

# SME NEGOSYANTE

## Expanding Your Business Through E-Commerce

Philippine Trade Training Center  
Sen. Gil Puyat Ave. corner Roxas Blvd.,  
Pasay City  
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Certified E-Commerce Professional





# Mr. Gil Navarro

## Navarro Foods International

*How 'Talangka King'  
overcame poverty to  
become a millionaire*





Manufacturer of Other Food Products

● Special Crab Paste 360g (Bottled) ●



Size Per Bottle

NOW ₱ 265.00

[Add to Box](#)



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Easy. Secure. Happy Shopping!

# If you're **not** online



**You go thru distributor/middleman**



**Limited online presence**



**No direct relationship with**

**Customers**



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# Cut the middleman and GO ONLINE



**Capture 10%-30% more margin**



**Less waiting time vs 60-120-day term**



**Be where your customers are 24/7**



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# HOW DID SME NEGOSYANTE MAKE ONLINE SELLING POSSIBLE?



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**STORE FRONT**



**ONLINE  
PAYMENTS**



**DOOR-TO-DOOR  
DELIVERY**



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SME NEGOSYANTE

Featured Products



# PRODUCT SELECTION



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# PAYMENT TRANSACTION



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**ORDER  
SUCCESSFUL!**



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**FRAUD MONITORING  
AND DETECTION**



**ORDER  
COORDINATION**



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# DIY eCommerce Website (Est. Cost Breakdown)

Website Item	US DOLLAR (1)	PH PESO (47.6)
Domain	\$12/year	PHP 571.2
Hosting	\$ 10 - \$ 30 month	PHP 476 - PHP 1,428
Themes*	\$ 50 - \$ 200	PHP 2,380 - PHP 9,520
Plug-ins*	\$ 10 - \$ 200	PHP 476 - PHP 9,520
Payment API (CC)**	\$ 520 - \$ 1,600	PHP 24,520 - PHP 80,000
Payment API (PESOS)**	\$ 5,800	PHP 28,000
<b>Estimated Cost</b>		<b>PHP 63,000 - PHP 145,000</b>
<b>Cashbond (Bank) CC</b>		<b>PHP 500,000 - 1,000,000.00</b>

**FREE**



\*\*\*one-time fee / \*\*annual fee / \*each, some are one-time purchase, others are monthly/annual licenses

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Source: <http://www.websitebuilderexpert.com/cost-to-build-a-website/>  
<http://www.dragonpay.ph/faq>

# Web Development Professionals (Est. Prof. fee Breakdown)

Website Item	US DOLLAR (1)
Planning	\$ 0 - \$ 600
UX (sitemap, wireframe)	\$ 0 - \$ 200
Visual Design	\$ 1,000 - \$ 1,000
Programming	\$ 3,000 - \$ 4,800
Content Support	\$ 240 - \$ 600
Client Training/L	\$ 240 - \$ 600
Testing / Launch	\$ 960 - \$ 1,200
<b>Estimated Cost</b>	<b>\$ 5,460 - \$ 11,400</b> *and up, depending on requirements
<b>or in PH Peso</b>	<b>P 260,848 – P 542,640</b>

**FREE**





# KEY TAKEAWAYS



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**SHIFT + ALIGN**



**UOSP**



**KEEP UPDATING**



**EDUCATE CUSTOMERS  
& PROMOTE**



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**ARE YOU THE NEXT**

**SME**

**NEGOSYANTE**

**CHAMPION?**



**MARAMING SALAMAT PO!**

For other concerns visit [smenegosyante.com](http://smenegosyante.com)