

## Go digital to grow profits, serve customers, Belmonte urges MSMEs

IN an age of e-commerce technology and social media, Quezon City Vice Mayor Joy Belmonte on Wednesday urged the city's 75,000 small businesses to go digital in a bid to achieve higher profits and improve customer experience.

She cited the importance of digital solutions for the micro, small, and me-

dium enterprises.

"We have over 75,000 MSMEs here in Quezon City, and there are more that have wanted to register. I believe these entrepreneurs would reach 100,000," Belmonte said.

To stand out, MSMEs need to harness new technology, the vice mayor said.

She noted that digitally mature companies are businesses that are more profitable, have higher revenues, and have higher market valuations.

Citing insights from her own experience as a partner in Linea Etnika, a social enterprise for comfortable Filipiniana clothing that sells merchandise

online, she said: "if you don't listen to your customers and you neglect them, they will never go back to your website and purchase your products again."

"It's the importance that you give them. That is one thing that you should bear in mind as a user now of digital technology," Belmonte added. **Rio N. Araja**