

C. PHILIPPINE TRADE TRAINING CENTER

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Market access enhanced

ORGANIZATIONAL OUTCOME

Entrepreneurs transformed as export-ready / exporters through training

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Development and implementation of business management training programs
2. Raising quality of services through systems improvement, human capital development and strategic partnerships with international organizations, academe and NGOs
3. More prudent management of financial resources and usage of own facilities

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2017 TARGETS

Entrepreneurs transformed as export-ready / exporters through training

% of PTTC assisted MSMEs taking positive actions to become exporters

500

10% (50)

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2017 Targets

## MFO 1: BUSINESS MANAGEMENT TRAINING SERVICES

No. of MSMEs assisted through training	563
No. of MSMEs who rate PTTC assistance as satisfactory or better	95%
% of MSMEs request responded to within three (3) days	95%