

# One Woman's Journey to Entrepreneurship



# The Key – Be an Entrepreneur!

## Decision making

- Interest: love shopping, reading, surfing
- Background: online banking, business and product development
- Resources: network of friends, minimal capital

*Why not an on-line gift shop?*



# Planning

- My experience and my resources (internal)
- Market – suppliers, customers, competitors (external)
- Assessed SWOT
- Financial Projections
- Investor Sourcing
- Timetables

*It is feasible...I like it...let's do it!*



# Initial challenges

- Building credibility – especially among suppliers
- Finding that look that I want for the website
- Big dreams...small budget
- Payment gateway
- Building the market



# Help along the way

- Friends from all over: former officemates, classmates, relatives, friends of friends, etc.
- Blogger Friends
- Initial Merchant Partners
- Web developer: Planters Development Bank and PDB SME Solutions



# Help along the way

- **Planters Bank/PDB SME Solutions**
  - Virtually became RIB, Inc.'s I.T. department
  - Hand-held us through the intricacies of developing an e-Commerce site
  - Assisted us in contracting a payment gateway solution
  - To working on the very complicated Search Engine Optimization
  - Introduced us to the e-Commerce industry players in the Philippines





“If you build it, they will come”...

well, they will....

but not really quite as easy



# ...and more help came along

- PDB SME Solutions included us as they campaign for e-Commerce as an SME solution
- Snow-balled to tri-media exposure for our maiden e-Commerce site, [www.RegaloService.com](http://www.RegaloService.com)





# Media Exposure





## Special Gifts for Special Moms



category

occasion

recipient

brands

services

contact us



### Create a gift registry

Select your choiced items from our gift suggestions and include them in your Wish List so your friends and loved ones will know what to give you on your special days.

[read more...](#)



### Locate a registry

Stop guessing. Check out what gifts your friends would like to recieve from you.

[read more...](#)



### Gift shopper

Can't find what you are looking for? Just let us know what items you'd like us to source for you and we'll give you feedback on when we can deliver them.

[read more...](#)

### What's New at RegaloService.com



Check out the latest additions to RegaloService.com's wide range of gift suggestions.

[more...](#)

### Featured Occasion



#### [Mother's Day](#)

Let your mom know that she is loved...Send her memorable gifts from RegaloService.com

[Check out now!...](#)



LIVE INQUIRE



**Annalouise**

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Where we are now  
**from 7 years ago..**



## from 7 years ago

- From 5 to over 60 Merchant Partners
- With over 600 products being sold online
- Garnered Awards and Recognitions
- Launched another e-Commerce site...
- More exciting things to come...





Conception



Launch



Baby Steps

...TO MOVING ON TO THE NEXT LEVEL



# An SME's Wish List

- Financial support as the business expands
- Products and services that are “friendly” especially for start-ups and innovative business ideas
- Help SMEs in Risk Management, Corporate Governance and Regulatory Compliance





**Thank you**

