

Use e-commerce, Belmonte tells QC micro-businesses

By Rio N. Araja

QUEZON City Vice Mayor **Joy Belmonte** has urged micro-entrepreneurs to utilize electronic commerce platforms to reap more profits.

“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,” she said.

“This is why we are encouraging and training the city’s micro-entrepreneurs to sell online so that they can earn more,” Belmonte added.

The city government has partnered with the Lazada e-commerce site to teach small business owners on how to sell their products online, the vice mayor said.

“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,” she said.