

# Swot analysys- first point in gma's 10 point agenda

[Business](#)



STRENGTHS GMA's creation of six to ten million Jobs within her six years administration is possible considering many factors that can help build up those number of Jobs that will provide living to the unemployed, support three million entrepreneurs and the micro, small and medium enterprises and develop 2 million hectares of land for agricultural businesses. This Job generation has been expected to raise two million new Jobs by the development of new lands, three million for the micro enterprises, one million for the housing and its related enterprises through Strong Republic Housing Program, and another three million new Jobs for the tourism development. To provide for the funds needed in this program, there is the Republic Act 8435, otherwise known as the Agriculture and Fisheries Modernization Act (AFMA), which aims to strengthen the agriculture and fishery sectors through modernization, greater participation of small-holders (or small stakeholders), food security and food self-sufficiency, private sector participation and people empowerment.

To put AFMA to work, the Ginintuang Masaganang Ani (GMA) served to be the banner program for gricultural development, with the LGUs (local government units) and other stakeholders developing their own plans and programs suitable to their respective localities.

When public investments are adequate for the delivery of the vital support services for agriculture to prosper, this will create a positive impact on the lives of farmers and fishermen, which in turn will help accelerate the overall growth and development of the economy.

Another source for the formation of millions of Jobs is the attracting of foreign investors. With their investments here in our country, new Job opportunities are opened for call center agencies, manufacturing firms and office related Jobs. Apart from these, the government has their own budget amounting to Php 312. 9 billion which were divided among the MSMEs with Php 63. 1 billion and the development of 2 million hectares with Php 249.

8 billion.

The active participation of the SUCs, NGOs and farmer's group were also of great help in the implementation of this agenda. **WEAKNESSES** There has been reports and studies by labor groups stating that the Jobs created were seasonal and short-term in nature - street sweeping, construction and overly low wages and insecure working conditions. Labor groups also noted this as well. " The quality of Jobs she did create is not something a government with a decent mind should be proud of, " said Kilusang Mayo Uno Chairperson Elmer Labog.

These Jobs are low-paying, do not even provide decent income to families, and are part-time and even precarious work" While the agriculture sector has exceeded production targets, the sector remains uncompetitive due to the high cost of inputs (fertilizer, chemicals and seeds), large post-harvest losses and the disruption of extension services due to devolution.

Employment and incomes are low due to the low degree of farming intensity and diversification, and the lack of technological and enterprise skills of the farmers.

**OPPORTUNITIES** The opportunities of this agenda lie in the investments of both the foreign sectors as well as the local business sectors of new businesses that will create new Jobs here in the Philippines. More investment means more Job opportunities and better economy for the possible increase in the GNP of the country and the decline in the unemployment rate. Tourism development is another key element in the Job generation strategy and if properly promoted and with a liberal airline policy can generate at least 3 million new Jobs.

For a long time, tourism industry is considered as one of the most profitable and intensively developing branches of the world economy. This is confirmed by the fact that the share of tourism is about 10% of the world's gross national income. Development of tourism plays an important role in social and physical activities. The tourism industry is one of the most important industries in terms of foreign exchange earnings in the world.

The expansion of the tourism industry will have an effect on the growth of other related service industries, particularly food, accommodation, handicrafts/souvenir products, transport, entertainment, shopping and other small and medium-sized industries. The tourism industry creates employment opportunities in other related industries.

The impact of the tourism industry on the economy can be seen from its foreign exchange earnings, government taxation revenue and employment generation. Market innovations will also play a great role in the generation of new Jobs, as the country's economy should adapt to the worldwide flow of changes.

This is also affected by the national wealth; countries with lower GDP per capita have a much higher rate of business creation, both responses to opportunity as well as necessity. Business creation is much lower in rich countries, particularly in Western Europe and THREATS The creation of such number of Jobs is not to be doubted possible with all the sources, funds and opportunities ahead. However, these would not be implemented if there were interventions and leakages in the sources of funds.

Graft and corruption is always a real threat in the production of all government projects.

Once funds have been corrupted, implementation will slow down, target number of Jobs will not be met, and worst, and may not even met a single Job. The low labor cost here in the Philippines has been a great factor in the investing will of the foreign sectors. But, the threat comes in the low labor cost also of China. Internationally based company has been building their production and operation sites in China because of their low labor cost, which has set competition for laborers here in the Philippines.

Another is terrorism which could bring negative impressions to foreign investors.

Both foreign and local investors would never want to risk their investments in a country being terrorized and having the possible effect of economic slowdown. This would hinder them from investing in our country and likewise may move their business to another country to avoid its negative effects in their undergoing businesses. Local investors will also be affected by this,

pushing them to invest to another country where they could be more profitable and without the risk of terrorism in their own country.