



GUIDELINES FOR GO LOKAL! PARTNER-SUPPLIERS

Go Lokal! entrepreneurs, manufacturers/designers are selected as Partner-Suppliers according to their innovative capabilities and commitment. To ensure that Partner-Supplier involvement in product development is carried out in a timely and constructive manner, the guidelines below outline the expectations and requirements of the Go Lokal! store project:

All Go Lokal! Partner-Suppliers are expected to:

1. Take an active/participative role in the product design and development process
 - 1a. Actively engage in product development and work with the Product Specialists from the Design Center of the Philippines to develop new lines for Go Lokal!
 - 1b. In cases where the Partner-Supplier is a designer or has his/her own design team, the Partner - Supplier is expected to develop an exclusive line for Go Lokal!
2. Develop one collection of at least 3-5 new product lines depending on the following:
 - Scarcity or abundance of materials
 - Handcrafted or machine made
 - Complexity of design
3. Commit to prototyping and meeting deadlines to allow the Product Specialists to evaluate and test the new products before going into full production.
4. Commit to attend the training programs required by the organizers
5. Commit to respect the brand integrity of Go Lokal! and comply with branding rules
6. Ensure a pricing policy that is fair and advantageous to both its suppliers and consumers
7. Shoulder the cost of materials, prototyping and production to develop new product lines.

NOTE: Created by the DTI in partnership with private retail partners, Go Lokal! is a vehicle for MSMEs to tap into the lucrative consumer market without incurring any operational or marketing costs