QC requires crowd management plan for sales promo permit filing

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AS private businesses and companies strive to outmaneuver the operational and financial challenges brought by the deadly virus, Quezon City District 2 Councilor Fernando Miguel "Mikey" Belmonte, along with the other members of the city council, has lodged a resolution that would require all sales promotion permit applicants in Quezon City to submit their respective customer or crowd safety management plans adhering to stringent health protocols especially amid the new Covid-19 strain.

"While we sincerely recognize all the efforts of small and large-scale enterprises to recover amid the pandemic and continue to support their employees, we also need to see to it that they will comply with all the necessary precautionary measures laid down by the Department of Health (DoH)," Belmonte said.

With the approval of the said resolution, the Department of Trade and Industry (DTI), the Food and Drug

Administration (FDA), and the Business Permits and Licensing Department (BPLD) will oblige permit applicants in Quezon City to include in their sales promotion mechanics, in relation with the FDA Memorandum Circular No. 2013-028, the appropriate customer or safety management plans and procedures that will help minimize risks of coronavirus disease transmission among business employees, as well as their consumers.

"The city government needs to be persistent in monitoring business activities to ensure the safety of the working men and women in Quezon City. We also want to guarantee that the customers who will be participating in these promotional pursuits are well-protected," Belmonte pointed out.

According to Belmonte, the additional requirement for the application of permit should be filed at least 30 days before the actual commencement of the sales promotion, in conformity with the said memorandum circular.