Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
23rd City Council

PO23CC-156

50th Regular Session

ORDINANCE NO. SP- 3482 *, S-2026*

AN ORDINANCE ESTABLISHING A BUSINESS ANALYTICS PROGRAM TO SUPPORT SMALL, NANO, AND MICRO BUSINESSES IN QUEZON CITY

Introduced by Councilor LUIGI D. PUMAREN

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Bernard R. Herrera, Dorothy A. Delarmente, M.D., Joseph P. Juico, Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Dave C. Valmocina, Ranulfo "Tatay Rannie" Z. Ludovica, Atty. Christoffer Allan "Tope" Liquigan, Albert Alvin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Don S. De Leon, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Imee Rillo, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Joseph Joe Visaya, Aiko Melendez, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Victor "Vic" D. Bernardo, Vito Sotto Generoso, Erwin Rey "Cocoy" A. Medina, Jose Maria "Mari" M. Rodriguez, and Jhon Angelli "Sami" C. Neri

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WHEREAS, Section 17 of the Local Government Code of 1991 mandates local government units to provide basic services and facilities, including support for industrial research and development services, and the promotion of micro-enterprises;

WHEREAS, Quezon City is home to over 60,000 registered small businesses and an estimate of over 20,000 unregistered "nano" enterprises that serve as the lifeline of local barangay economies;

WHEREAS, many of these businesses fail within the first three (3) years due to poor cash flow management, inventory wastage, and lack of data-driven planning;

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WHEREAS, Business Analytics, the practice of using historical data to make better business decisions, is a proven method to increase profitability and resilience, yet remains inaccessible to the smallest entrepreneurs due to costs and technical barriers;

WHEREAS, Quezon City recognizes that Micro, Small, and Medium Enterprises (MSMEs) constitute the backbone of the local economy;

WHEREAS, the rapid digitalization of the global economy necessitates that even the smallest "nano" businesses, including sari-sari stores and home-based vendors, adopt modern data analytics to remain competitive and resilient.

NOW, THEREFORE,

BE IT ENACTED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. TITLE. – This Ordinance shall be known as the "Quezon City Small Business Analytics Support Ordinance."

SECTION 2. DECLARATION OF POLICY. – It is hereby declared the policy of Quezon City to promote inclusive economic growth by empowering small, nano, and micro enterprises through data-driven decision-making. This Ordinance aims to establish a Business Analytics Support Program that provides accessible, relevant, and timely analytics services to these enterprises to enhance their competitiveness and sustainability.

SECTION 3. OBJECTIVES. – The objectives of this Ordinance are to:

a. develop and implement a Business Analytics Support Program tailored for small, nano, and micro businesses in Quezon City;

b. provide technical assistance, training, and resources to enable business owners to utilize data analytics;

c. foster a data-driven culture among small businesses to improve their operational efficiency, marketing strategies, and customer engagement; and

d. gather and analyze data on local business trends to inform policy-making and support services.

SECTION 4. DEFINITION OF TERMS. – For the purposes of this Ordinance, the following terms shall have the following definitions:

a. *Business Analytics – systematic analysis of data and statistics, including historical data to understand performance, forecast future trends, and determine appropriate courses of action based on the data outcome;*

b. *Micro Business – business with an asset size up to Php3,000,000.00, often family-run or sole proprietorships and may qualify for the BMBE (Barangay Micro Business Enterprise) Law incentives;*

c. *Small Business – business with an asset size Php3,000,001.00 to Php15,000,000.00, that are usually established enterprises with a more structured workforce and higher operational complexity; and*

d. *Nano Business – business with an asset size below Php50,000.00, often usually home-based or micro-retailers like sari-sari stores with very limited capital.*

SECTION 5. ESTABLISHMENT OF THE BUSINESS ANALYTICS SUPPORT. – The Small Business and Cooperatives Development and Promotions Office (SBCDPO), in coordination with the Business Permits and Licensing Department, shall:

a. *develop and provide business analytics tools, resources, and training programs for small, nano, and micro businesses;*

b. *conduct data collection, analysis, and reporting on local business trends and challenges;*

c. *offer technical assistance in the adoption of digital and data analytics tools which can be accessible even if offline;*

d. *facilitate partnerships with academic institutions, the private sector, and technology providers; and*

e. *monitor and evaluate the impact of the Program and recommend improvements.*

SECTION 6. MANDATORY DISTRICT DATA CLINICS. – Every district in Quezon City shall designate at least two (2) "Business Analytics Coordinators," depending on the needs of each district, who will:

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a. *conduct monthly "Analytics Literacy" seminars or lessons to teach owners how to read simple charts of their own sales; and*

b. *assist "Nano" owners in transitioning from paper ledgers to their business analytics tools.*

Furthermore, the Business Analytics Coordinators shall be designated by, and shall function under the direct supervision and control of, the Small Business and Cooperatives Development and Promotions Office (SBCDPO).

SECTION 7. INCENTIVES FOR ADOPTION. – Businesses that actively participate in the Program and utilize the QC Biz-Analytics Toolkit for at least six (6) consecutive months shall be entitled to:

a. ***The "Smart Business" Certification:*** *A seal of excellence that can be displayed at the physical place of business; and*

b. ***Priority Access:*** *Priority access to the Quezon City Government's capital assistance programs and other support programs for the covered businesses.*

SECTION 8. DATA PRIVACY AND PROTECTION. – All individual business data encoded in the City-provided tools shall remain the exclusive property of the business owner. The City shall only use anonymized, aggregated data for macro-economic planning and policy-making, in strict compliance with Republic Act No. 10173, otherwise known as the Data Privacy Act of 2012.

SECTION 9. IMPLEMENTING BODY. – The Small Business and Cooperatives Development and Promotions Office (SBCDPO), in coordination with the Business Permits and Licensing Department (BPLD), the Barangay and Community Relations Department (BCRD), and other relevant offices, shall implement, oversee, monitor, and evaluate the Business Analytics Support Program of Quezon City.

SECTION 10. IMPLEMENTING RULES AND REGULATIONS (IRR). – Within sixty (60) days from the approval of this Ordinance, the Small Business and Cooperatives Development and Promotions Office (SBCDPO), in coordination with the Business Permits and Licensing Department (BPLD), the Barangay and Community Relations Department (BCRD), and other relevant offices, shall formulate the necessary Implementing Rules and Regulations (IRR) to ensure the effective implementation of this Ordinance.

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SECTION 11. FUNDING. – The amount necessary for the implementation of this Ordinance shall be drawn from any available funds, subject to existing accounting and auditing rules and regulations.

SECTION 12. SEPARABILITY CLAUSE. – If any provision or part of this Ordinance is declared invalid or unconstitutional, the remaining provisions or parts not affected thereby shall remain in full force and effect.

SECTION 13. REPEALING CLAUSE. – All ordinances, rules and regulations, or parts thereof, inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 14. EFFECTIVITY CLAUSE. – This Ordinance shall take effect fifteen (15) days after its complete publication in a newspaper of general circulation and posting in at least two (2) conspicuous places within Quezon City.

ENACTED: June 1, 2026.

CERTIFICATION

This is to certify that this Ordinance was ENACTED by the City Council on Second Reading on June 1, 2026 and was PASSED on Third/Final Reading on June 8, 2026.

GIAN G. SOTTO
City Vice Mayor
Presiding Officer

APPROVED: JUN 22 2026

MA. JOSEFINA G. BELMONTE
City Mayor

ATTESTED:

ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)

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