

E-Commerce in the Philippines

Janette Toral

<http://digitalfilipino.com>

ECOMMERCE PLATFORMS

B2B



C2C

MARKETPLACE



CLASSIFIEDS/P2P



B2C

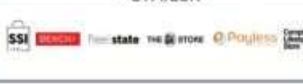
CROSS-BORDER



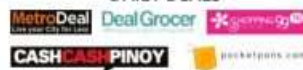
MARKETPLACE



ETAILER



DAILY DEALS



VERTICALS

FASHION & APPAREL



BEAUTY



FOOD & GROCERY



WOMEN & BABY



HOME & LIVING



ELECTRONICS & GADGETS



LIFESTYLE & TRAVEL



OTHERS



BRANDS

CUSTOMERS

MARKET RESEARCH



CONSULTING



ECOMMERCE ENABLER



ECOMMERCE SOFTWARE



MARKETING

EMAIL MARKETING



PRICE COMPARISON



AD NETWORKS



AFFILIATE MARKETING



SOCIAL MEDIA



RETARGETING



SEARCH ENGINE



CASHBACK



PAYMENTS

PAYMENT GATEWAY



MOBILE WALLET



OTHER



LOGISTICS

CROSS-BORDER



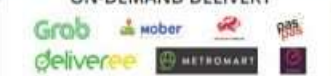
PACKAGE FORWARDING



3PL



ON-DEMAND DELIVERY



FULFILLMENT



MARKETPLACE

LAZADA
COM.PH

Takatack

Hallo² Mall
hallohallomall.com

Galleon

gobuy
com.ph

GOODS
SIMPLY BETTER SHOPPING

WM WeeMall
The Philippine Online Shopping Mall

greatValue^{plus}

YiLinker

K KILY.PH

FASHION & APPAREL

Lazada - #6

Goods.ph - #460

Greatvalueplus.ph -
#970

ZALORA

AVA

BENCH/

MANGO

EASY
FASHION

Payless
SHOESOURCE

Little Emily
DISCOVER AMAZING ONLINE.

TOESHOES
SALES OF THE FIRST

CHICIFY

Seek
Styly

PLAINS & PRINTS

DRESS.PH

Zalora - #81

Bench - #1752

CLASSIFIEDS/P2P



OLX - #15

Shopee - #251

TipidPC - #302

MARKETPLACE

Reloved



Shopee

Etsy



carousell

淘宝网
Taobao.com



tipidpc.com



pocketmarket

BANK



TELCO



OTHER



3PL



E-Commerce Industry Segment and Players



E-Commerce Roadmap Updates

Janette Toral

Digitalfilipino.com

**Business
Objectives &
Success
Criteria**

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

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

**30% of
Filipinos do
E-Commerce**

**Government
E-Payment
Implementation**

**Fast & Cost
Competitive
Internet
Access**

**Effective
Merchant &
Consumer
Protection**

**Cybercrime
Enforcement
& Prosecution**

**E-Commerce at
25% GDP**

E-Commerce Roadmap

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

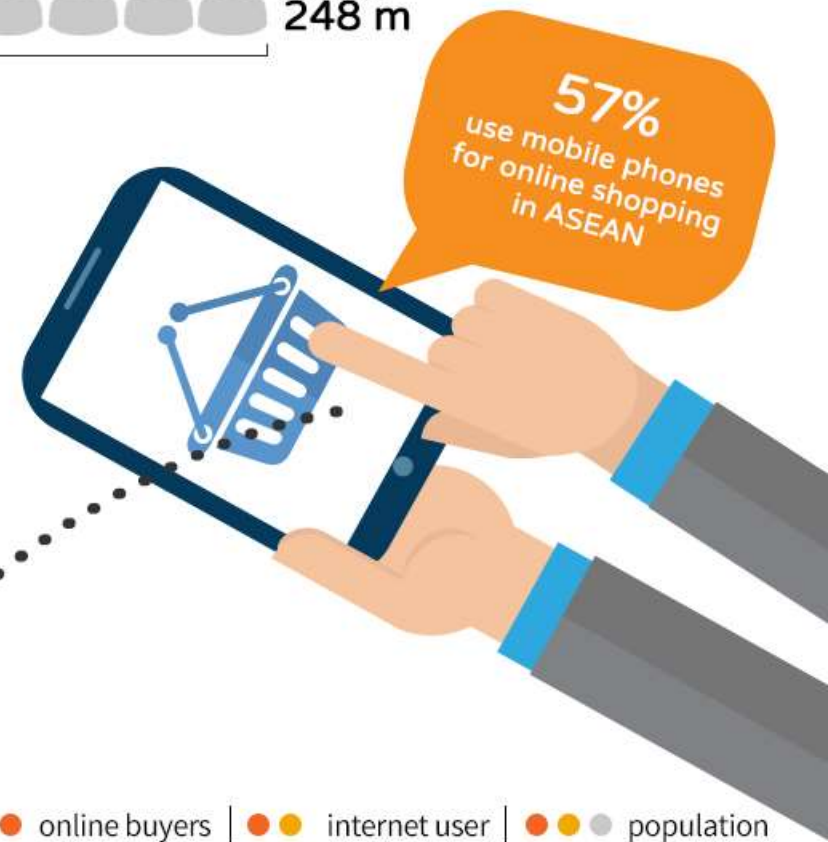
DOWNSTREAM

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

Business Opportunities in E- Commerce

ECOMMERCE IN SOUTHEAST ASIA

Internet Penetration



Philippines E-Commerce Index (ECI)



COMPOSITE

Chart 1: Extent of Online Engagement in the Manufacturing, Retail-Wholesale and Services Industry Overall Index, Weighted to Actual Values

JAN 2016 – AUG 2016

% Revenue

39%

% Purchases

44%

Chart 1: E-Commerce % Revenue Composite

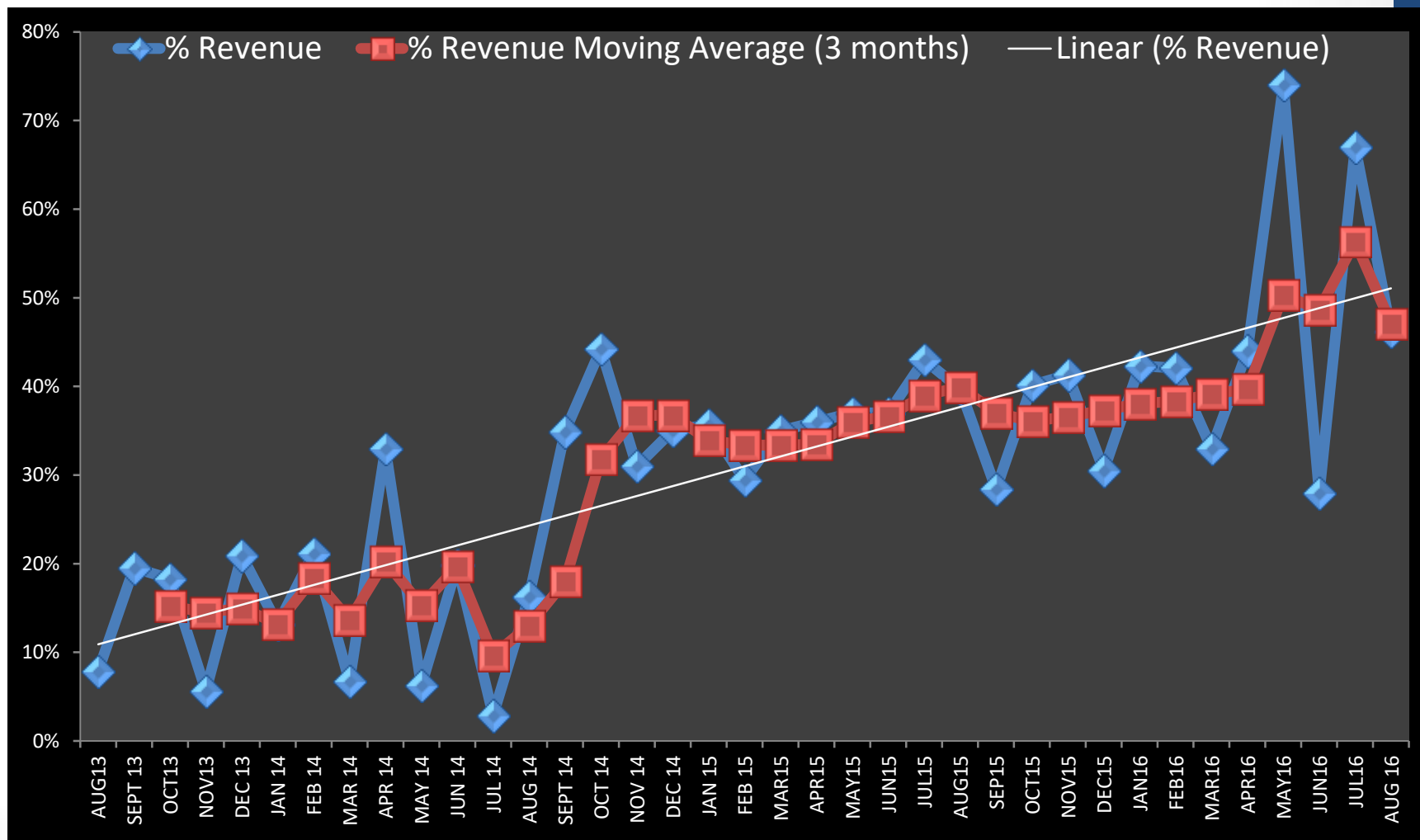
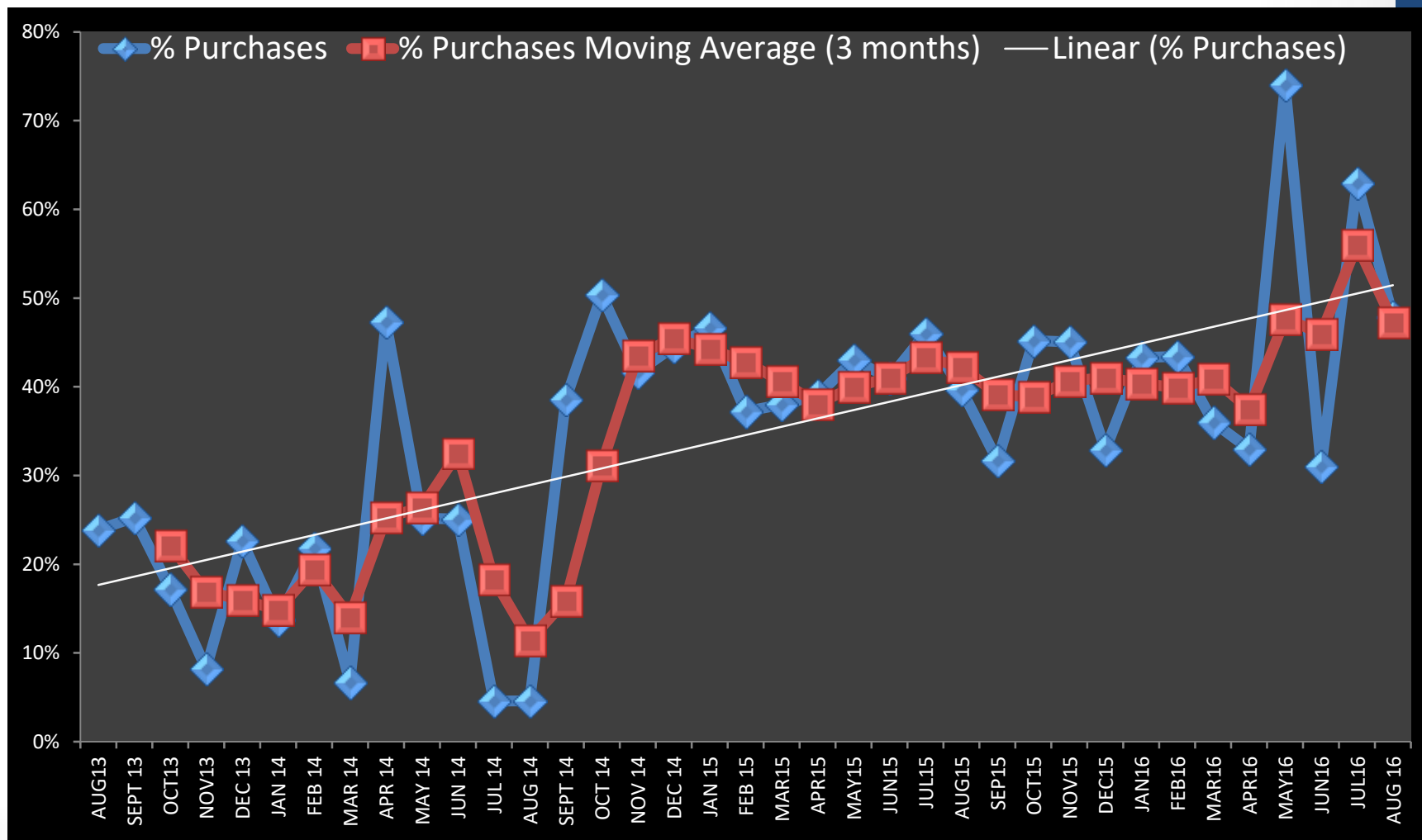


Chart 2: E-Commerce % Purchases Composite



Challenges: Lack of
Marketplace & Logistics
Players to Serve MSMEs

Janette C. Toral (E-Commerce ...) Fw: Philippine ... E-Commerce ... landingpage10... Accounts Dash... Home | on... E-Commerce E... + - □ ×

 Search

☎ Hotline +639759832243

LOGIN REGISTRATION

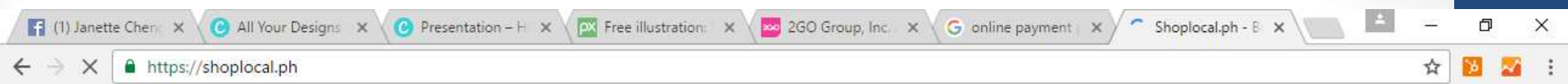


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Shoplocal.ph



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LOGIN

CART / ₱0.00



HOME ALL PRODUCTS BRANDS ▾ CATEGORIES ▾



FREE DELIVERY



CASH ON DELIVERY



BEST VALUE



Have a
CONVENIENT
local products shopping

Shop at the comfort of your fingertips and save time, energy and save money on
pasalubong or local products shopping.

EXPLORE ALL PRODUCTS



Shopee.ph



Sell Downloads Help

Notifications Shopping Cart Sign Up Login



Search for products and brands



Popular Searches basic ring vans sunglass long sleeves shoes crop top casual skirts maxi

All Categories

Health & Beauty

Her Fashion

Women's Accessories

Women's Bags

Women's Shoes

Home & Living

Hobbies & Sports

His Fashion

Men's Shoes

Men's Accessories



TRENDING HASHTAGS

See All >





Certified E-Commerce
Specialist, Entrepreneur,
Professional Program
<http://digitalfilipino.com/certified>

Launch New Marketplaces



E-Commerce Entrepreneurs Summit

January 7 – Manila

January 14 – Cebu

January 21 – Cebu

January 28 – Davao

www.ecomsummit.asia

Need: E-Commerce Hackathons



Challenge: Sustained E-Commerce & Digital Marketing Education

Outreach Initiatives

- DICT Rural Impact Sourcing / Next Wave Cities
- DTI E-Commerce Roadshow (16 cities)
- Ureka Forum

DigitalFilipino.com



41 FREE
E-COMMERCE
& DIGITAL
MARKETING
LEARNING
MODULES

 e-Commerce
***** BOOT CAMP

DTI Mentoring Programs



📍 NEGOSYO CENTER UP CEBU



NEGOSYO
CENTER



📍 NEGOSYO CENTER UP CEBU

SCHEDULE

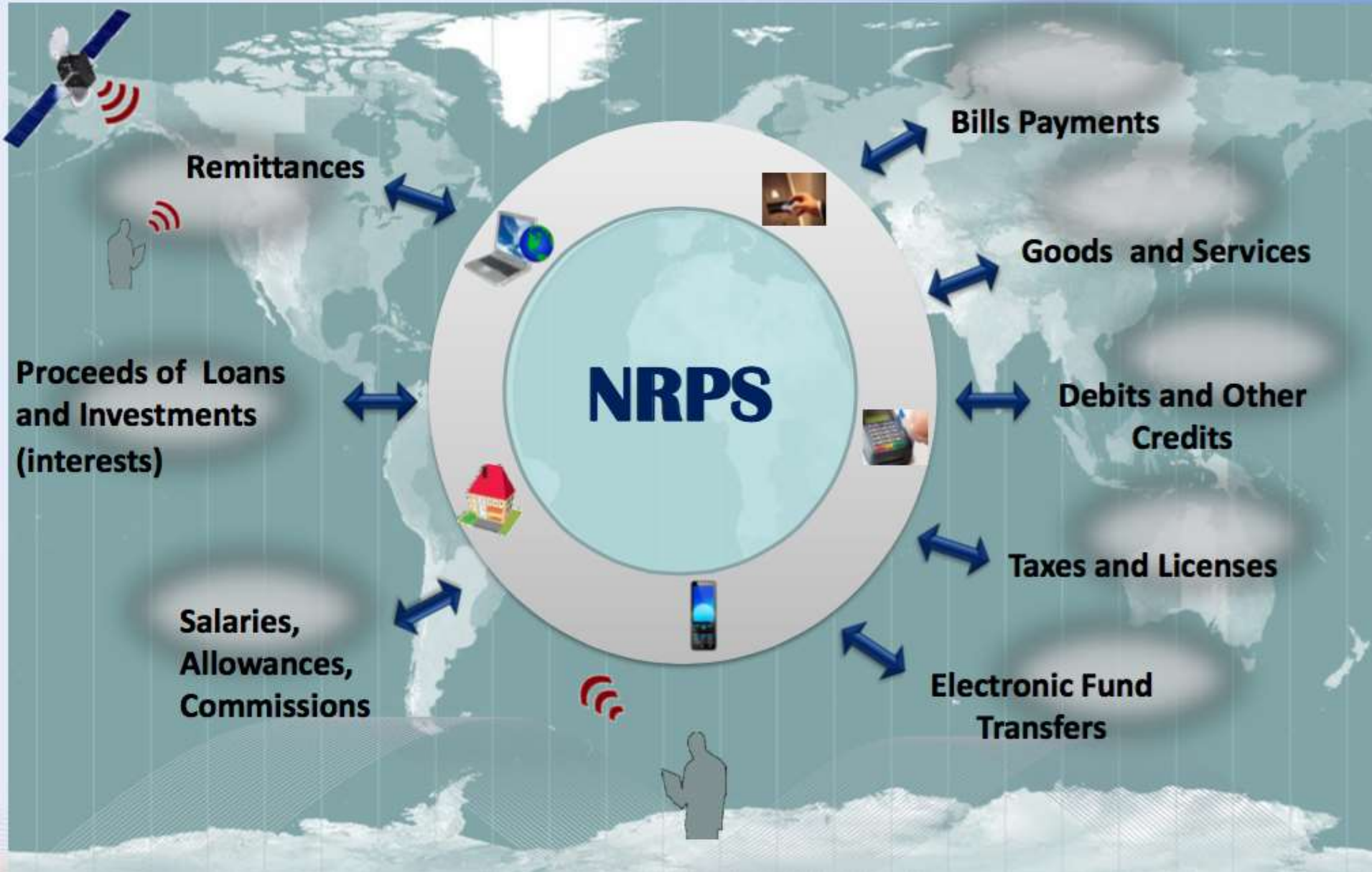
- NOV. 21-22** Website Creation
Customer Relation Mgmt. Set-up & Buyer Persona Creation
- NOV. 28-29** Product Photography & Website Content Writing
Website Policies
- DEC. 05-06** Web Payment and Personal Account Set-up
Email Marketing Templates and Automation
- DEC. 12-13** Social Media Presence & Content Planning
Blogging for Business and Working with Bloggers
- JAN. 09-11** Search Engine Optimization and Search Advertising
Social Media Marketing and Advertising
Accomplishment Report and Graduation



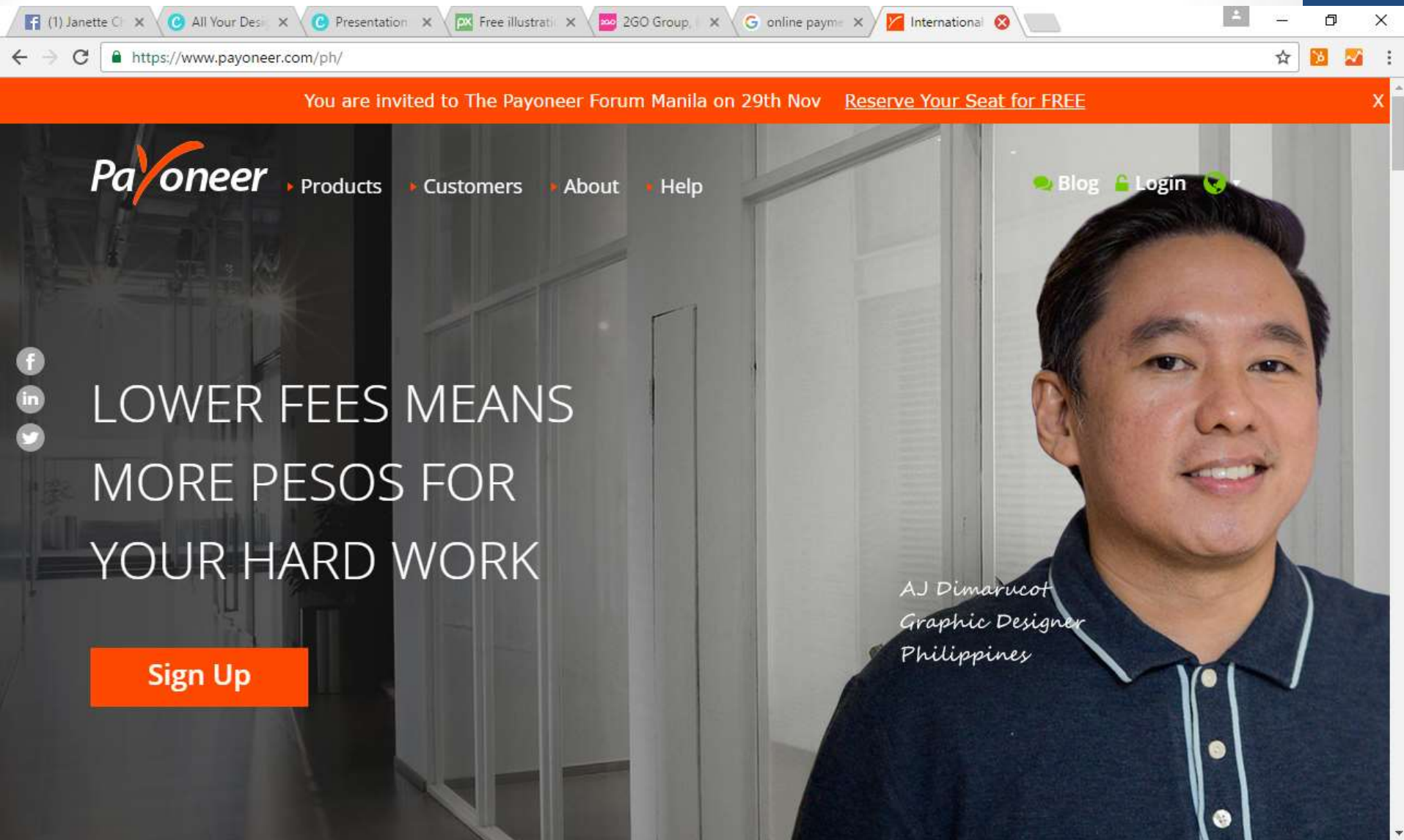
NEGOSYO
CENTER

Challenge: Local & Cross-Border Online Payments

C. NRPS Vision



Cross-Border Payments



The image is a screenshot of a web browser displaying the Payoneer website. The browser's address bar shows the URL <https://www.payoneer.com/ph/>. The browser's tab bar contains several open tabs: "(1) Janette C...", "All Your Des...", "Presentation", "Free illustrati...", "2GO Group", "online payme...", and "International". An orange banner at the top of the website reads "You are invited to The Payoneer Forum Manila on 29th Nov Reserve Your Seat for FREE". The Payoneer logo is in the top left, with navigation links for "Products", "Customers", "About", and "Help". In the top right, there are links for "Blog" and "Login". On the left side, there are social media icons for Facebook, LinkedIn, and Twitter. The main content area features a large background image of a man, AJ Dimarucot, smiling. Overlaid on the left side of this image is the text "LOWER FEES MEANS MORE PESOS FOR YOUR HARD WORK" in white, all-caps font. Below this text is an orange "Sign Up" button. To the right of the man's image, his name and title are written in a white, cursive font: "AJ Dimarucot", "Graphic Designer", and "Philippines".

<https://www.payoneer.com/ph/>

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LOWER FEES MEANS
MORE PESOS FOR
YOUR HARD WORK

[Sign Up](#)


AJ Dimarucot
Graphic Designer
Philippines

Challenge: Empowering MSMEs to Sell Cross-Border



 **Pillar 1:** Facilitating business networking and matching involving MSMEs

 **Pillar 2:** Enhancing MSME awareness and feedback on trade regulations

 **Pillar 3:** Improving mechanism for knowledge sharing on trade facilitation, business support, partnerships, and capacity building activities for MSMEs



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with the world!

What do you want to sell online?



All Sectors



Agriculture



Handicrafts



Food Processing



Electronics



Automotive

COMING SOON IN 2017!

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