

E-Commerce Startup 101

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36 Modules, 280 FREE E-Commerce & Digital Marketing Education Lessons

6 Tax Guidelines for E-Commerce Transactions in the Philippines

Get your Start-Up Running and Attractive to Investors

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CERTIFIED E-COMMERCE SPECIALIST

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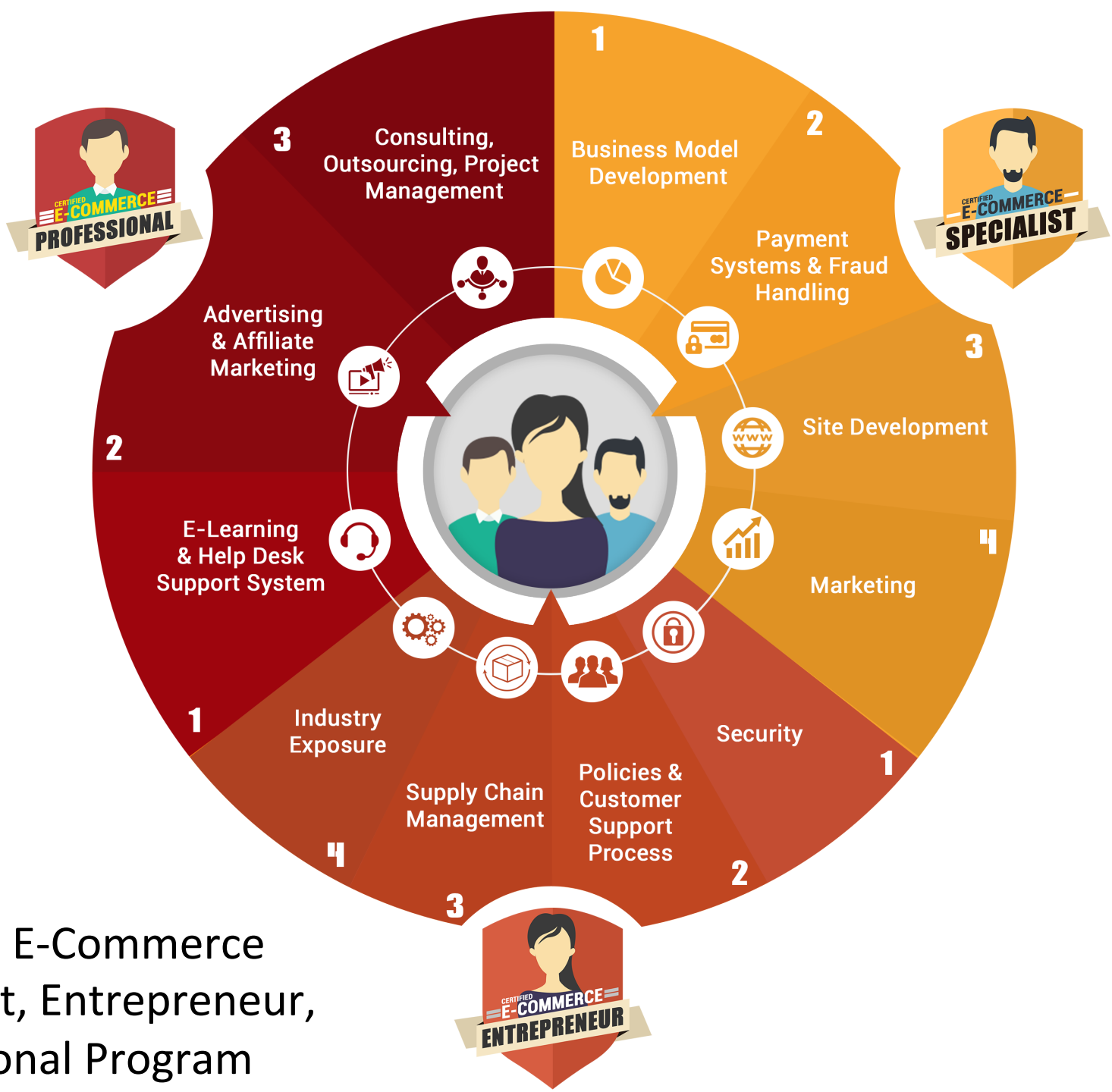
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FREE E-Business



E-Commerce Intensity Index: Accommodation, Hotels, Food &



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36 FREE
E-COMMERCE
& DIGITAL
MARKETING
LEARNING
MODULES

 e-Commerce
***** BOOT CAMP

**Business
Objectives &
Success
Criteria**

Vision: E-Commerce as an Economic Growth Contributor & Philippines Competitive Advantage

**100,000
MSMEs do
E-Commerce**

**Fast & Cost
Competitive
Internet
Access**

**Government
E-Payment
Implementation**

**40% of
Filipinos do
E-Commerce**

**E-Commerce at
25% GDP**

**Effective
Merchant &
Consumer
Protection**

**Cybercrime
Enforcement
& Prosecution**

E-Commerce Roadmap 2016-2022

Deliverables

UPSTREAM

- Philippine Internet Broadband Masterplan
- Customs Modernization Law (Updating of Tariff Regulations)
- New Telco / VAS Players
- National Retail Payment System

INTERNAL VALUE CHAIN

- Consumer Protection on E-Commerce
- National Single Window
- Anti-Cybercrime enforcement
- E-Government Payment
- Simplified Tax system
- Data Privacy Commission
- E-Notary

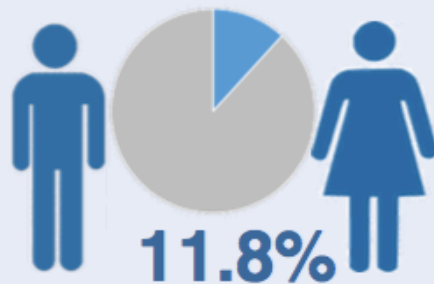
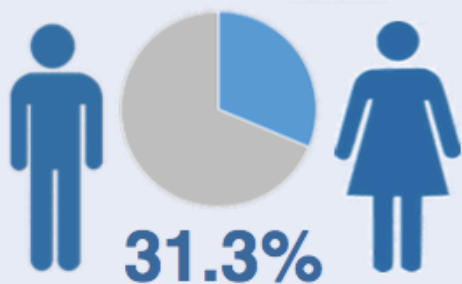
DOWNSTREAM

- Seal of Trust
- PKI / Digital Signature Implementation
- Cross-Border E-Commerce Policies
- E-Commerce Education
- Sector development
- Private Sector Leadership

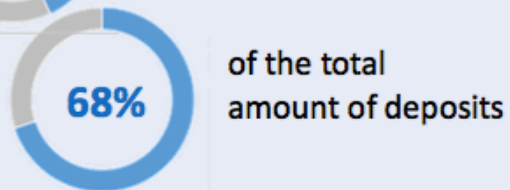
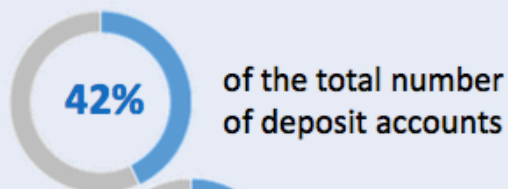
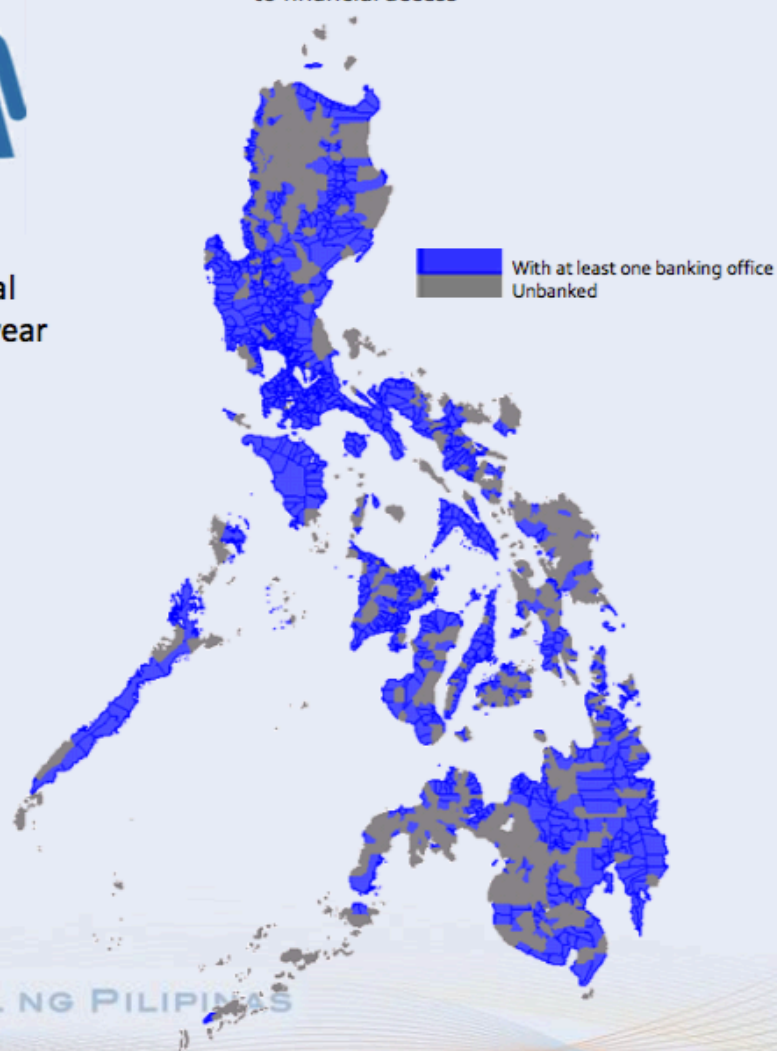
BIR

- Approval of computerized accounting system
 - Issue electronic official receipt online.
- Simplify tax forms for MSME.

A. Rationale – Financial Access



archipelagic barriers pose a big challenge to financial access



are concentrated in NCR



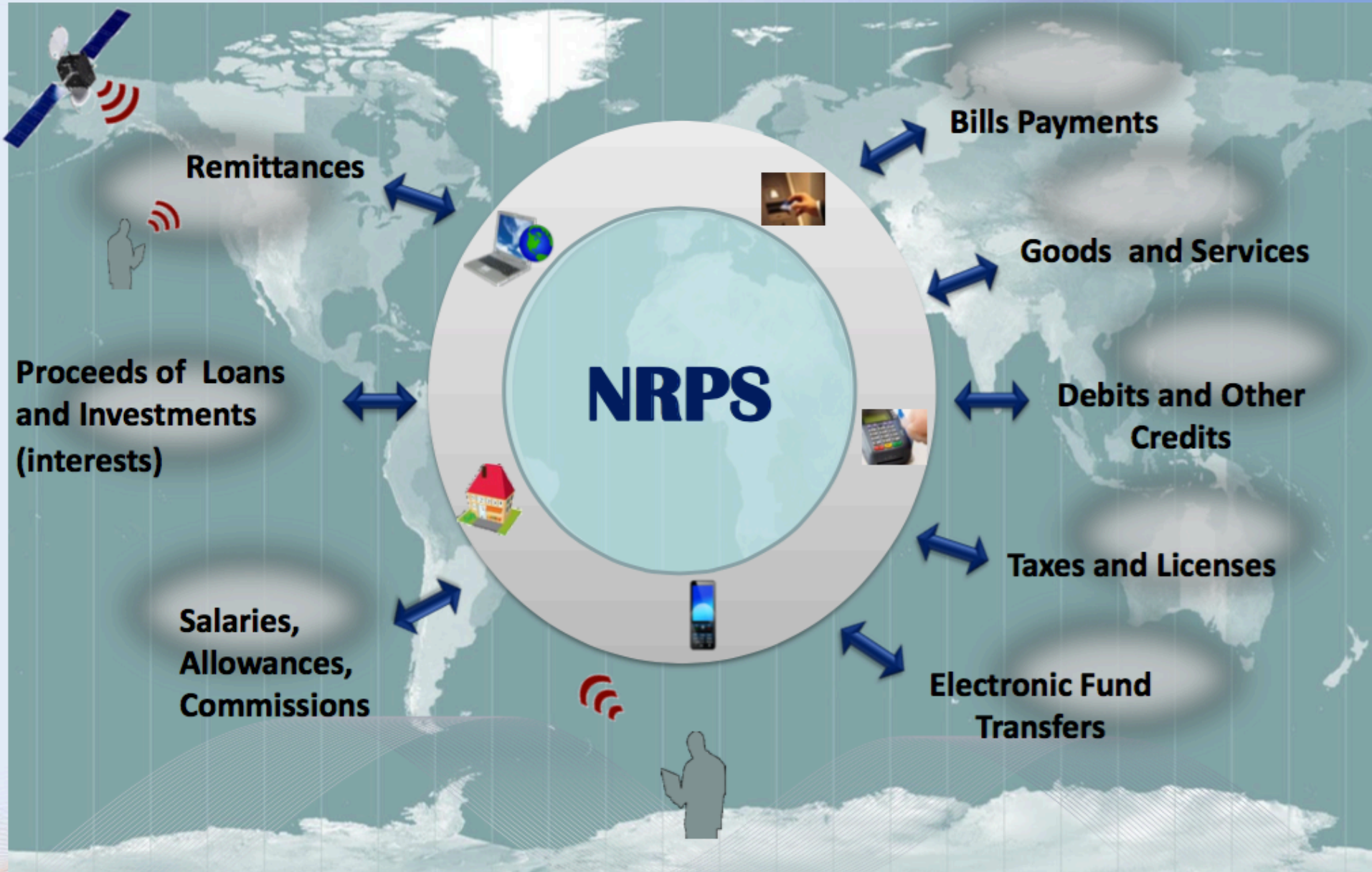
of the 1,634 cities and municipalities do not have a banking office



Current E-Payment System



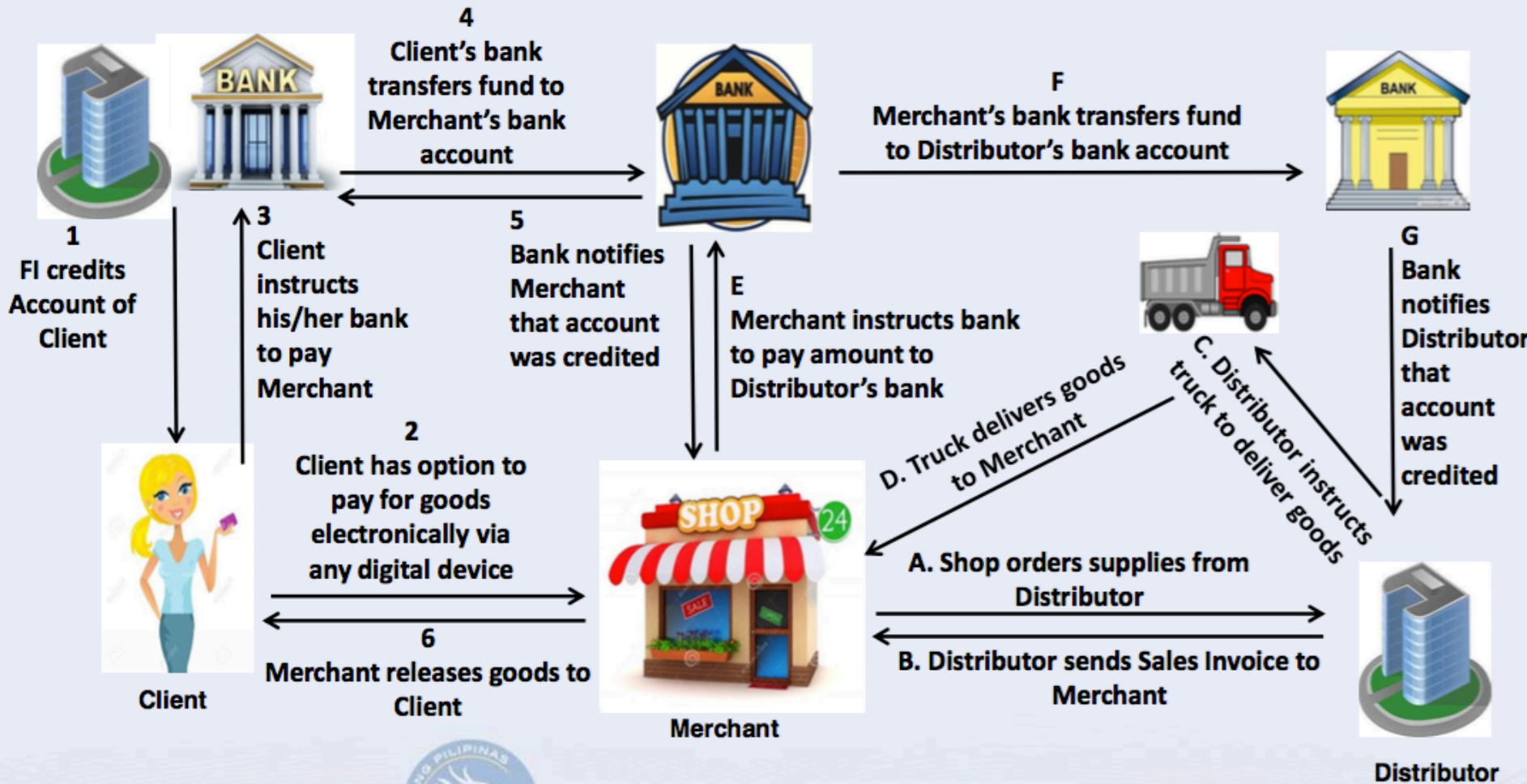
C. NRPS Vision



C. NRPS Vision – Electronic Payment



C. NRPS Vision – Increase Access to Finance



E-COMMERCE ACTIVITIES



B2C

**Business to
Consumer**

When person
buys products or
services online.



B2B

Business to Business

When E-Commerce
Website orders
from suppliers or
sellers to deliver to
customer.



C2C

**Consumer to
Consumer**

When Consumers
directly trade with
one another.



**G2B
G2C**

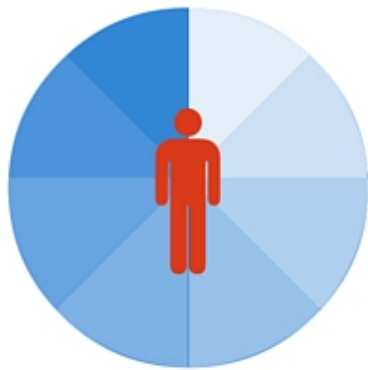
**Government to
Business or Consumer**

When government
transacts with
business or
consumer online.

E-Commerce



Basic Revenue Models



Guru

Person or entity
expert services.



Retail

Tangible and
electronic products.

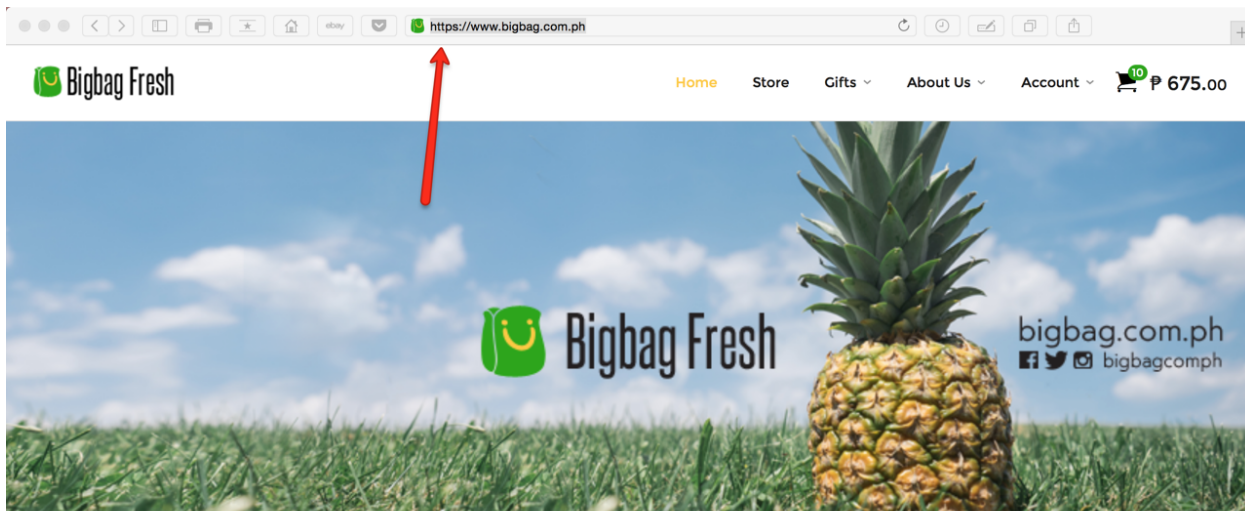


Membership

Subscription-based
time-bound.

“Foods & Groceries is the next
frontier.”

- Mauro Cocchieri of Foodpanda
Philippines



#Know your customers

- Search
- Ulam Ideas
- Recipes
- Gifts
- Gift Baskets
- Gift Certificates
- Product Categories
 - Alcohol and Tobacco (75)
 - Babies (104)
 - Bakery (25)
 - Beverages (351)
 - Breakfast (46)
 - Canned and Jarred Goods (205)
 - Dairy & Eggs (150)
 - Deli (10)
 - Dry goods and Pasta (126)

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- Gift Certificates (3)
- Halal (5)
- Health and Beauty (386)
- Household (196)
- International (31)
- Meat and Seafood (60)
- Pantry (411)
- Pets (19)
- Pharmacy (63)
- Recipes (3)
- Snacks (160)**
- Candy and Chocolate (110)
- Chips and Pretzels (102)
- Cookies, Bread, and Cakes (33)
- Crackers (5)
- Energy and Granola Bars (4)
- Fruit and Vegetable Snacks (3)
- Nuts, Seeds, Dry Fruits (5)
- Popcorn and Jerky (1)

Wholesale Price: ₱ 24.25 1 ADD TO CART	Wholesale Price: ₱ 25.50 1 ADD TO CART	Wholesale Price: ₱ 15.25 1 ADD TO CART	Wholesale Price: ₱ 20.00 1 ADD TO CART
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Related Products

 <p>Jack 'n Jill Nova Multigrain Snacks Cheddar Flavor 78g</p> <p>₱ 26.50 Wholesale Price: ₱ 25.00</p> <p>1 ADD TO CART</p>	 <p>Jack 'n Jill Piattos Cheese Flavored Potato Crisps 85g</p> <p>₱ 26.50 Wholesale Price: ₱ 25.00</p> <p>1 ADD TO CART</p>	 <p>Jack 'n Jill Vcut Potato Chips Cheese Flavor 60g</p> <p>₱ 26.50 Wholesale Price: ₱ 24.75</p> <p>1 ADD TO CART</p>	 <p>Jack 'n Jill Chippy Garlic & Vinegar Flavored Corn Chips 110g</p> <p>₱ 20.00 Wholesale Price: ₱ 18.75</p> <p>1 ADD TO CART</p>
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Payment Options



You can pay using: Cash upon Delivery (COD) Credit cards Debit card (ATM cards) Paypal

No minimum order amount. FREE DELIVERY for orders worth PHP1,500 and above! PHP100 delivery fee only for orders below PHP1,500.



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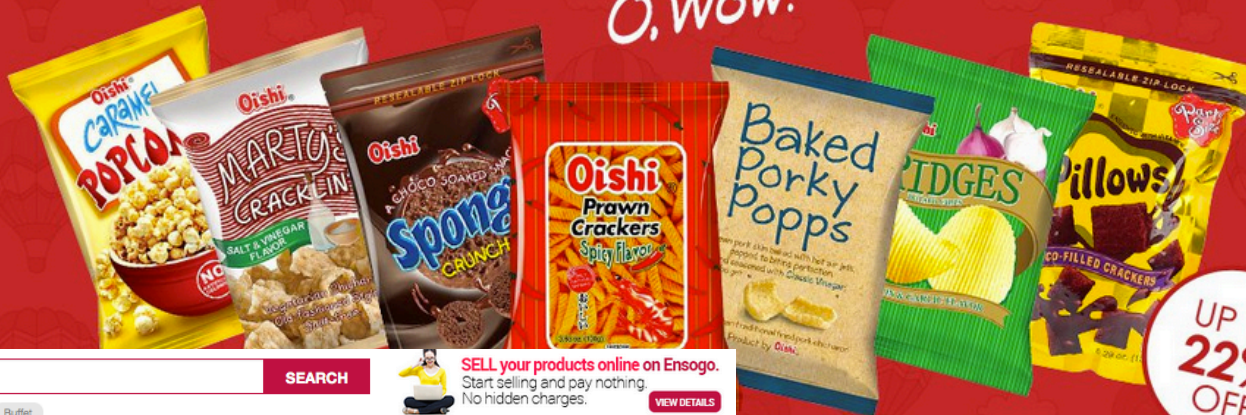
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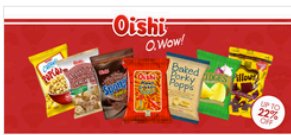


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> Packaged Food (70)

BRAND

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₱69



ACT II Microwave Popcorn Butter Lover 3ct

₱105



Dole Pineapple 100% Juice 190ml

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Dingdong Mixed Nuts 100g

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ALL CATEGORIES

Baby & Toddler > Feeding Nursing > Milk Formula

BROWSE BY

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- > Nursery (1706)
- > Diaper & Potty (1975)
- > Health Safety (2983)
- > Feeding Nursing (3714)
 - > Pillows & Stools (196)
 - > Baby & Toddler Foods (46)
 - > Food Blenders (44)
 - > Sets (125)
 - > Accessories (264)
 - > Breast Milk Storage Bottles (62)
 - > Utensils (680)
- > Milk Formula (40)
 - > Infant (0 - 6 mths) (29)
 - > Growing-up milk (1 - 3 yrs +) (10)
 - > Maternal (8)
- > Highchairs & Booster Seats (131)
- > Vitamins (6)
- > Bottle-Feeding (1182)
- > Breastfeeding (210)

Milk Formula

40 Results

Sort by: Relevance | View [Grid Icon] [List Icon]



Lactum 6+ Chocolate 1.2kg Powdered Milk Drink
₱ 659.00



NESTLE CHUCKIE Chocolate Milk Drink 250ml PACK OF 12
₱ 290.00



Friso Three 900g
₱ 914.85
★★★★★ (1 reviews)



Enfagrow A+ Four 1.8kg Powdered Milk Drink
₱ 1,607.00
★★★★★ (2 reviews)

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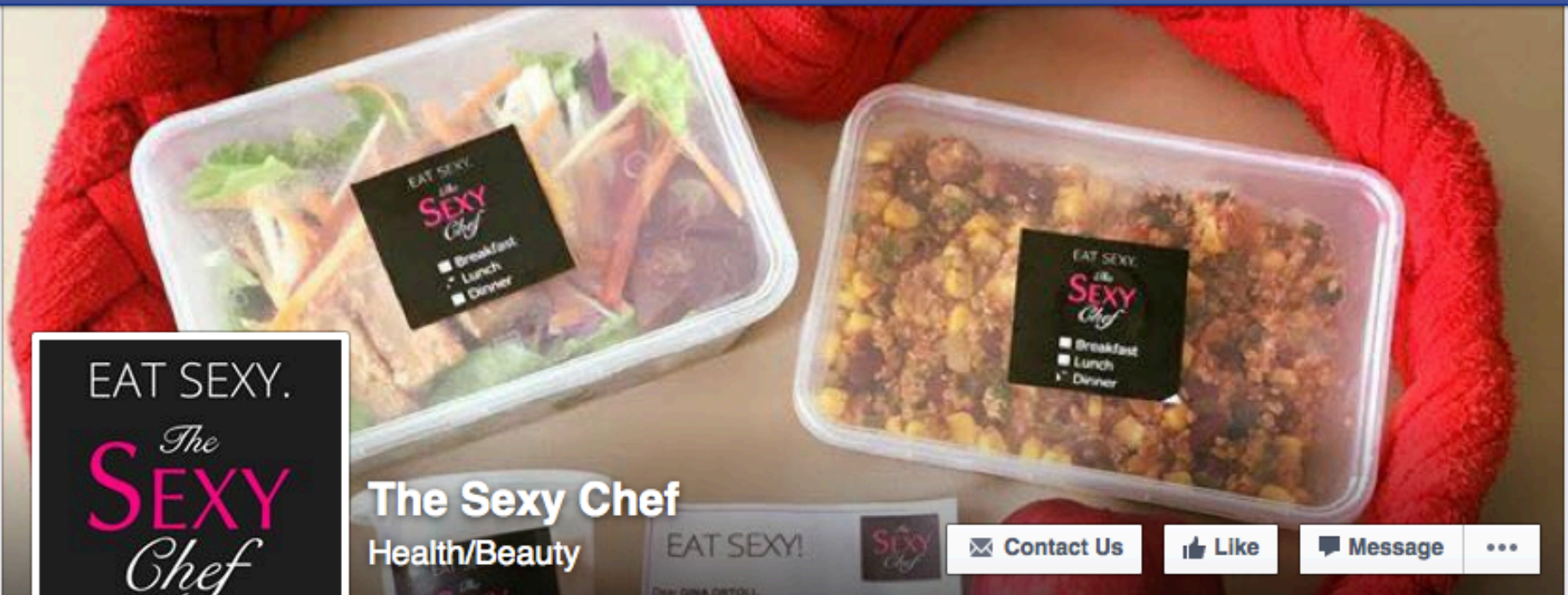
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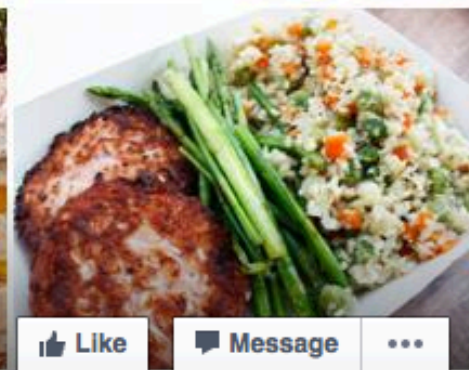
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 **V Kitchen** shared their photo.
February 16 at 12:26am





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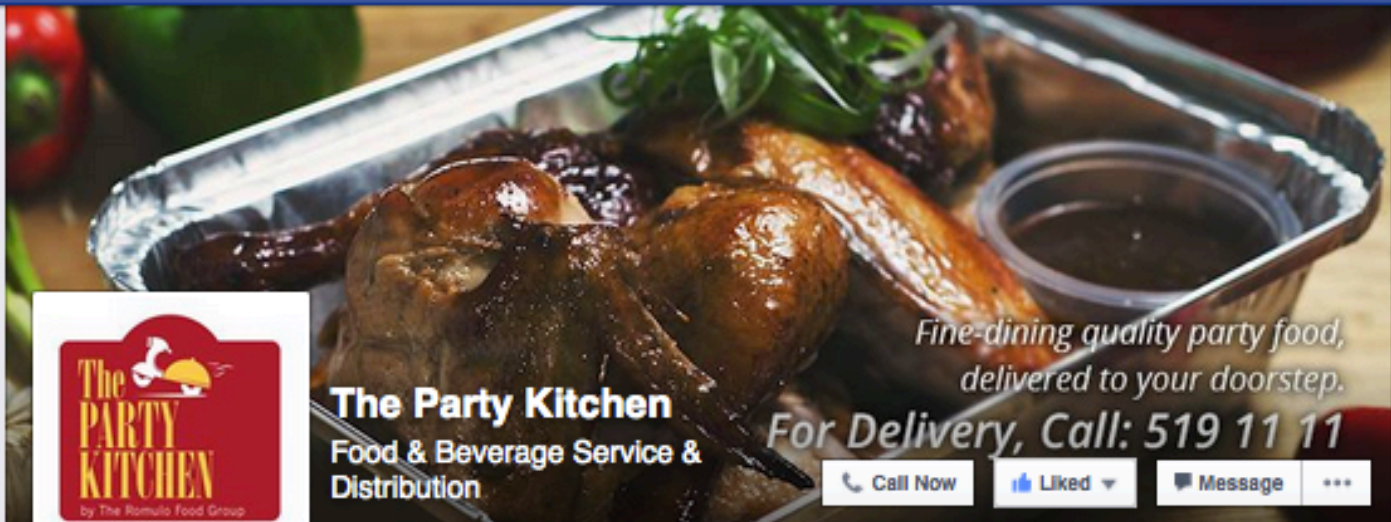
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11 hrs ·





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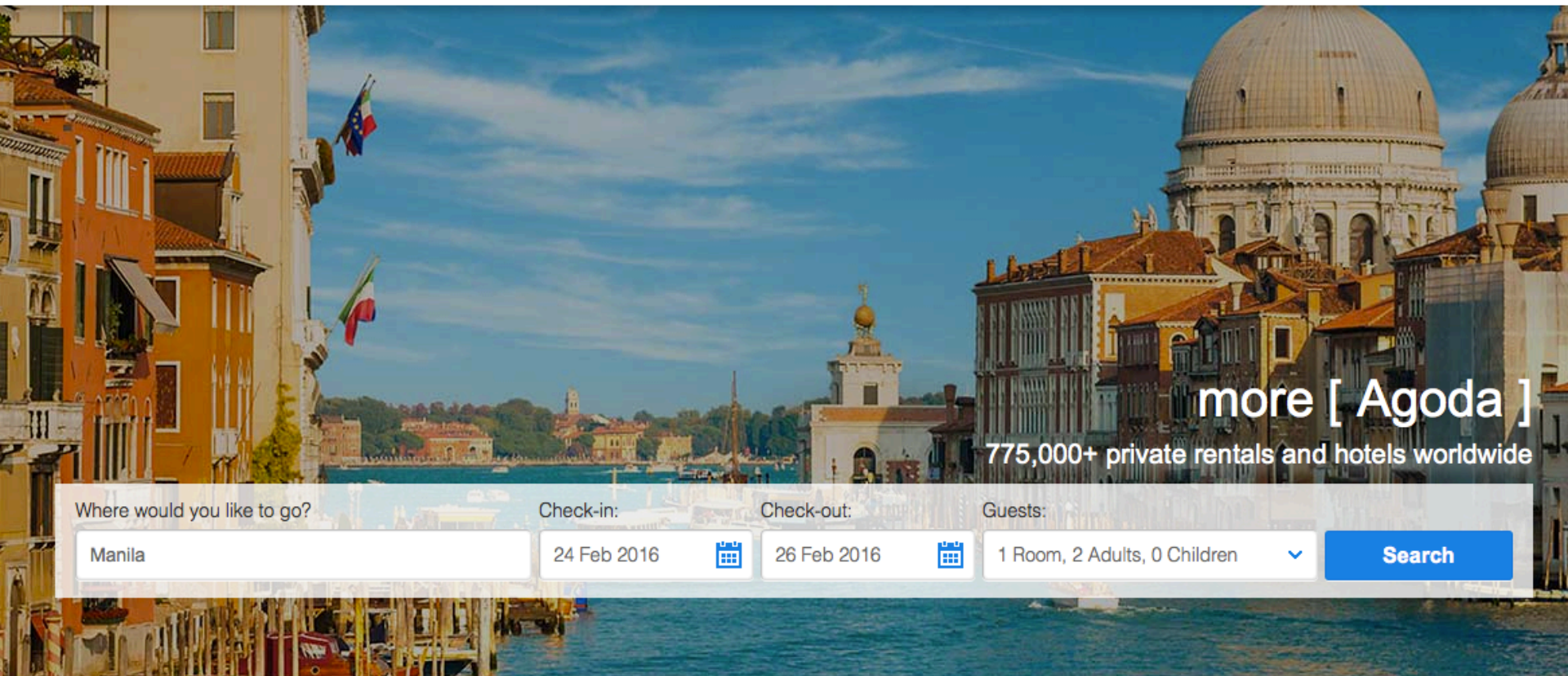
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Average cost of an item purchased on the Lazada mobile app is **15% less** than items purchased via desktop



Most popular product categories for app purchases are: Beauty Tools, Kitchen & Dining, Small Kitchen Appliances, Diaper & Potty, and Fragrances.



Consumers spend **67% more** time in browsing Lazada through the app versus desktop



Massive growth of the app portal (up by 400%) from 2014

March 31 – FREE E-Commerce Training at PTTC

- 1 whole day.
- Get activated to do the following:
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 - Activate your site (SMENegosyante)
 - Accept electronic payments online and offline (HelloPay and mobile payment provider)
 - Learn Facebook Marketing & Advertising, CRM, Email Marketing

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