

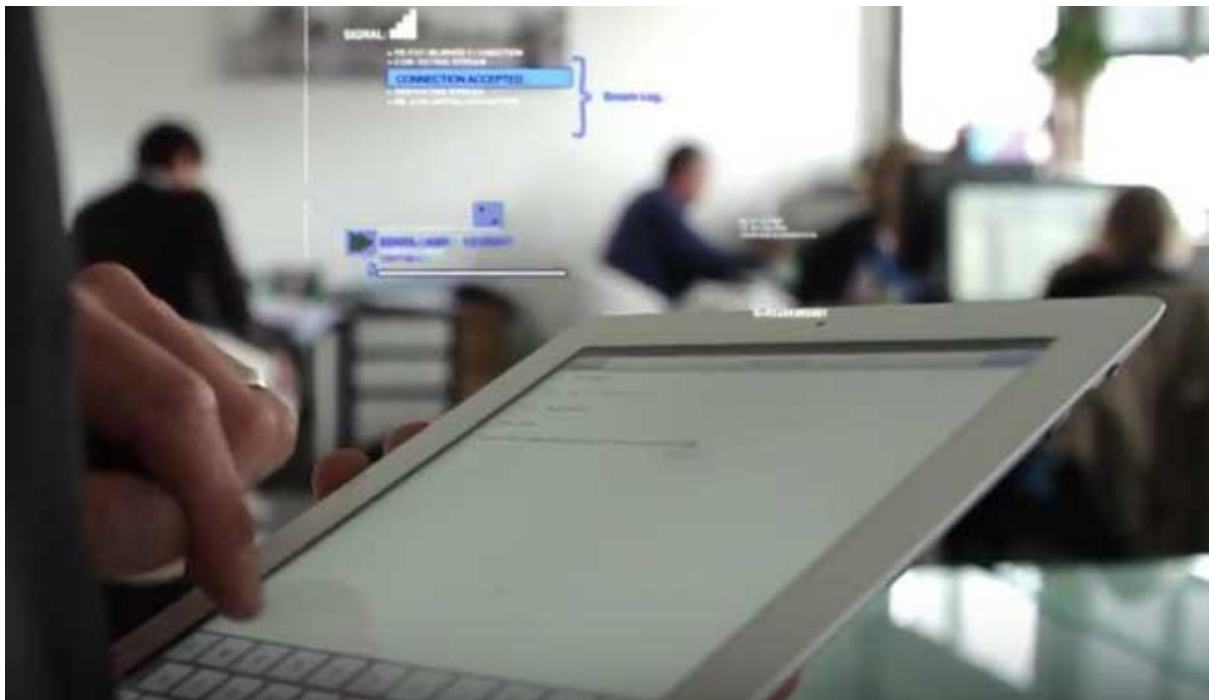
Sell online to reap more profits – QC Mayor

BY THE MANILA TIMES
NOVEMBER 25, 2018

Quezon City Vice Mayor **Joy Belmonte** called on micro-entrepreneurs from Quezon City to utilize e-commerce platforms to reap more profits, as the holiday season nears.

“E-commerce promotes itself because, as the traffic worsens and as people become busier, it becomes a hassle already to go to the malls for working people,” Belmonte said in an interview. “This is why we are encouraging and training the city’s micro-entrepreneurs to Belmonte shared that the city has tapped Lazada E-commerce to conduct a seminar to teach small business owners on how to sell their products online. The program is designed for micro-entrepreneurs who do not have enough capital to build a physical store.

“Some of our micro-entrepreneurs are solo parents, spouses of drug dependents undergoing rehabilitation, and persons with disabilities, so additional profit through online sales will really be a big boost for them and their families,” Belmonte said.



On what products to sell, the vice mayor said she encouraged would-be entrepreneurs to focus on selling “specialty products” that cannot be bought in malls or retail stores.

The push for e-commerce among city entrepreneurs is also part of a larger campaign, according to Belmonte, to migrate the city’s services to more automated and online platforms.

“In general, we want more of our city’s businesses and services to go online,” Belmonte said. “People now buy their airline tickets online, book their taxi online, and go online instead of going to malls. The online culture is here to stay, and we should make the most of it.”

As presiding officer, the Quezon City Council, Belmonte led the passing of Ordinance No. SP-2364, which created the Small Business Development and Promotion Office, and Ordinance No. SP-2360 that sought the adoption of a Magna Carta for Micro and Small Business Enterprises in Quezon City. Both laws seek to support the operation of small businesses in the city.

The city’s **Sikap Buhay** Entrepreneurship Office has also been instrumental in giving out capital loans to small businesses. About P4.82 billion in loans have been extended to more than 90,000 small entrepreneurs and individuals from the city.

According to data from the Department of Trade and Industry, 99.6 percent of enterprises in the country are MSMEs, which makes the sector a high-impact target that could spur more employment and economic growth.

However, 70-80 percent of new MSMEs close down after one year due to lack of innovation and product development, poor financial management and poor planning.