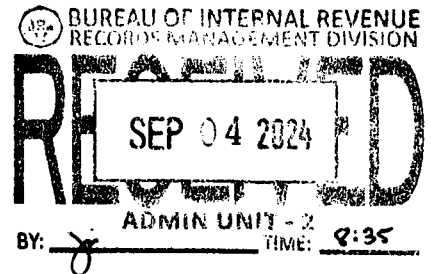
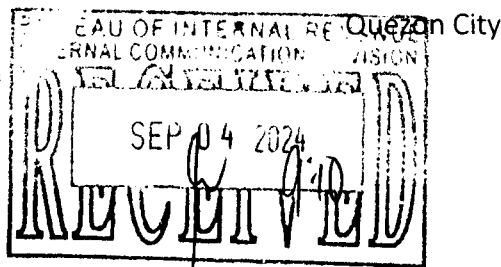




REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE



August 14, 2024

REVENUE MEMORANDUM ORDER NO. 035 - 2024

SUBJECT : BIR Strategic Plan for 2024-2028

TO : All Internal Revenue Officials, Employees and Others Concerned

I. BACKGROUND

In support to the Philippine Development Plan (PDP) 2023-2028, which is a plan of the Philippines for deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high growth path, the Bureau of Internal Revenue (BIR) reviewed its present strategies to align with Chapter 11 of the PDP (Ensure Macroeconomic Stability and Expand Inclusive and Innovative Finance), particularly Subchapter 11.2 - Ensure Sound Fiscal Management and Improve the Tax Regime. To enable the BIR to fulfill its mandate, these new/enhanced BIR strategies are geared towards the attainment of the tax revenue target assigned to BIR for 2024 to 2028. On November 23-24, 2023, the BIR conducted its Strategic Planning Session with the following objectives:

- To achieve a shared aspiration/vision for the BIR by 2028;
- To define the Focus Areas for 2024-2028; and
- To identify the BIR Strategies for 2024-2028.

The results of said Planning Session are embodied in the BIR Strategic Plan for 2024-2028, which provides the Bureau's Strategy Roadmap. The Bureau's roadmap spells out the key strategies, programs, projects and activities to achieve collection targets and sustained collection growth, as well as improve taxpayer satisfaction and compliance.

II. OBJECTIVES

This Order is issued to:

- Align the BIR Strategy Roadmap and the BIR Strategic Plan for 2024-2028 with the PDP 2023-2028; and

- Provide the Strategic Plan with programs, projects and activities to achieve the BIR Aspiration 2028.

III. POLICIES AND GUIDELINES

In implementing the BIR Strategic Plan for 2024-2028, the following policies and guidelines shall be observed:

A. The BIR Strategic Statements

- **Aspiration 2028** – this is formerly referred as BIR Vision:

“By 2028, the BIR is highly digital, propelled by empowered Revenuers with integrity, providing excellent services aligned with international tax standards.”

- **Mission Statement** shall remain the same:

“We collect taxes through just enforcement of tax laws for nation-building and the upliftment of the lives of Filipinos.”

- **Core Values** shall remain as:

- God-Fearing
- Accountability
- Innovativeness
- Integrity
- Competency
- Transparency
- Patriotism



- B. The **BIR Strategy Roadmap** shall present the visual presentation of the overall directions of the BIR to attain the Aspiration 2028. The BIR programs, projects and activities shall be grouped into four (4) Focus Areas, to wit:
 1. Highly Digital;
 2. Empowered Revenuers with Integrity;
 3. Excellent Services; and
 4. Aligned with International Tax Standards.
- C. The **BIR Strategic Plan for 2024-2028** shall enumerate the key strategies per Focus Area, its programs/projects/activities (Annex A).
- D. All the programs, projects, and activities to be undertaken by each Office shall be aligned with the BIR Strategic Plan.
- E. The BIR Strategic Plan shall be reviewed/revisited annually and/or updated as the need arises.

IV. REPEALING CLAUSE

All revenue issuances or portions thereof inconsistent herewith are hereby repealed or amended accordingly.

V. EFFECTIVITY

This Order takes effect immediately.




ROMEO D. LUMAGUI, JR.
Commissioner of Internal Revenue

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