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



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

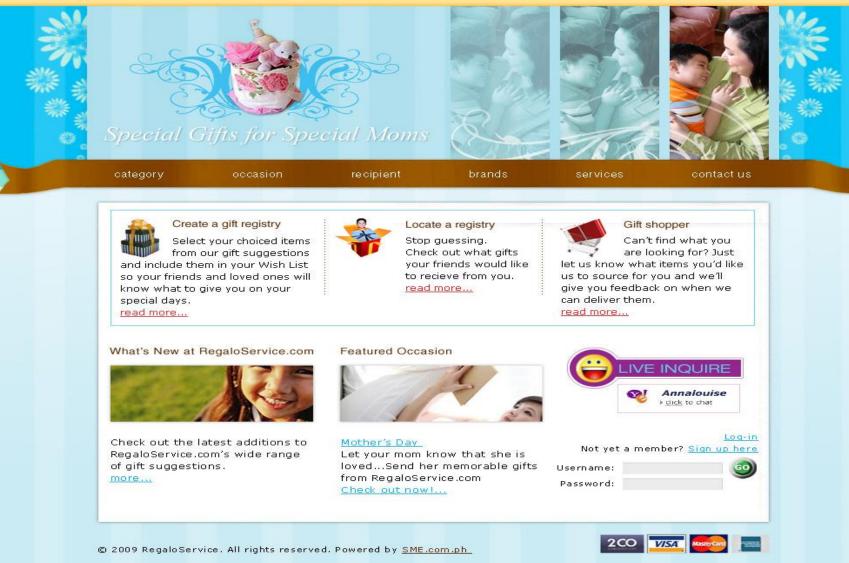


Media Exposure



regaloservice com









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

