

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
QUEZON CITY

February 2, 2010

REVENUE MEMORANDUM CIRCULAR NO. 10-2010

SUBJECT : 2010 Strategy Map

TO : All Internal Revenue Officials and Employees

For the information and guidance of all concerned, listed below is the 2010 Strategic Map of the BIR, consisting of three (3) Priority Areas, sixteen (16) Programs, one-hundred eight (108) Activities and Projects, and ten (10) Strategies. This 2010 Strategy Map shall govern the priorities and directions of the BIR for 2010. It is to be emphasized that the other existing activities of the BIR shall continue to be implemented for as long as they do not conflict with the components in the Strategy Map.

2010 Strategy Map

PRIORITY AREAS	PROGRAMS	ACTIVITY AND PROJECTS
People Improvement	1. People Wellness	<ol style="list-style-type: none">1. Hataw Exercises2. Bingo Socials3. Videoke Nights4. Health Check5. Ballroom and Disco Dancing Events6. Sports fest7. Shuttle Bus Service8. Revive Swimming Pool9. Movie Showing10. Kapihan with Reading and Internet Surfing Facilities11. Meet our Idols12. Learn New Craft Sessions13. Employee Awards and Recognition14. Revitalizing Services15. Cooking with the Stars16. Celebration of Festivities17. Outreach Activities18. Coffee with the Commissioner

PRIORITY AREAS	PROGRAMS	ACTIVITY AND PROJECTS
Process Improvement	2. Office HR Matters	19. Recruitment 20. Transfer 21. Promotion 22. Training 23. Rationalization Plan 24. Exemption from Salary Standardization 25. Ethics and Integrity Monitoring
	3. Building Program	26. Lease Purchase Acquisition 27. Ofis na Malinis 28. Work Place Re-design
	4. Learning Development	29. Junior Executive Development Program 30. Senior Development Program 31. Proficiency Exams 32. Echo-Training 33. Info Resource Center 34. Tax Academy 35. Learning Lecture Series
	5. External Linkages	36. E-linkages 37. MOA with institutions
	6. Management Responsibility	38. Annual Work Planning and KPI Setting 39. Conduct of Meetings/Conferences 40. Goal Determination and Allocation 41. Enhancing the Image of the BIR (Operation: Making the Public Know) 42. Stakeholder's Feedback System 43. Report Calendar 44. Performance Audit and Review 45. Delegation Authority 46. "On Time, BIR Time" Project

PRIORITY AREAS	PROGRAMS	ACTIVITY AND PROJECTS
	<p>7. Assessment Enforcement</p> <p>8. Collection Enforcement</p> <p>9. Enhanced Enforcement</p>	<p>47. Performance Governance System</p> <p>48. Record and File Maintenance</p> <p>49. Corporate Communication</p> <p>50. Swedish Tax Authority Projects</p> <p>51. Selective Audit</p> <p>52. Audit of Conglomerates</p> <p>53. Benchmarking and Profiling</p> <p>54. Transfer Pricing</p> <p>55. Big Ticket Monitoring</p> <p>56. Computerized Assisted Audit Techniques</p> <p>57. RR 8-09</p> <p>58. Back-up Withholding Tax</p> <p>59. Tax on Sale of Motor Vehicles</p> <p>60. Reverse Withholding Tax</p> <p>61. Delinquent Account Management</p> <p>62. Operation Kandado with Post -Closure Monitoring</p> <p>63. Re-invigorated Run After Tax Evaders Program</p> <p>64. Excise Stamp Technology Solution</p> <p>65. Revenue Assurance Gateway</p> <p>66. Tax Treaty Transactions</p> <p>67. Official Receipts Issuance Campaign</p> <p>68. Industry Champion</p> <p>69. Exchange of Information under DTA</p> <p>70. Lifestyle Check of Taxpayers</p> <p>71. Most Important Priorities for LTS</p> <p>72. Enhanced Letter Notice Verification</p>

PRIORITY AREAS	PROGRAMS	ACTIVITY AND PROJECTS
<p>TaxPayer Interaction Improvement</p>	<p>10. Tax Incentives Monitoring</p> <p>11. Clean-up and Expansion of TP/Registration Base</p> <p>12. E-Systems</p> <p>13. Property Valuation</p> <p>14. Foreign Funding</p> <p>15. Taxpayer Interaction</p>	<p>73. Expanded Enforcement Powers</p> <p>74. Operation R.I.P.</p> <p>75. Optional Standard Deduction</p> <p>76. Newly Enacted Tax Laws</p> <p>77. BOI and PEZA Laws</p> <p>78. Other Special Tax Exemption Laws</p> <p>79. Tax Compliance and Verification Drive</p> <p>80. LGU Revenue Assurance System</p> <p>81. Maintenance of 29 IT Systems</p> <p>82. Upgrading of IT Systems</p> <p>83. Development of New Systems</p> <p>84. Awareness on Use of IT Systems</p> <p>85. Update of Valuation of Properties</p> <p>86. ONETT</p> <p>87. MCC</p> <p>88. USAID</p> <p>89. WB</p> <p>90. JICA</p> <p>91. Other Donor Agencies</p> <p>92. Accreditation of Tax Practitioners</p> <p>93. Handang Maglingkod Program</p> <p>94. Tax Filing Season Campaign</p> <p>95. Tax Information Disclosure</p> <p>96. E-lounges</p> <p>97. Computerized Document Tracking System</p>

PRIORITY AREAS	PROGRAMS	ACTIVITY AND PROJECTS
	16. Dispute Resolution	98. Refund/Tax Credit Claim Processing 99. Compliance list Notification and Verification 100. Management Responsibility Certification 101. Tax Forms and Returns Re-Design 102. Tax Convention and Seminars 103. Taxpayer Collaterals 104. BIR Media Club 105. E-complaint System 106. Taxpayer Resolution Office 107. Appeals Tribunal Resolution 108. Ruling Review

10 STRATEGIES

1. High Visibility public awareness campaign on the enforcement and service BIR programs
2. Integrated approach in administering the large taxpayers
3. Re-invigorating the Run After Tax Evaders program
4. Enhanced and strategic enforcement approaches
5. Focus of big ticket items
6. More vigorous third party matching campaign
7. Expanded linkage with key institutions
8. Effective partnership with taxpayers and tax practitioners
9. Close monitoring of tax eroding measures and investment incentives programs
10. Motivating the BIR work force

Please be guided accordingly.

(Original Signed)
JOEL L. TAN-TORRES
 Commissioner of Internal Revenue