

DTI TO LAUNCH THEIR SUKING TINDAHAN PROGRAM

Tuesday, 06 March 2018

Last Updated Wednesday, 13 June 2018

On the afternoon of 3/6/18, DTI oriented manufacturers, distributors and retailers alike on their proposed "Suking Tindahan" Program where they are requesting suppliers to sell to select sari-sari stores at lower prices so they, in turn, can sell to their customers at DTI's SRP's. This was met with some apprehension as sari-sari stores currently buy from the bigger retail outlets and do not possess the economies of scale that bigger stores do. They do not have the financial muscle and warehouse space to order enough volume and make it worth the suppliers' while to offer them goods at prices which they do the bigger retail outlets.