer by a shoemaker. The feet are measured and a last or a mechanical mold for each foot is created. It can be quite expensive and only a few shoemakers offer such services in the country.

"I always believed that there is a market

INSPIRED BY A MOTHER'S LEGACY

Rosita Espiritu, Baliuag, Bulacan

Rosita Espiritu learned dressmaking from her mother at a very young age. It was a skill and a talent Rosita believed was passed on to her with hope that she will take over the shop in the future.

"Ito po talaga ang hanapbuhay na ipinangtaguyod sa amin ng aking ina kaya bata pa lang po ako ay tinuruan na rin ako ni nanay na mahalin at kahiligan ang pananahi," Rosita related.

In 2015, her mother retired and Rosita took over the dress shop her Mom started. Armed with inspiration from her family and love for sewing Rosita explored means to expand the business.

"Halos pangalawang tahanan ko na rin po ang shop ko. Kaya punong-puno ang mga dingding ng larawan ng pamilya ko para makahugot po ako ng inspirasyon mula sa kanila. Naghangad din po ako mapalago ang shop kaya naghanap din ako ng mahihiraman ng dagdag na puhunan para makatanggap ako ng mga maramihang orders," Rosita said.

When she landed a bulk order of uniforms from a larger school uniform company she immediately tried borrowing from a lending company.



"Hinihingan nila agad ako ng pang-collateral tulad ng titulo ng lupa. Kailangang maibigay namin ang original na titulo ng lupa. Ang interes nila ay 5% per month para sa P50,000 na loan," she explained.

Rosita continued her search for a better alternative and found one when she

became a member of CASECHCOM Multi Purpose Cooperative.

"Matapos ang anim na buwan na pagiging miyembro sa kooperatiba inalok ako agad ng Pondo sa Pagbabago at Pag-aseenso (P3) loan. Natuwa ako dahil pagkatapos nilang i-background check

ang aking tahanan ng kanilang loan officer pinautang ako ng CASECHCOM ng Php 30,000.00 kaagad nang walang hinihinging pang-collateral sa akin," Rosita recalled.

With the P3 loan Rosita was able to buy fabric in bulk and accept orders in larger quantity.

"Pagkakuha ko po ng loan ibinili ko po agad ng lahat ng kulay ng tela na pang-uniform ng public schools. Kaya kahit may order na dumating ng maramihan na uniform eh kayang-kaya ko nang suplyan. Kailangang ipakita ko sa nagbabagsak sa akin ng mga tahi na may pang-invest ako sa mga tela para tuloy-tuloy lang ang pagtatahi ko. Dati hanggang 30 dosena lang ang kaya ko ngayon kaya ko na ang hanggang 100 dosena na uniforms," Rosita sad proudly.

"Sa negosyo mahalaga yung gusto mo yung ginagawa mo. Para sa akin parang hobby na lang ang pananahi kaya kahit magdamag ang tahanan sa dami ng orders ay nalalabanan ko ang pagod dahil sa inspirasyong hatid ng pamilya ko lalo na ng nanay ko na nagmulat sa akin sa pananahi," Rosita concluded.

Maging P3 Credit Delivery Partner. Bumisita o makipag-ugnayan sa pinakamalapit na tanggapan ng SB Corp o DTI Negosyo Center sa inyong lugar.



Upang malaman kung ang negosyo ay qualified sa P3 at para sa iba pang karagdagan impormasyon, tumawag sa:
P3 Hotline: (02) 651-3333
www.sbgfc.org.ph