

Republic of the Philippines
Department of Finance
BUREAU OF INTERNAL REVENUE
Quezon City

March 28, 2005

REVENUE MEMORANDUM ORDER NO. 8-2005

SUBJECT : Integrated Communications Plan for the BIR's Campaign for
CRM/POS Accreditation and Electronic Sales Reporting System

TO : All Revenue Officials and Employees and Others Concerned

I. OBJECTIVE

This Order is issued to prescribe the implementation of the Internal and External Communications Plan for the BIR's Campaign for CRM/POS Accreditation and Electronic Sales Reporting System.

II. POLICIES

So that the Bureau will speak in one voice in delivering messages and information to its various internal and external stakeholders regarding the provisions of RR No. 11-2004 (CRM/POS accreditation and registration) and RR No. 5-2005 (Electronic Sales Reporting System), the attached Internal and External Communications Plan shall be used and implemented by all specified BIR offices involved in communication.

The Assistant Commissioners and Regional Directors of specified BIR offices are expected to closely monitor the progress of the implementation of the Communications Plan by their respective offices. For this purpose, accomplishments of the communication activities specified in the Communications Plan shall be reported in the monthly Accomplishment Report of BIR offices.

III. EFFECTIVITY

This Order takes effect immediately.

(Original Signed)
GUILLERMO L. PARAYNO, JR.
Commissioner of Internal Revenue