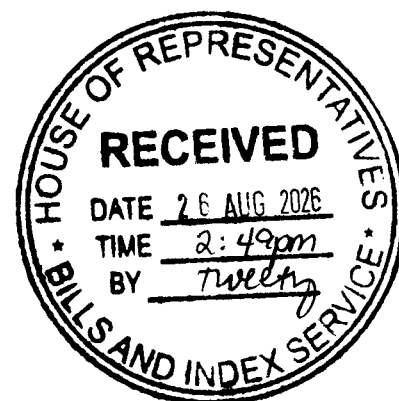


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 10975



Introduced by: Kababaihan Kabalikatan para sa Kapakanan at Kaunlaran ng Bayan (4K) Party-list
Representative Iris Marie D. Montes

AN ACT
STRENGTHENING THE DEVELOPMENT, MODERNIZATION, AND
COMPETITIVENESS OF SARI-SARI STORES, ENHANCING THE DELIVERY OF
EXISTING GOVERNMENT SUPPORT, AND APPROPRIATING FUNDS THEREFOR

EXPLANATORY NOTE

Article II, Section 9 of the 1987 Constitution declares that "The State shall promote a just and dynamic social order that will ensure the prosperity and independence of the nation and free the people from poverty through policies that provide adequate social services, promote full employment, a rising standard of living, and an improved quality of life for all."

The fundamental law likewise recognizes the vital role of women in nation-building and mandates the State to ensure the fundamental equality of women and men before the law (Article II, Section 14).

These constitutional principles are reinforced by the Magna Carta for Micro, Small and Medium Enterprises (Republic Act No. 9501), the Go Negosyo Act (Republic Act No. 10644), and the Magna Carta of Women (Republic Act No. 9710), which collectively affirm the State's commitment to expanding entrepreneurship, creating economic opportunities, and enabling women to participate fully in national development.

Nowhere are these constitutional aspirations more visible than in the country's sari-sari stores. Found in almost every barangay, sari-sari stores are more than neighborhood retail outlets. They are family enterprises that provide livelihood, improve access to essential goods, stimulate local commerce, strengthen community-based supply chains, and sustain economic activity even in geographically isolated and underserved areas. During times of disaster, public emergencies, and supply disruptions, they often become the first and most accessible source of daily necessities for Filipino families. Recent estimates place the sector's contribution to the Philippine retail economy at between ₱1.12 trillion and ₱1.46 trillion annually.¹

¹ BusinessMirror Editorial, The Vital Role of Sari-Sari Stores in Our Economy, 23 June 2025 (<https://businessmirror.com.ph/2025/06/23/the-vital-role-of-sari-sari-stores-in-our-economy/>) Accessed on 24 July 2026

The strategic importance of the sector is expected to grow even further. According to the Department of Trade and Industry's Wholesale and Retail Trade Job Blueprint, the sari-sari store sector is projected to nearly double in value—from approximately ₱1.2 trillion in 2023 to ₱2.4 trillion by 2030—driven by sustained consumer demand, digital transformation, and the continuing expansion of neighborhood retail. This projected growth underscores the need for government policies that not only expand access to existing support programs but also equip sari-sari stores to modernize, adopt appropriate technologies, strengthen local market linkages, and remain competitive in an evolving retail landscape.²

Equally important is the sector's contribution to women's economic empowerment. The Philippine Institute for Development Studies (PIDS) found that sari-sari stores provide many women with an accessible pathway to entrepreneurship by allowing them to generate income while remaining actively engaged in childcare, elder care, and other household responsibilities. In this way, sari-sari stores support not only economic participation but also the care economy, enabling women to balance productive and caregiving roles without leaving their communities. The study further emphasizes that the success of these enterprises should not be measured solely by sales or profits, but also by their contribution to human flourishing—enhancing personal agency, family well-being, dignity, resilience, and meaningful participation in community life.³

Despite their importance, many sari-sari store owners continue to face barriers in benefiting from government support. The PIDS study observes that while numerous programs for micro, small, and medium enterprises already exist, awareness remains low, access is often fragmented, and available interventions do not always respond to the realities of neighborhood retail enterprises. The study recommends improving information dissemination, strengthening access to existing government services, promoting enterprise modernization and digital transformation, encouraging stronger local support systems and market linkages, and adopting evidence-based policymaking to ensure that government interventions are responsive and effective.⁴

The Department of Trade and Industry likewise recognizes sari-sari stores as an integral component of the Philippine retail ecosystem and emphasizes the need to modernize neighborhood retailers, strengthen local supply chains, expand digital adoption, and enhance the competitiveness of micro-retail enterprises as part of the country's long-term retail development strategy.

² BusinessMirror, Sari-sari stores projected to double in value to ₱2.4T by 2030--DTI, 17 June 2025 (<https://businessmirror.com.ph/2025/06/17/sari-sari-stores-projected-to-double-in-value-to-%E2%82%B12-4t-by-2030-dti/>) Accessed on 24 July 2026

³ Diana R. Rueda and Eylla Laire M. Gutierrez, Gender, Microentrepreneurship, Human Flourishing: Exploring the Experiences of Women Sari-Sari Store Owners toward Inclusive Growth, PIDS Discussion Paper No. 2024-50 (2025) <https://pidswebs.pids.gov.ph/CDN/document/pidsdps2450.pdf> (accessed on 24 July 2026); Philippine Institute for Development Studies, Empowerment and Human Flourishing of Women Sari-Sari Store Owners in the Philippines, Policy Notes No. 2025-06 (<https://pidswebs.pids.gov.ph/CDN/document/pidspn2506.pdf>) Accessed on 24 July 2026

⁴ Ibid.

This bill responds to these identified gaps by improving the delivery of government programs for sari-sari stores, institutionalizing enterprise modernization and digital transformation, promoting stronger local supply chain linkages, recognizing the role of sari-sari stores in community retail development and resilience, and requiring regular monitoring and evidence-based policy review to ensure that government interventions remain effective and responsive to the needs of the sector.

Ultimately, strengthening sari-sari stores means strengthening Filipino families and communities. It means expanding opportunities for entrepreneurship, empowering women as economic actors and community leaders, improving access to essential goods, supporting local producers, and building a more resilient and inclusive economy.

By enabling the country's most pervasive neighborhood enterprises to thrive, this measure advances not only enterprise development but also the broader constitutional vision of shared prosperity, social justice, gender equality, and sustainable national development.

In view of the foregoing, the immediate passage of this bill is earnestly sought.


IRIS MARIE D. MONTES
Kababaihan Kabalikatan para sa Kapakanan
at Kaunlaran ng Bayan (4K) Party-list

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STRENGTHENING THE DEVELOPMENT, MODERNIZATION, AND
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Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

SECTION 1. *Short Title.* — This Act shall be known as the "Sari-Sari Store Development Act."

SEC. 2. *Declaration of Policy.* — It is the policy of the State to promote entrepreneurship, strengthen micro, small, and medium enterprises (MSMEs), and support inclusive and sustainable economic development by improving the delivery of existing government programs and services for sari-sari stores.

Towards this end, the State shall:

- (a) improve awareness of, access to, and utilization of existing government programs and services for sari-sari store owners;
- (b) promote the modernization, digital transformation, competitiveness, and resilience of sari-sari stores through existing MSME programs;
- (c) strengthen the role of sari-sari stores in supporting local commerce, community access to essential goods, and resilient local supply chains;
- (d) encourage coordination among national government agencies, local government units, the private sector, and other stakeholders in the development of sari-sari stores; and
- (e) promote evidence-based policymaking through research, monitoring, and periodic evaluation of government interventions affecting sari-sari stores.

SEC. 3. *Objectives.* —

This Act aims to:

- (a) improve the accessibility, responsiveness, and effectiveness of existing government programs benefiting sari-sari stores;

(b) strengthen enterprise development through business advisory, financial literacy, market access, innovation, and digitalization;

(c) promote the modernization and competitiveness of sari-sari stores as neighborhood retail enterprises;

(d) strengthen linkages between sari-sari stores, local producers, cooperatives, farmers, fisherfolk, and other MSMEs to support community-based value chains;

(e) encourage business continuity and enterprise resilience in the face of disasters, emergencies, and supply disruptions;

(f) strengthen coordination among government agencies and stakeholders in the implementation of existing programs affecting sari-sari stores; and

(g) institutionalize evidence-based monitoring and policy evaluation to improve government support for the sari-sari store sector.

SEC. 4. *Definition of Terms.* — For purposes of this Act:

(a) *Community Retail* refers to the neighborhood-based retail distribution of essential consumer goods and services that promotes convenient access, supports local commerce, and contributes to community well-being and resilience;

(b) *Community Retail Resilience* refers to the capacity of community retail enterprises to maintain or promptly restore the availability and distribution of essential goods during emergencies, disasters, public health events, supply chain disruptions, and other similar circumstances;

(c) *Digital Transformation* refers to the adoption of appropriate digital technologies, including electronic payments, digital bookkeeping, inventory management systems, e-commerce platforms, business applications, and similar innovations that improve enterprise efficiency, competitiveness, and resilience;

(d) *Evidence-Based Policymaking* refers to the formulation, implementation, monitoring, and evaluation of government policies and programs using reliable data, research, consultations, and measurable outcomes;

(e) *Local Supply Chain* refers to the network of producers, manufacturers, distributors, cooperatives, transport providers, retailers, and other market participants involved in the production, movement, and distribution of goods within a locality or region; and

(f) *Sari-Sari Store* refers to a microenterprise primarily engaged in neighborhood retail trade, whether registered or unregistered, that sells consumer goods and household necessities directly to the public.

SEC. 5. *Community Retail Function of Sari-Sari Stores.* — The Department of Trade and Industry (DTI), in the implementation of existing laws, policies, and

programs relating to micro, small, and medium enterprises (MSMEs), shall recognize the role of sari-sari stores as neighborhood retail enterprises that:

- (a) provide convenient access to essential goods;
- (b) support local commerce and economic activity;
- (c) strengthen local supply chains;
- (d) contribute to household welfare and food security; and
- (e) enhance community resilience during emergencies and other disruptions.

The foregoing functions shall be taken into consideration in the formulation and implementation of government policies and programs affecting the retail MSME sector.

SEC. 6. *Integration into National and Local Retail Development Policies.* — The DTI shall ensure that sari-sari stores are appropriately considered in the formulation, implementation, monitoring, and periodic review of national policies, plans, strategies, and roadmaps relating to the wholesale and retail trade sector.

Local government units shall likewise consider the role of sari-sari stores in local economic development, MSME promotion, local investment, and disaster resilience planning, consistent with existing laws.

SEC. 7. *Access to Existing Government Programs.* — The delivery of existing government programs and services for sari-sari store owners shall be strengthened to improve awareness, accessibility, and utilization, consistent with the respective mandates of the DTI and other concerned government agencies.

Such programs may include those relating to:

- (a) enterprise development;
- (b) entrepreneurship;
- (c) financing, credit, and loan facilities;
- (d) financial literacy;
- (e) innovation;
- (f) digitalization;
- (g) market access;
- (h) business advisory; and
- (i) social protection.

SEC. 8. *Information, Outreach, and Business Advisory Services.* — The DTI, through the Negosyo Centers established under Republic Act No. 10644, shall strengthen community-based and digital information campaigns to increase awareness of existing government programs and services available to sari-sari store owners.

Negosyo Centers shall likewise provide business advisory services and facilitate referrals to appropriate government agencies, government financial institutions, and other implementing entities within their respective mandates.

SEC. 9. *Enterprise Modernization and Digital Transformation.* — Enterprise modernization and digital transformation shall be integrated into existing MSME programs for sari-sari stores. The Department of Trade and Industry (DTI), in coordination with the Department of Information and Communications Technology (DICT), the Technical Education and Skills Development Authority (TESDA), the Bangko Sentral ng Pilipinas (BSP), government financial institutions, and other concerned agencies, shall integrate appropriate initiatives, which may include:

- (a) digital literacy;
- (b) electronic payment systems;
- (c) digital bookkeeping and inventory management;
- (d) e-commerce participation;
- (e) business management technologies;
- (f) cybersecurity awareness; and
- (g) other appropriate digital solutions that improve enterprise productivity, competitiveness, and resilience.

SEC. 10. *Enterprise Competitiveness and Capacity Development.* — The DTI shall strengthen existing enterprise development initiatives by promoting the competitiveness of sari-sari stores through capacity-building and technical assistance, including:

- (a) merchandising;
- (b) product diversification;
- (c) inventory management;
- (d) customer service;
- (e) business continuity planning;
- (f) sustainable retail practices; and

(g) other interventions that enhance enterprise growth and long-term sustainability.

SEC. 11. *Local Supply Chain Development.* — Linkages between sari-sari stores and local producers, farmers, fisherfolk, cooperatives, manufacturers, and MSMEs shall be strengthened through existing programs and initiatives of the DTI, in coordination with the Department of Agriculture (DA), the Department of Science and Technology (DOST), the Cooperative Development Authority (CDA), local government units, and other concerned agencies, to improve market access for locally produced goods and strengthen community-based value chains.

SEC. 12. *Business Continuity and Community Resilience.* — The DTI shall integrate business continuity and enterprise resilience into existing MSME development programs for sari-sari stores.

Such initiatives may include guidance on disaster preparedness, supply chain continuity, inventory management during emergencies, risk reduction, and enterprise recovery, utilizing existing government programs and resources.

SEC. 13. *Public-Private Partnerships.* — The delivery of existing programs benefiting sari-sari stores may be strengthened through partnerships with business organizations, financial institutions, technology providers, manufacturers, academic institutions, civil society organizations, and other private entities.

Such partnerships may support enterprise development, digital transformation, financial literacy, innovation, local sourcing, market development, and other capacity-building initiatives consistent with this Act.

SEC. 14. *Voluntary Profiling of Sari-Sari Stores.* — To improve the delivery of existing government programs and services, the DTI, in coordination with local government units, shall establish a voluntary profiling system for sari-sari stores.

The profiling system shall be used solely for policy development, program planning, information dissemination, monitoring, and facilitation of access to existing government programs and shall be subject to Republic Act No. 10173, otherwise known as the Data Privacy Act of 2012, and other applicable laws.

No sari-sari store owner shall be denied access to government programs solely on the ground of non-participation in the voluntary profiling system.

SEC. 15. *Lead Implementing Agency.* — The DTI shall be the lead agency responsible for the implementation of this Act. It shall coordinate with the DA, DICT, DOST, Cooperative Development Authority (CDA), TESDA, Philippine Commission on Women (PCW), Small Business Corporation (SB Corp.), concerned local government units (LGUs), and other relevant government agencies in carrying out the provisions of this Act.

SEC. 16. *Inter-Agency Coordination.* — To promote efficient implementation and avoid duplication of programs, the DTI shall strengthen coordination among national government agencies, local government units,

government financial institutions, and other implementing entities involved in MSME development.

The DTI may convene periodic meetings, consultations, or technical working groups, as necessary, to harmonize policies, exchange information, and improve the delivery of government services affecting sari-sari stores.

SEC. 17. *Monitoring and Evaluation.* — A monitoring and evaluation mechanism shall be established by the DTI to assess the implementation and effectiveness of this Act and existing government programs benefiting sari-sari stores.

The monitoring framework shall, as far as practicable, include indicators on:

- (a) awareness and utilization of government programs;
- (b) access to financing, technology, and business development services;
- (c) enterprise modernization and digital transformation;
- (d) market participation and business competitiveness;
- (e) business continuity and resilience;
- (f) local supply chain participation; and

(g) other appropriate indicators that measure the effectiveness of government interventions.

SEC. 18. *Research and Evidence-Based Policymaking.* — The DTI shall promote evidence-based policymaking by encouraging research, data collection, and policy studies on the sari-sari store sector.

For this purpose, the DTI may collaborate with the Philippine Institute for Development Studies (PIDS), the Philippine Statistics Authority (PSA), state universities and colleges, higher education institutions, business organizations, civil society organizations, and other appropriate entities.

Research may include, but shall not be limited to:

- (a) enterprise productivity and competitiveness;
- (b) digital transformation;
- (c) access to government programs;
- (d) local retail development;
- (e) community resilience;
- (f) consumer trends; and

(g) other matters relevant to improving policies affecting sari-sari stores.

SEC. 19. *Periodic Review of Government Programs.* — Within three (3) years from the effectivity of this Act, and every five (5) years thereafter, the DTI shall conduct a review of existing laws, policies, programs, and services affecting sari-sari stores.

The review shall determine whether existing government interventions remain accessible, responsive, efficient, and consistent with the objectives of this Act and may recommend administrative, regulatory, or legislative measures for their improvement.

SEC. 20. *Annual Report to Congress.* — The DTI shall submit to the President of the Philippines and Congress, not later than June 30 of every year, a report on the implementation of this Act.

The report shall include:

- (a) the status of implementation;
- (b) accomplishments of participating agencies;
- (c) utilization and reach of existing government programs by sari-sari stores;
- (d) results of monitoring and evaluation activities;
- (e) findings from policy reviews and research; and
- (f) recommendations for improving government support for sari-sari stores.

SEC. 21. *Stakeholder Participation.* — The formulation, implementation, monitoring, and evaluation of policies and programs affecting the sari-sari store sector shall be undertaken with meaningful consultation and engagement with sari-sari store owners, cooperatives, consumer organizations, business associations, academic institutions, and other relevant stakeholders.

SEC. 22. *Implementing Rules and Regulations.* — Within ninety (90) days from the effectivity of this Act, the DTI, in coordination with the agencies concerned and after consultation with representatives of the sari-sari store sector and other stakeholders, shall promulgate the necessary rules and regulations for the effective implementation of this Act.

SEC. 23. *Appropriations.* — The amount necessary for the implementation of this Act shall be charged against the current appropriations of the DTI and the participating agencies. Thereafter, such amounts as may be necessary shall be included in their respective annual appropriations.

SEC. 24. *Separability Clause.* — If any provision of this Act is declared unconstitutional or invalid, the remaining provisions not affected thereby shall continue to be in full force and effect.

SEC. 25. *Repealing Clause.* — All laws, executive orders, rules and regulations, or parts thereof inconsistent with this Act are hereby repealed, amended, or modified accordingly.

SEC. 26. *Effectivity.* — This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,