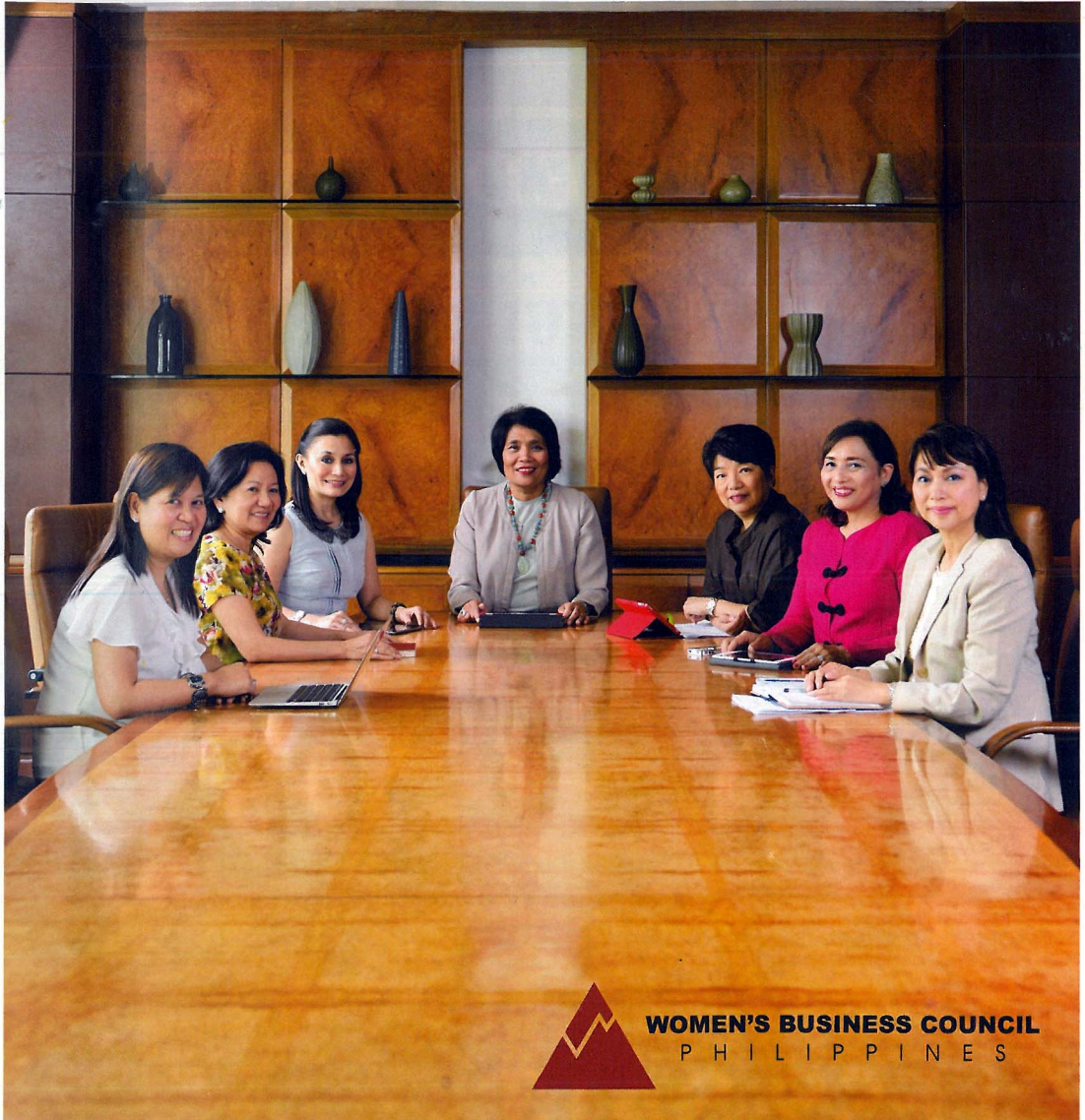


WOMEN'S

GUIDE TO BUSINESS



WOMEN'S BUSINESS COUNCIL
PHILIPPINES

VOLUME 2

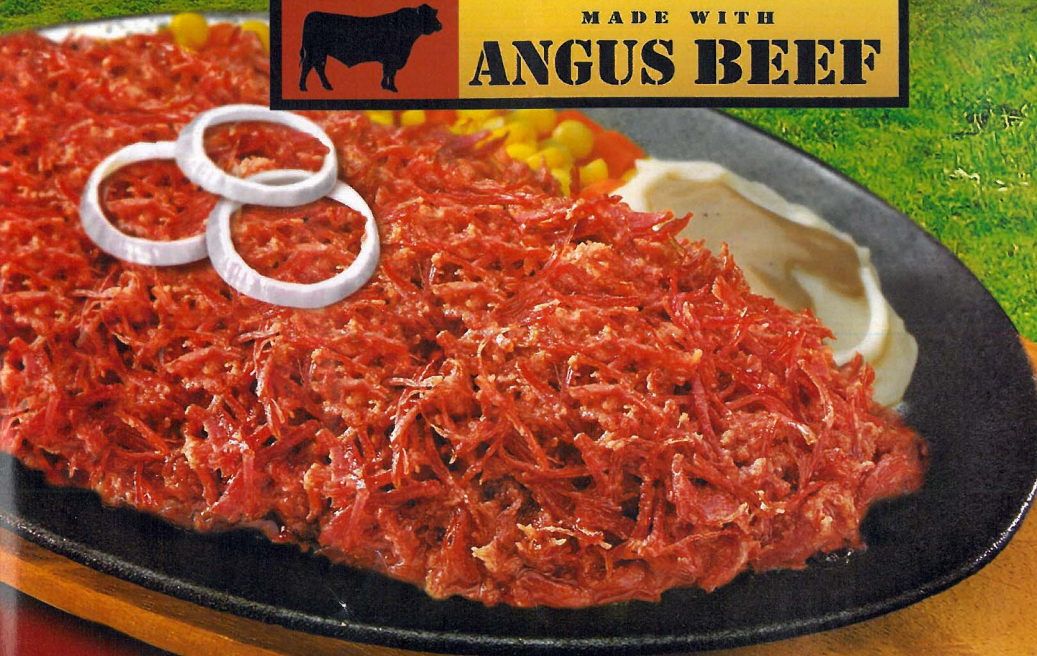
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Our Second Wind

This is our second wind, and the second issue of our Women's Business Guide as well.

WomenBizPH members adapt to new ways of doing business. Aside from using social media, there are also novel ways of raising funds, getting partners, and even acquiring businesses.

Thanks to the Philippine Business Registry by the Department of Trade and Industry (DTI), technology is also now being used for business registration. Through this one-stop process, new business owners can do a "one-time" registration online—all concerned agencies will simply be sharing this data.

Technology has entered our living rooms with TV sets being replaced by laptops or smart phones and tablets. It has entered the boardroom with Skype conference calls, Google Hangouts, and the like.

The new use of technology is our key to be able to communicate and interact with people of all ages. With today's technology, everyone can get that proverbial second wind to tread new paths and discover new business opportunities.

PACITA U. JUAN

President
WomenBizPH

THE STEERING COMMITTEE
Shares their best advice for women entrepreneurs



BOOTS GARCIA

"Keep the fire burning. Be resilient in all aspects of life—may it be financial, emotional, intellectual, etcetera."



CHIT JUAN

"Find a mentor. Make a business out of what you love or use or eat. And finally, never give up."



CHIQUI GO

"Surround yourself with people who can help you with what you want. Stay focused. Stay determined."

THE FIRST STEP TO A SUCCESSFUL BUSINESS

HERE'S HOW YOU TURN YOUR BIG IDEA INTO REALITY

BY MAITA DE JESUS



WOMENBIZPH'S BOOTS GARCIA WITH DTI USEC NOYA TERRADO

“To put it simply, the PBR is an online registration or a “one-stop shop” that brings together the government agencies that will help you in operating your business.”

Ideas are worth nothing if you don't have the discipline to pursue them. This is especially true when it comes to start ups. Tasks can be made less daunting when there's ample time to think things thru and when you take baby steps.

“First, you have to have a capital. Second is you have to have a market, and your value proposition should be distinct and unique—it should be very compelling. Finally, you have to be able to go through a mentorship program so that your business can grow, as well as the leadership, management, and execution behind it,” says DTI Undersecretary Noya Terrado when asked about the factors at play in starting a business.

The first step is to “be legal and register your entity”, she declares. This is where the Philippine Business Registry (PBR) comes in. To put it simply, the PBR is an online registration or a “one-stop shop” that brings together the government agencies that will help you in operating your business.

The agencies involved are as follows:

- Department of Trade and Industry (DTI)
- Bureau of Internal Revenue (BIR)

- Social Security System (SSS)
- Philippine Health Insurance Corporation (PhilHealth)
- Home Development Mutual Fund (Pag-IBIG)

In less than an hour, businesses registering as a Sole Proprietorship will be able to register their business name and transact with these agencies through a PBR teller at the nearest DTI office. “We've infused the e-payment facility so we can make use of mobile wallet and debit cards that are with Bancnet. We've improved the customer experience and it's very convenient for the public,” Undersecretary Terrado explains.

We still have a long way to go when compared to our ASEAN counterparts though. “As far as Sole Proprietor is concerned, we can do it in a day. But when it comes to corporations, unfortunately, it still takes 35 days and 15 steps, so we have a long way to go. The number one in this region in starting a business is New Zealand and Singapore. They are automated, it just takes one day, even with corporations. So that's the initiative we are working at now,” she shares.

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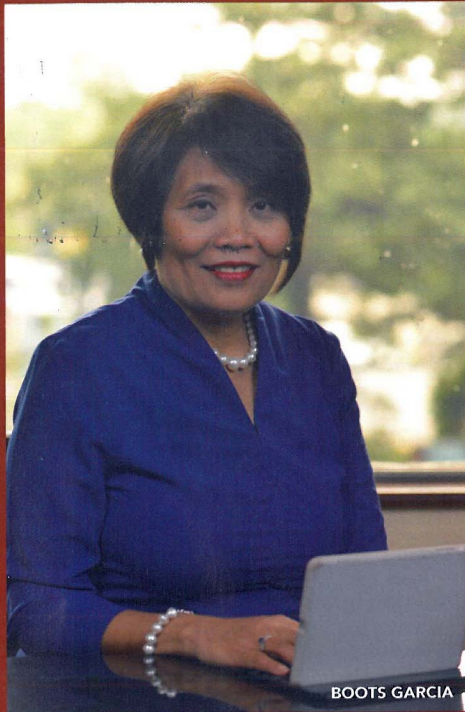


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HOW TO FINANCE YOUR BUSINESS AND SELL YOUR FIRM

BY CHRISTINE QUERUBIN



BOOTS GARCIA

Do you want to be an entrepreneur? Putting up your own business can be a daunting task especially when you don't know where to start. Maria Aurora "Boots" Garcia, WomenBizPH Chair and CEO of CIBA Capital Philippines Inc., shares her insights to help you put things in perspective.

When starting up a business, a primary consideration is the existence of a market for your product. "You must sell something that is in demand," says Garcia. Knowledge is also one important thing that you need to have before you venture into your new business. If you don't have the expertise, you can hire people to do specific tasks for you. Of course, the formula isn't complete without the source to fund your business.

In financing your enterprise, your source can be your own money and savings, or you can invite friends or relatives to invest and lend the money

that you need. Another option is to go out of your circle and tap banks, investors, or equity. You can also try to raise money from the public to finance your business.

Once you've established your business, you can wait for it to grow or instead of growing organically; you can also buy and merge with another company to accelerate your company's growth. Garcia says that there is a very active mergers and acquisitions industry in the country.

"This year is a good time for new entrepreneurs to set up their businesses. There are many opportunities and the interest rates are low. There is also a welcoming global environment in the industry."

This year is a good time for new entrepreneurs to set up their businesses. There are many opportunities and the interest rates are low. There is also a welcoming global environment in the industry. "ASEAN integration is something you should take advantage of," Garcia suggests.

The challenges for the industry are finding ways to sustain the growth momentum and tapping the global market as opportunities appear. The Women's Business Council of the Philippines or what is now known as WomenBizPH responds to this by empowering small and medium enterprises (SME).

70% of SMEs are women-owned according to Garcia. WomenBizPH aims to help SMEs grow and promote the Filipino Women in business. The group is currently composed of around 40 of the country's top women business leaders and entrepreneurs. It was formed in 1997 by the then President, Fidel V. Ramos, and the Department of Trade and Industry (DTI). The advocacy group is directed towards making SMEs competitive in a global scale. It desires to make them resilient to the challenges that might come their way.

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PAYING YOUR TAXES

BY CHRISTINE QUERUBIN

“It’s everyone’s obligation to pay their taxes properly and promptly,” declares Atty. Benedicta “Dick” Du-Baladad, Managing Partner of Du-Baladad & Associates (BDB Law). It is vital for a multitude of reasons. Basically our tax revenue is used to provide goods and services to the public.

Taxes are used to build the country’s infrastructures such as roads, schools, and hospitals. It is also used to fund public security services, health services, education, public welfare programs, public housing and to pay the wages of public employees including the interest owed on government debt among others. “It boils down to the benefit of society,” she summarizes.

How do you pay your taxes properly? Atty. Dick explains that proper bookkeeping is the key. Bookkeeping is the recording of financial transactions such as sales, purchases, payments and receipts by an individual or organization. You need to issue receipts for every sale and you also need to secure receipts of purchases. She stresses the importance of knowing your obligations as a taxpayer and abiding by the rules to avoid getting penalized.

For budding entrepreneurs, the BMBE Law can be a helpful tool to jumpstart your business. Republic Act No. 9178 or Barangay Micro Business Enterprises (BMBEs) Act of 2002 encourages the formation and growth of small enterprises by granting incentives and other benefits. A BMBE is defined as any business enterprise with total assets of not more than three million pesos.

Incentives that can be availed by registered BMBEs include income tax exemption, exemption from the coverage of the minimum wage law, priority to a special credit window, technology transfer, production and management training, and marketing assistance programs for BMBE beneficiaries.

The main objective of the BMBE Law is to assimilate micro enterprises in the informal



ATTY. DICK DU-BALADAD

“It is important for you to take advantage of such programs in order to maximize the support of the government that is funded by the taxes you pay.”

sector into the mainstream economy. “It gives incentives to small enterprises to help them grow until they can transition to a bigger business,” Atty. Dick explains. She says small enterprises must register with their local government unit and have a Certificate of Authority to be entitled to the benefits of this law.

The strength and weakness of the law is dependent on the implementation of the local government units and the cooperation of the micro business enterprises. It is important for you to take advantage of such programs in order to maximize the support of the government that is funded by the taxes you pay.

At the end of the day, she reminds, “it is the obligation of every entrepreneur not to take the payment of taxes for granted.”



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BUSINESS INDUSTRIES FOR WOMEN ENTREPRENEURS

WOMEN FROM NOTABLE INDUSTRIES IN THE COUNTRY SHARE THEIR STORY.

BY JOAN MAE BARREDO

ENTERTAINMENT AS BUSINESS

"I believe women are born strong leaders—able to manage their household in addition to bearing children, and [they] are equally successful in leading and managing their businesses," Cynthia Mamon, Enchanted Kingdom COO declares.

What started as a dream to create an enjoyable place for her kids has become the country's leader in providing safe and wholesome entertainment for Filipino families. "The business was really focused on families. We envisioned a magical place where all the members [including their grandparents and even the small children], regardless of their status, can bond and share magical memories that should last a lifetime," Mamon says.

As Enchanted Kingdom celebrates its 19th anniversary this year, Mamon believes that by continuing to break their own records, they will soon become globally competitive. Mamon urges budding women entrepreneurs to "discover their talents, skills, and most of all, [their] passion."

EVENTS ORGANIZING AS BUSINESS

"When the opportunity came to set up my own events company, I embraced it with passion and never looked back," recalls TeamAsia President Monette Hamlin. TeamAsia is an award-winning strategic marketing communications firm established in 1994. "Throughout our first 20 years as an independent agency, we have been able to stay in the cutting-edge of strategic marketing communications, leveraging technology in running the business and delivering services to clients," Hamlin shares. "We've also picked up a few awards along the way for our public relations, creative events management, and web development services," she adds.

"I've always loved what I'm doing so there's never a dull moment in the office. You won't feel that you are forced to do your job because if you love what you do, you won't consider it a job," she explains. She encourages women entrepreneurs to look for something they love and enjoy. "It's really important to start a business from a passion [for something]," she declares.

EDUCATION AS A BUSINESS

"The first years last forever." This is the working mantra of Galileo Enrichment Learning Program established by Rowena Matti. Recognizing the need for Filipino children to enhance their math and English skills, Matti and her group formed this learning center for kids aged 3 to 12, together with renowned academic advisers who's had relevant experience in related fields.

"I believe women are born strong leaders—able to manage their household in addition to bearing children and [they] are equally successful in leading and managing their businesses."

- Cynthia Mamon

"We wanted to help children catch up with their school work, especially for math and English, by giving them more exercises," says Matti. They've also added an "enjoyment factor" in their programs to make learning fun. "This is also a good avenue for moms who want to become hands on with the learning processes of their children since they can partner with us and bring Galileo to their respective communities," she shares.

Matti encourages moms to be more dedicated in monitoring their kids' progress in school. And for aspiring moms who would like to explore this kind of venture, "you just have to know what you want, you'll see this venture as more than just a business. Like every morning, when you wake-up, you will feel excited to see more and more kids having fun while learning," she says.

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THE BEAUTY OF BUSINESS PROCESS OUTSOURCING

BY CHRISTINE QUERUBIN

Business Process Outsourcing (BPO) is one of the fastest growing service industries worldwide. Outsourcing entails contracting with a third-party service provider to do specific functions or business processes in order to lower the organization's operating expenses.

BPO is generally categorized into two—back office outsourcing and front office outsourcing; the former deals with internal business functions such as finance and accounting while the latter usually deals with customer-related services such as those provided by call centers.

Currently, there is a great demand for outsourcing in the Philippines. Ester Punongbayan, CEO and founding President of E. Punongbayan Global Outsourcing, Inc. (EPG), says that the country is fast becoming a regional and global hub for shared corporate backroom operations. Aside from the traditional customer-related services, there has also been a recent increase in demand for high-end outsourcing such as legal and financial services, software development, and shared services.

"We have a lot of young ones to provide the services needed for BPO," Punongbayan declares. Our country has a better capacity to cater to the services needed by this industry compared to other Asian countries with aging populations. We also have a large pool of qualified graduates who are proficient in the international business language. The social and cultural affinity with the Western world also works to our advantage.

The BPO industry remarkably contributes to the economy of the country in terms of dollar reserves and cash flow. For entrepreneurs looking into tapping this industry, Punongbayan shares that the secret to the success of BPOs are people and technology. The strength of the company's foundation depends on its superior client-

"The strength of the company's foundation depends on its superior client-caring team. The competency of your company's people serves as the pillar of the business while your technology will bring the team forward."

caring team. The competency of your company's people serves as the pillar of the business while your technology will bring the team forward.

With almost three decades of experience in the industry, Punongbayan advises, "you should have the passion to provide services to your clients and know the business." She emphasizes the importance of management expertise and delivery of quality service. "You [have to] know how to select people [and] take care of your clients," she adds. Punongbayan shares that passion, competence, and enough capital are what it takes to succeed in this enterprise.



ESTER PUNONGBAYAN

SOCIAL MEDIA IS THE NEW MEDIA

BY CHRISTINE QUERUBIN

Current trends in marketing involve the integrated approach between new and traditional media. Rosario Juan, Digital and Social Media Strategist, explains that new media is essentially what is happening on the Internet. Social media, on the other hand, is a vital new media component. It is an umbrella term for social networking sites like Facebook, Instagram, and Twitter that enables us to socially network with people all over the world. It is the new norm when it comes to marketing your products and services.

Why should you use social media? It is the new way for people to connect with each other—from peer to peer, organization to the public, business to the public, government to the public and vice versa. "What's nice about social media is how it enables actual conversations as opposed to traditional media [where] it can be mostly one way," Juan explains. It is a good tool for entrepreneurs because it brings them closer to their consumers. It is also a cost-effective way to market their businesses.

One of the main challenges of many entrepreneurs is managing (and making the most of) their marketing budget. It is very expensive to put up a billboard, place an ad in the newspaper, or come up with a TV commercial. Social media opens the doors to effectively manage the cost of marketing. "It may not be free, and it may not always be cheap but it puts more bang for the buck," Juan shares. Placing ads on social media (i.e. Google and Facebook) caters to the specific needs of businesses. You can target your actual demographic by choosing the age of the people who will see your ads or base them on their location in the country. You can also choose the time of day when they will see your ads and even customize them to be seen on important occasions like your consumers' birthday.

Social media is beneficial because it engages your audience in meaningful conversations. "Even without meeting them in person, you are able to cultivate a relationship with them, which creates a better affinity for your brand," Juan points out.

However, there are entrepreneurs apprehensive in using social media because it opens their brand up to negative feedback. Consumers can easily complain and make noise over their dislike about your brand. But



ROS JUAN

"It may not be free, and it may not always be cheap but it puts more bang for the buck."

Juan clarifies that a lot of people are in social media, they will be talking about you so you might as well be there to hear what they are saying. "Use that as a means to improve your business," she underlines. The beauty of creating a two-way stream of conversation with your consumers is that you can try to mend the relationship.

Using social media has also been very effective for both global brands and small businesses. It helps you find out who your consumers are. Juan reveals that she has had multi-national clients that launched products only on social media. Nonetheless, she advises that where you advertise your brand depends on where your target market is. As for Juan, she would still mix traditional media with social media because they work coherently with each other.

Juan shares that the adoption rate of businesses, organizations, and even the government in using social media is slowly but surely increasing. It is becoming a mainstream communication tool, not to replace traditional media but to supplement what's going on in the industry. It is high time for entrepreneurs to use social media because embracing both traditional and new media provides an integrated 360-degree approach to marketing and advertising.

■ SPECIAL FEATURE

ECHOSTORE OPENS ONLINE STORE

ECHOSTore, the country's first sustainable lifestyle store, recently launched shop.echostore.ph to accommodate orders from customers around the country who otherwise had no access to their products. "We designed our look and worked with professionals for the back-end requirements," says Reena Francisco, ECHOSTore's Head of Operations. "Now, we can change the content and the photos easily," she adds.

Patrons can also expect more stores to open in other areas soon. "We expect more stores in the coming months as more inquiries for licensing are received by email or through our stores in Serendra, Podium and Centris," says Chit Juan, President of the 5-year old social enterprise.

The company also helps marginalized groups and other cultural communities through its partner foundation ECHOSi. "We are in the business of helping artisans and small producers reach specialty markets through assistance in design and packaging, and integration of culture into today's specialty products from around the country," explains Jeannie Javelosa, Head of ECHOSi Foundation.



The ECHOTrio Reena Francisco, Jeannie Javelosa, and Chit Juan



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