



selling or third party marketing arrangement.

Initially, the RRTrade Centers shall be the marketing centers either as a direct marketing channel or as third-party market facilitator. It shall facilitate direct market encounters between and among producers, marketers, and end-users. RRTrade encourages direct marketing tie-ups of producers with retailers, wholesalers and distributors. Retailers, wholesalers and distributors could be a people's organization, cooperative, consumer group, NGO, or a commercial outfit.

### Support Mechanism

As market enablers, RRTrade Regional Centers shall be established in NCR as its Head Office and in Luzon, Visayas and Mindanao. These RRTrade Centers will house and provide the following services.

1. Product and Market Research Development
2. Market Linkaging and Networking
3. Product and Market Display Center
4. E-commerce; and
5. Knowledge Center

### Sustainability

A minimal service fee shall be charged to all products and services that pass through the system. RRTrade shall also charge a royalty fee for the use of RRTrade logo. The service and royalty fees shall be used to operate and sustain the RRTrade Centers.



**RRTrade**

**Enabling Markets for Rural Communities**

PRRM Building, 56 Mo. Ignacia Avenue  
 Barangay Paligsahan, Quezon City  
 Tel. No. (0632) 4147826, 372-4991, loc. 55

Date: \_\_\_\_\_  
 Customer Name: \_\_\_\_\_  
 Address: \_\_\_\_\_

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Terms: \_\_\_\_\_  
 Cash  
 Check  
 Credit Card  
 Delivery  
 Pick-up

Item/Description	Quantity	Unit Price	Total
<b>Total</b>			

Verified by: \_\_\_\_\_

Ordered by: \_\_\_\_\_

Signature over Printed Name

Signature over Printed Name



**Rrtrade**  
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rural communities