



Become an E-Commerce Entrepreneur

Janette Toral

<http://digitalfilipino.com>

Following PH eCommerce

| | Year 1 | Year 2 | Year 3 | Year 4 |
|--------------------------|--|---|--|--|
| PH Internet Population | 24,000,000 | 25,000,000 | 30,000,000 | 33,000,000 |
| % of eCommerce (Nielsen) | 3% | 2.61% | 1.64% | ? |
| Total Users | 720,000 | 652,500 | 492,000 | ? |
| % Research Correction | 576,000 | 522,000 | 393,600 | ? |
| Average Transaction | 1500 | 1000 | 1000 | ? |
| Number of Transactions | 4 | 8 | 12 | ? |
| Total Ecommerce | 3,456,000,000 | 4,176,000,000 | 4,723,200,000 | 5,000,000,000 |
| Year of | Classifieds / C2C | Airlines / Cebu Pacific | Group Buying | "eCommerce" |
| |  |  |  |  |

Source: Donald Lim

MARKET IS GETTING YOUNGER. AVERAGE AGE OF FILIPINO IS 22.

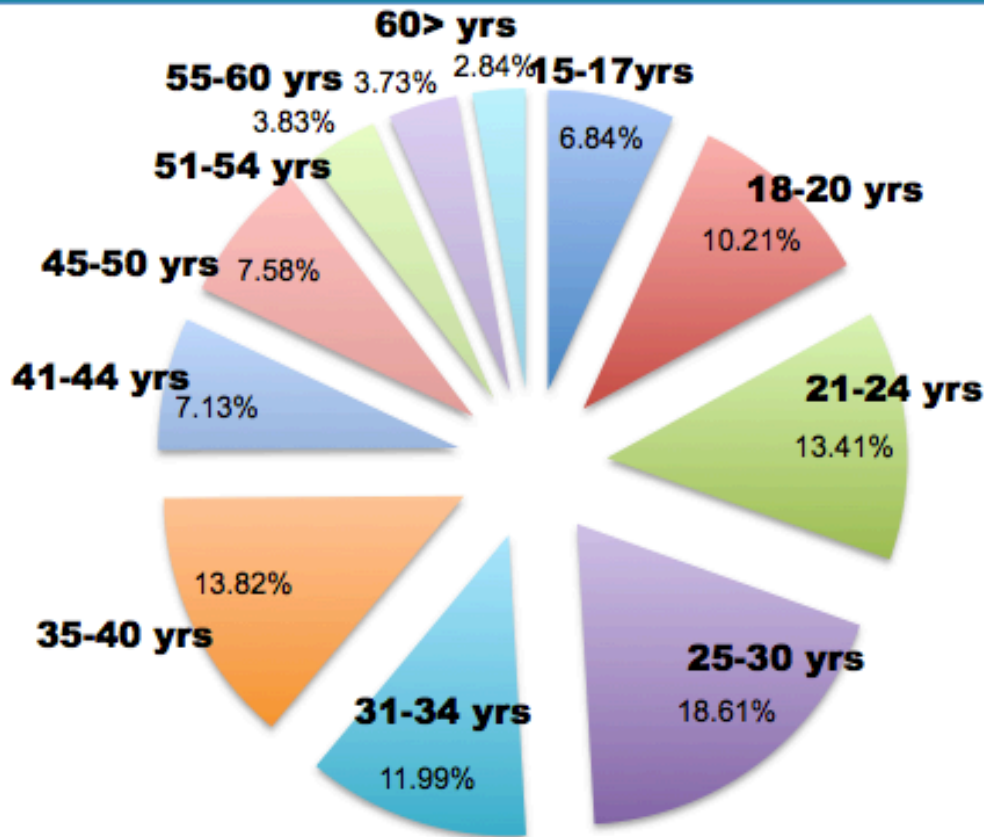
- Secretary Cesar Purisima



Twitter: @digitalfilipino
#nwcph

22nd National Retail Conference & Expo
August 7 and 8, 2013
<http://www.nrceph.com>

Filipino internet users skew young



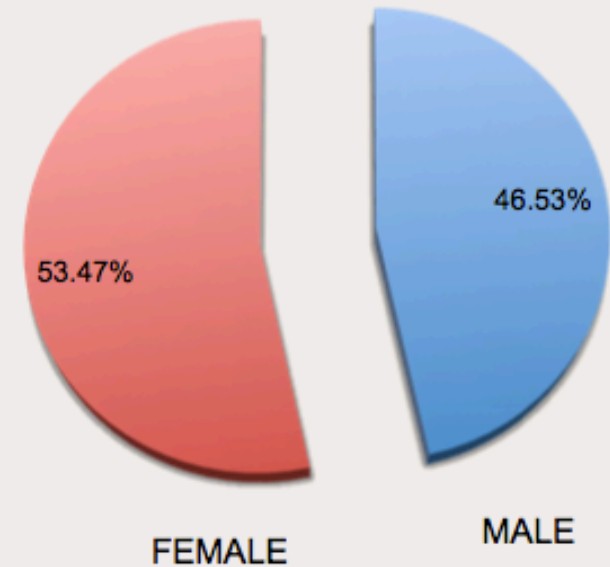
51.52%

are 25 to 44 years old

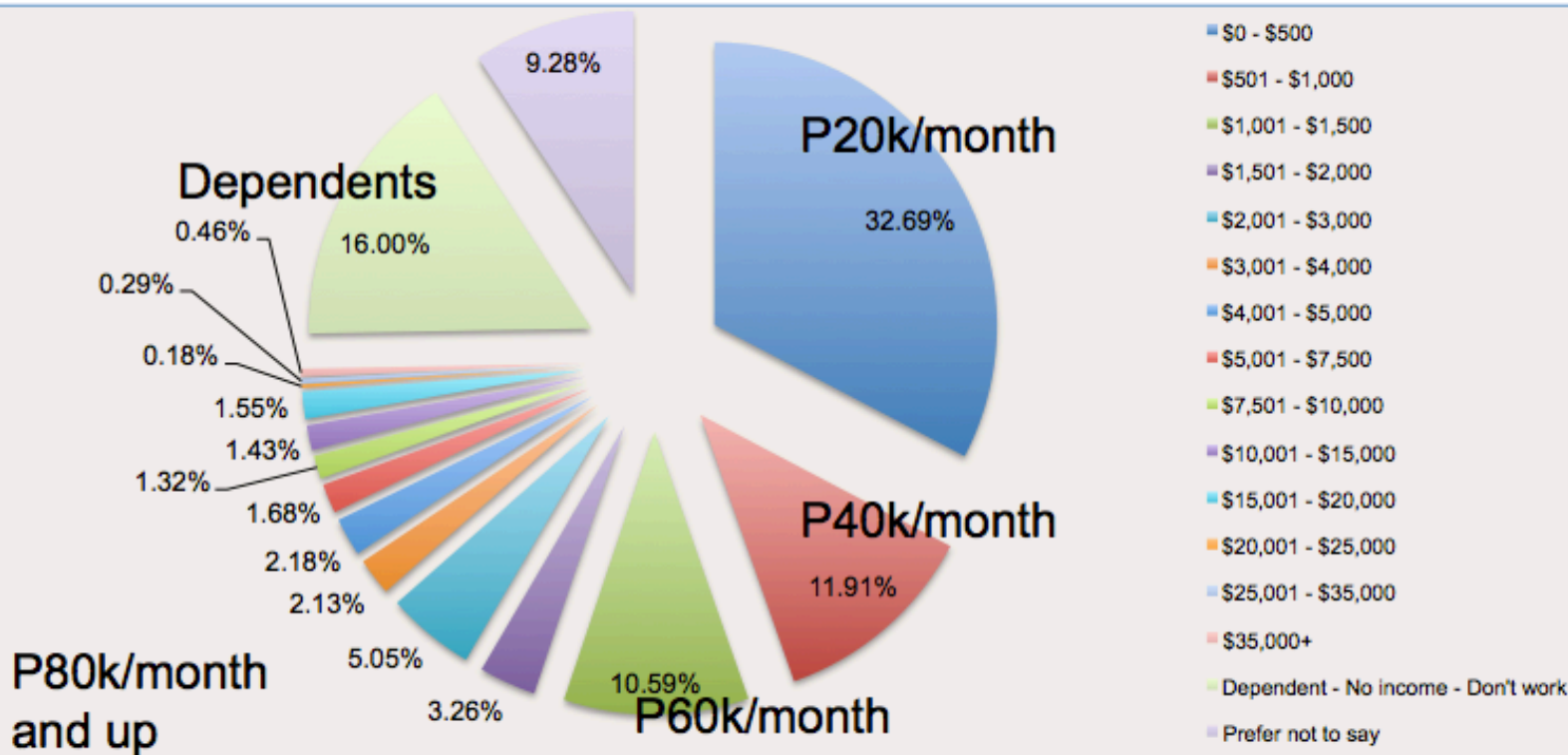
- Early Adults (18-24 yrs) comprise 24% of Filipinos online
- 18% are 45 and older

Philippine Online Demographics

Near even split between genders



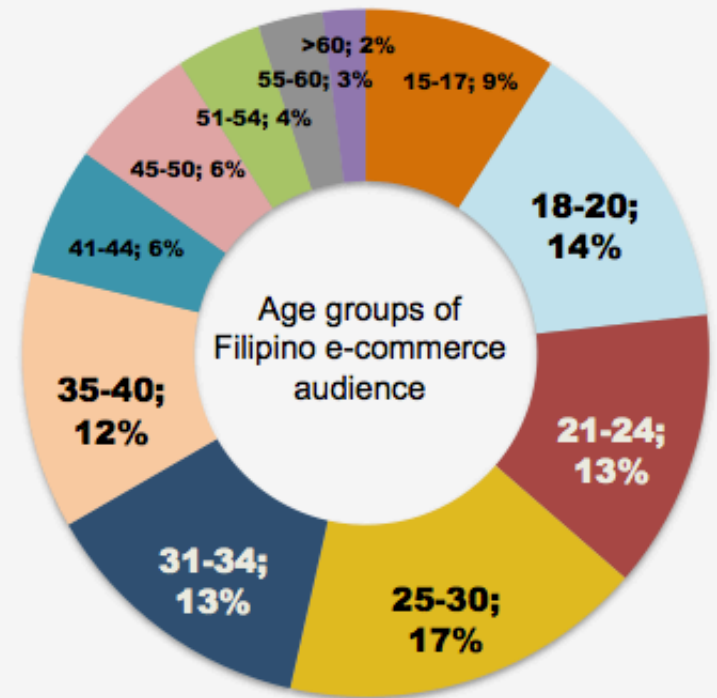
PH Online Users by Income



Filipino e-commerce audience – who are they?

Females most prominent in 25-30 age group

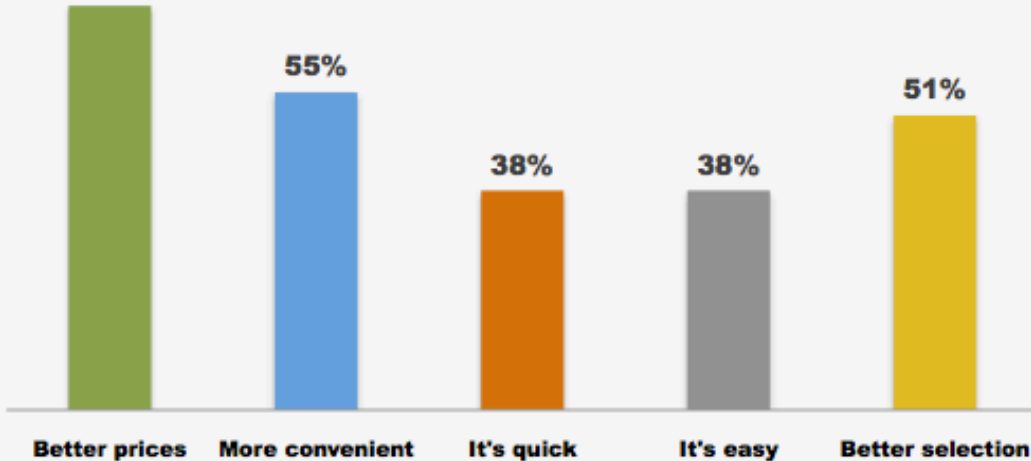
Males most prominent in 18-20 and 35-40 age groups



Competitive pricing is the key motivator to shop online

Q: Which of the following were your motivation(s) for making a purchase after seeing the product/service online?

70%





Lenddo™

Sep 2013

Philippines Gender Dynamics

200K PH users
More than 35k loans

Cumulative Count of Activated Loans



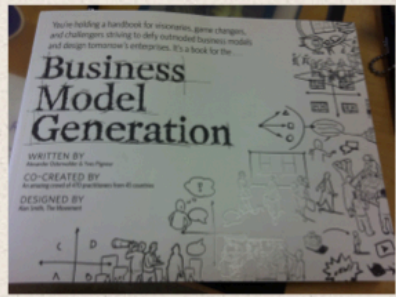
START-UP 100 PROJECT



Start-Up 100 Project

DigitalFilipino Club Start-Up 100 Project aims to help start-up entrepreneurs in the Philippines to get access to angel investors.

Network types
Angel Network



The best way to predict the future is to invent it.

- Abraham Lincoln



(New inspiration found last August to September 2011.)



Philippines E-Commerce Index

A Joint Project of



WITH THE SUPPORT OF



METHODOLOGY

Simplicity

Regularity

Relevance

Repeatability

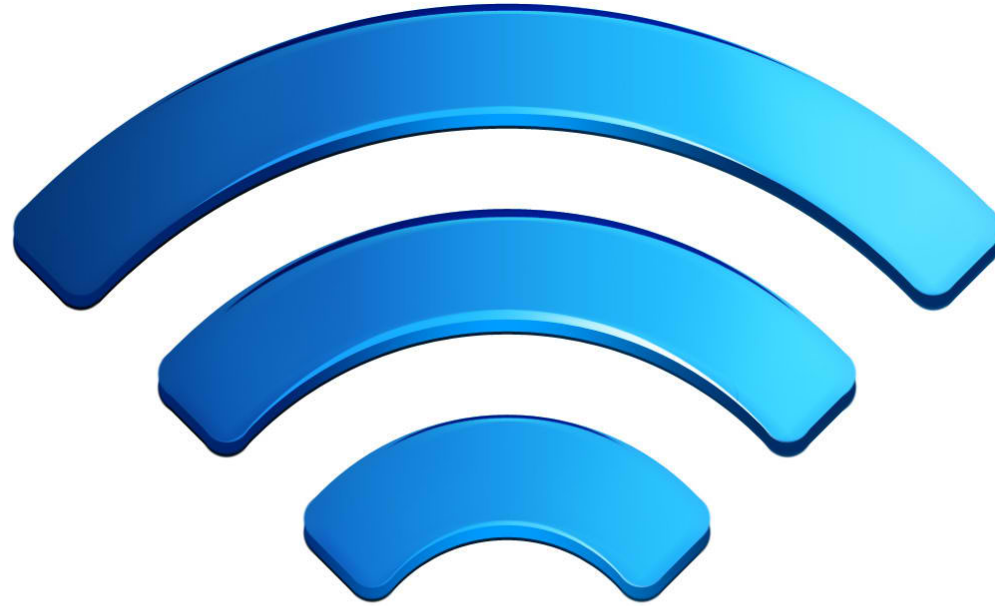
Reliability

Cost-efficiency

Scalability



E-Commerce Index Philippines



ecomⁱn



**E-Commerce Index
Philippines measures
the extent of B2B
online engagement in
three industries –
manufacturing, retail /
wholesale, and
services.**



The report is released every 2nd week of each month showing the extent of online activities in three industries during the prior month .



**It is a
sample
survey.**

The Index is based on interviews with supply chain executives drawn from a randomly selected panel of supply chain executives.



**It is an
industry
survey.**

**It is done in
partnership
with supply
chain
professionals
represented
by
Foundation
of the
Society of
Fellows in
Supply
Management.**



**It is an
advocacy
project.**

**E-Commerce
Philippines
Index is an
advocacy
project of
DigitalFilipin
o. Com and I-
Metrics Asia-
Pacific
Corporation.**



1

A panel of 1,100 supply chain professionals were randomly selected from the top 10,000 manufacturing corporations.

2

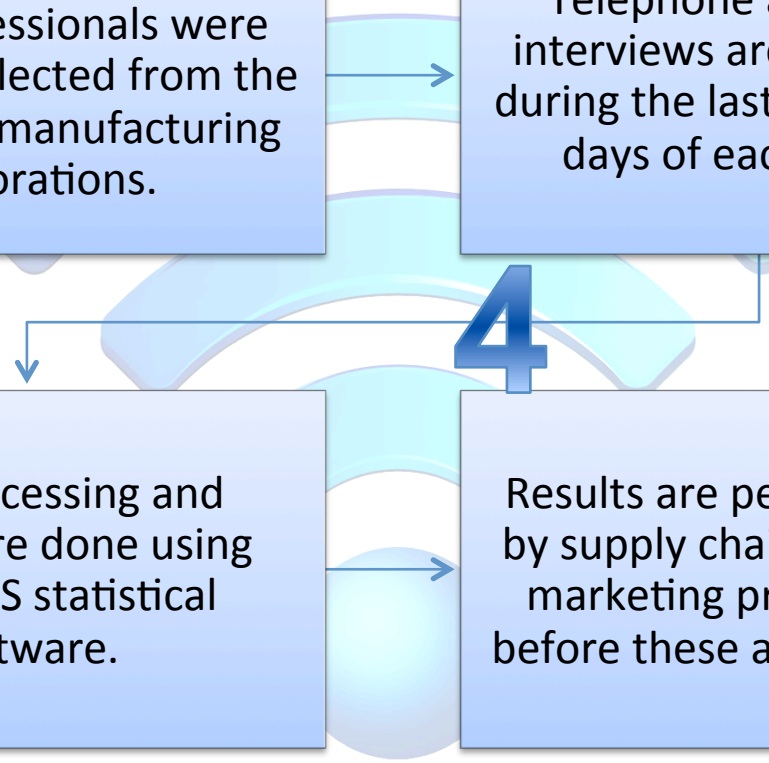
Telephone and online interviews are conducted during the last five working days of each month.

3

Data processing and analysis are done using IBM-SPSS statistical software.

4

Results are peer-reviewed by supply chain and digital marketing professionals before these are published.





Country Index

Weighted average of derived index for manufacturing, retail/wholesale, and services using gross value added as weights.

Manufacturing

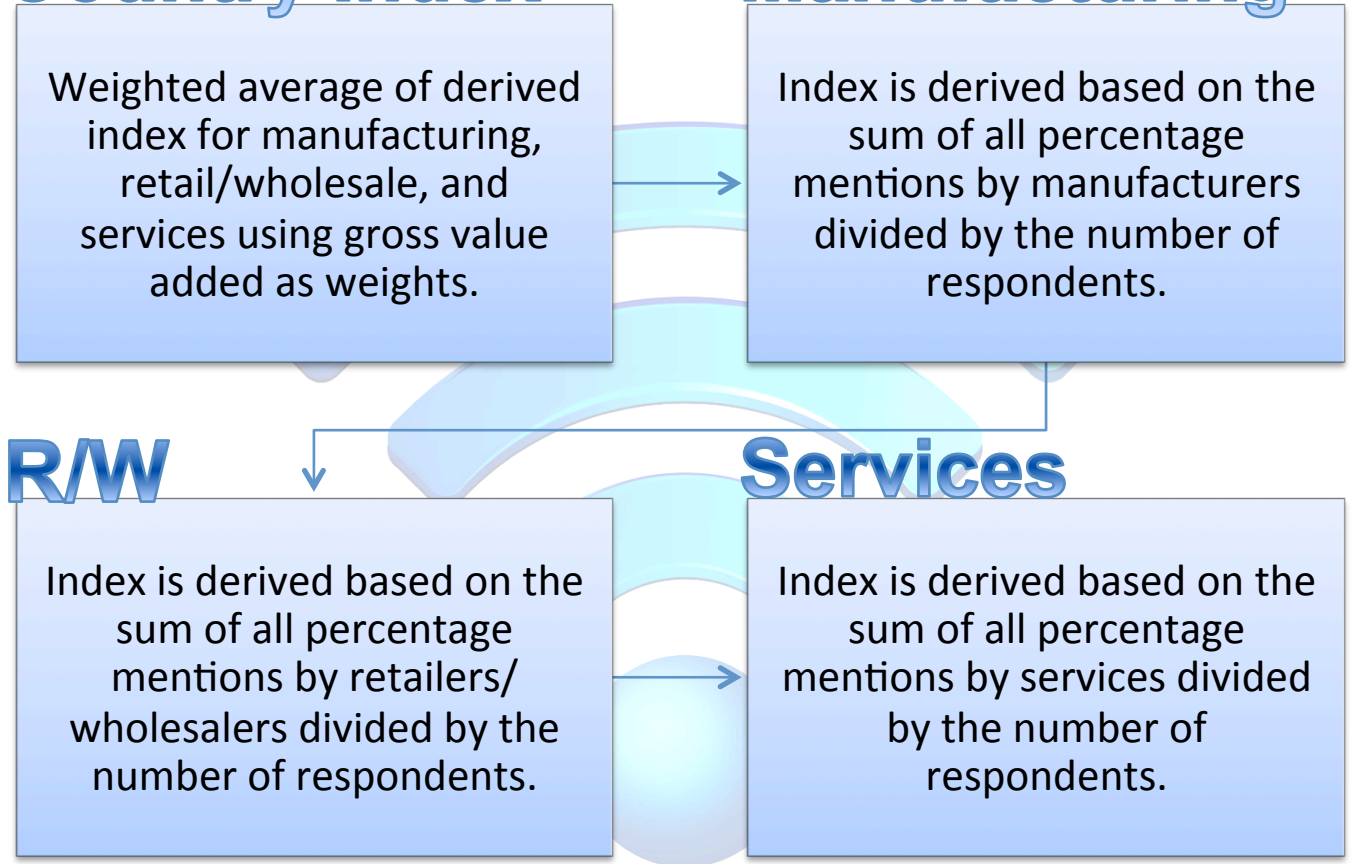
Index is derived based on the sum of all percentage mentions by manufacturers divided by the number of respondents.

R/W

Index is derived based on the sum of all percentage mentions by retailers/wholesalers divided by the number of respondents.

Services

Index is derived based on the sum of all percentage mentions by services divided by the number of respondents.





Country Volume

Sum of online engagements in manufacturing, retail/wholesale, and services.

Revenues

Percent of revenues derived online are multiplied with SEC reported annual revenues for each subject company.

Purchases

Percent of purchases done online are multiplied with SEC reported cost of goods sold for each subject company.

By Group

The same procedure is done for each respondent group – by employee size, export size, sector, and area.



- E-Commerce Index Philippines in August 2013 is the first monthly survey.
- Its objective is to provide industry and government with relevant e-commerce data for planning and decision making.



- Results of E-Commerce Index Philippines in August 2013 are based on interviews with 234 supply chain executives drawn from a probability sample of 1,100 corporations representing the top manufacturing corporations in the Philippines.



Manufacturing

Extent of Online Engagement - Manufacturing -

**REVENUES
DERIVED ONLINE**

19%

**PURCHASES
DONE ONLINE**

18%

Projected Data from the Top 10,000 Corporations

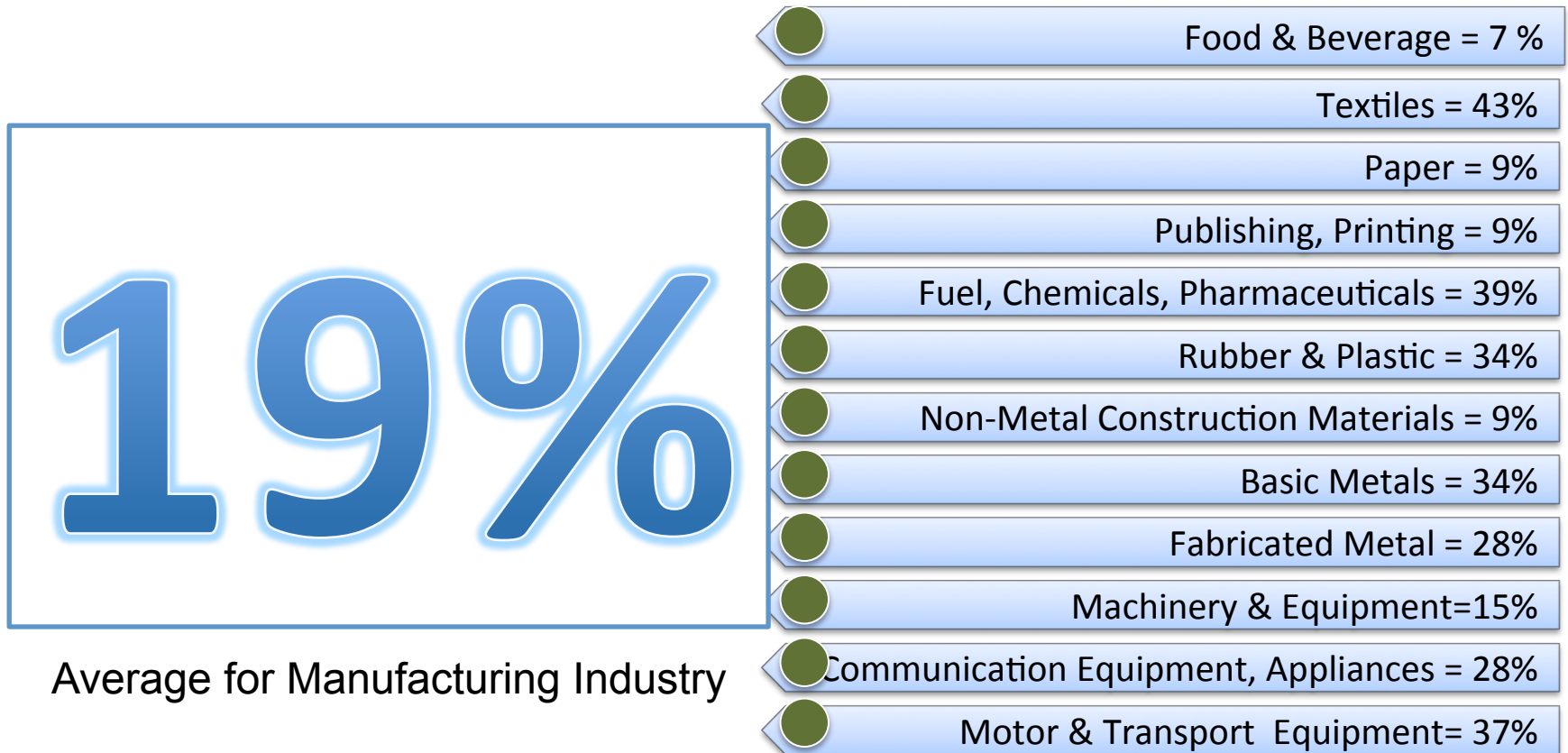
P56.9B per month

P74.2B per month

*** WORK IN PROGRESS - as of August 2013**

Chart 5: Extent of Online Engagement in the Manufacturing Industry

Percentage of Revenues By Sector



Source: I-Metrics Asia-Pacific Corporation Survey, August 2013

Note: Percentage of revenues derived online are based on interviews with a sample of 141 supply chain executives of top manufacturing companies based in the Philippines drawn from a probability sample of 600 top manufacturing corporations representing the top manufacturing corporations in the Philippines.

Extent of Online Engagement - Manufacturing -

**REVENUES
DERIVED ONLINE**



**PURCHASES
DONE ONLINE**



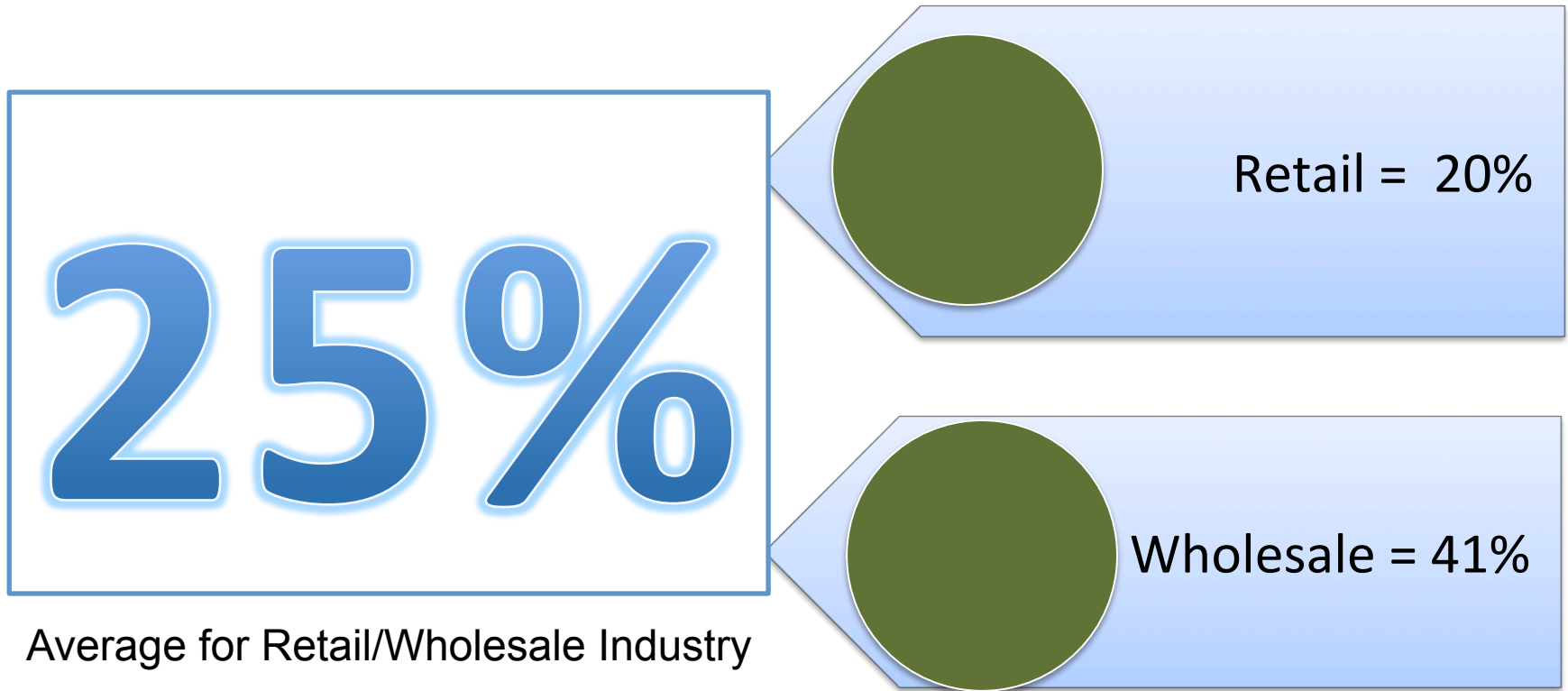
Projected Data from the Top 10,000 Corporations

*** WORK IN PROGRESS as of August 2013**



Retail/Wholesale

Chart 15: Extent of Online Engagement in the Retail/Wholesale Industry Percentage of Revenues By Sector



Source: I-Metrics Asia-Pacific Corporation Survey, August 2013

Note: Percentage of revenues derived online are based on interviews with a sample of 41 supply chain executives of top Retail/Wholesale companies based in the Philippines drawn from a randomly selected panel of 200 top retail/wholesale corporations.

Extent of Online Engagement - Retail/Wholesale -

**REVENUES
DERIVED ONLINE**

**PURCHASES
DONE ONLINE**

25%

32%

Projected Data from the Top 10,000 Corporations

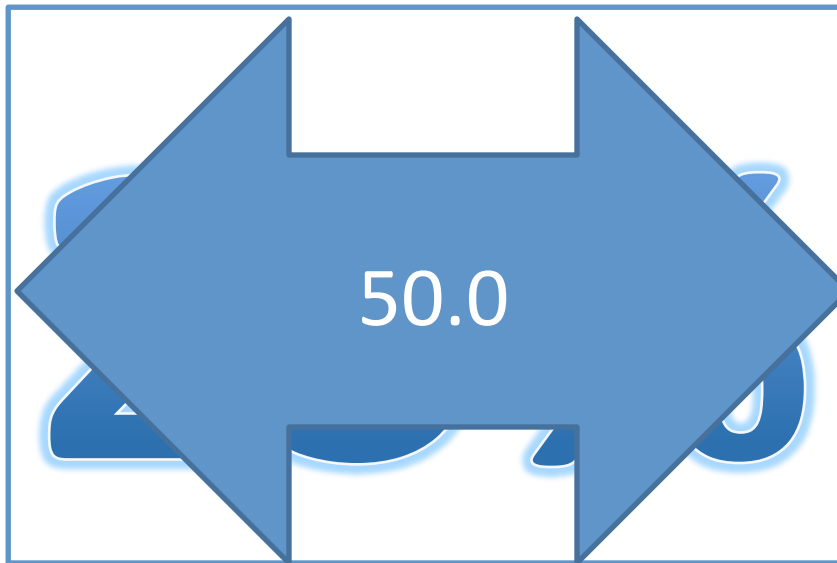
P10.0B per month

P12.5B per month

*** WORK IN PROGRESS as of August 2013**

Extent of Online Engagement - Retail/Wholesale -

**REVENUES
DERIVED ONLINE**



**PURCHASES
DONE ONLINE**



Projected Data from the Top 10,000 Corporations

*** WORK IN PROGRESS as of August 2013**



Services

Extent of Online Engagement - Services -

**REVENUES
DERIVED ONLINE**

12%

**PURCHASES
DONE ONLINE**

11%

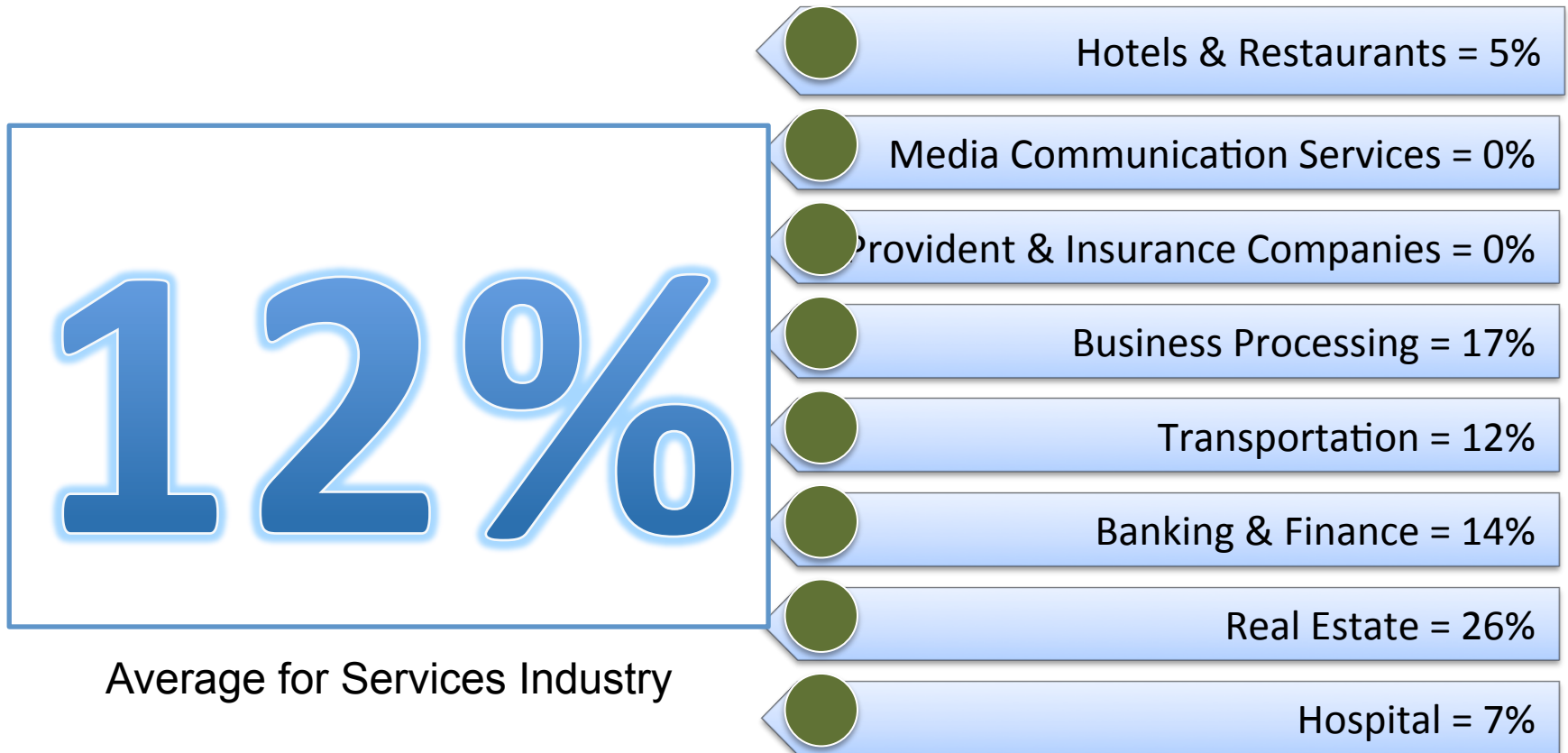
Projected Data from the Top 10,000 Corporations

P19.8B per month

P97.8B per month

*** WORK IN PROGRESS as of August 2013**

Chart 5: Extent of Online Engagement in the Services Industry Percentage of Revenues By Sector



Source: I-Metrics Asia-Pacific Corporation Survey, August 2013

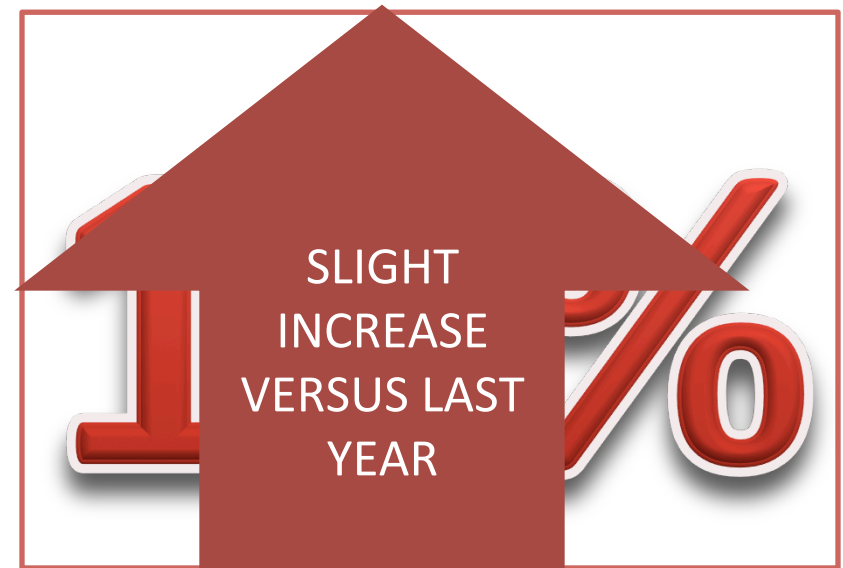
Note: Percentage of revenues derived online are based on interviews with a sample of 52 supply chain executives of top Services companies based in the Philippines drawn from a randomly selected panel of 300 top Services corporations.

Extent of Online Engagement - Services -

**REVENUES
DERIVED ONLINE**



**PURCHASES
DONE ONLINE**



Projected Data for the Top 1,000 Manufacturing Corporations

*** WORK IN PROGRESS as of August 2013**

Philippines E-Commerce Maturity Scorecard

A Joint Project of



INTRODUCTION

Methodology

Structured questionnaire

11-point scale

Respondents are participants in digital influencer summit in SMX

Mean using SPSS

Objectives

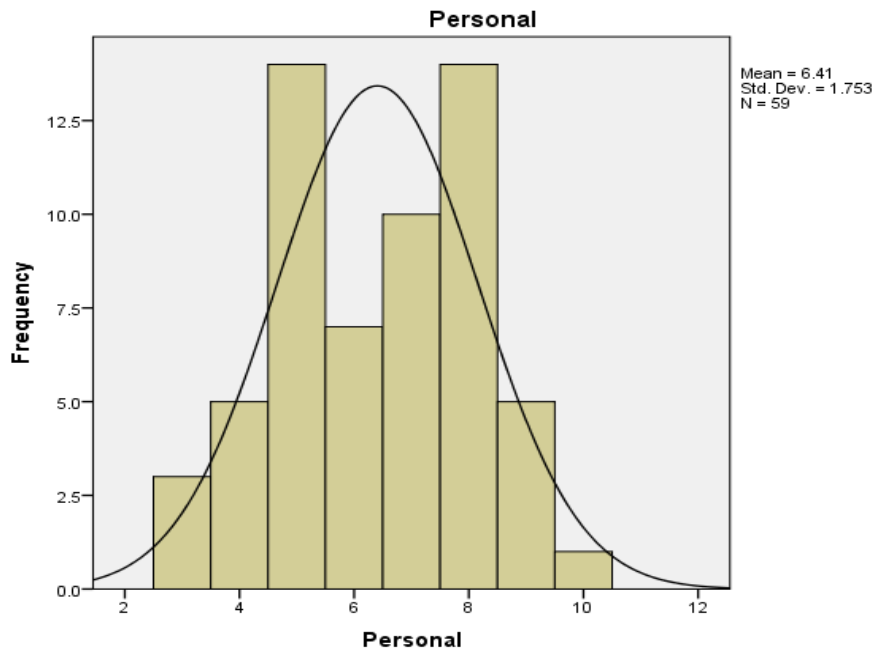
1. To determine e-commerce readiness of various sectors

2. To determine if there are significant differences across sectors

3. To create awareness on e-commerce readiness

E-COMMERCE MATURITY SCORECARD: Personal

Self-Assessment of E-Commerce Readiness as Evaluated by 59 Digital Influencers in Dipolog, Philippines (on a scale from 0 to 10)



Histogram

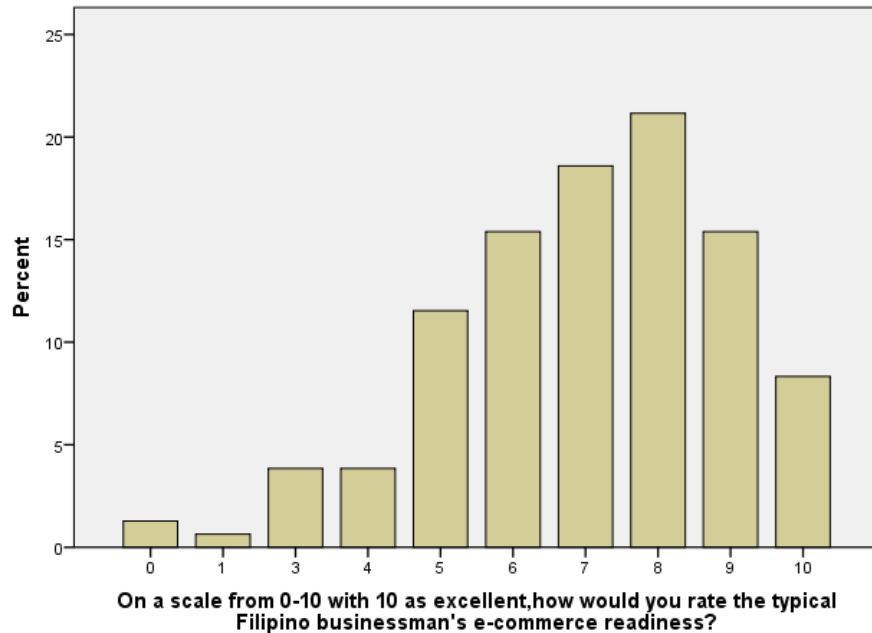
Self-Assessment of E-Commerce Readiness as Evaluated by 59 Digital Influencers in Dipolog, Philippines (on a scale from 0 to 10)



Mean

E-COMMERCE MATURITY SCORECARD

Self-Assessment of E-Commerce Readiness as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Frequency Distribution

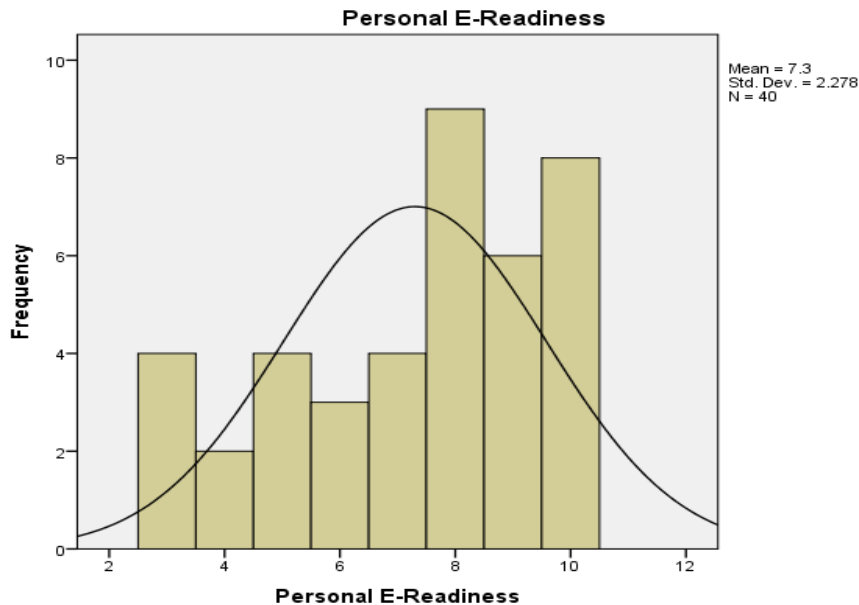
Self-Assessment of E-Commerce Readiness as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Score

E-COMMERCE MATURITY SCORECARD: Personal

Self-Assessment of E-Commerce Readiness as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines
(on a scale from 0 to 10)



Histogram

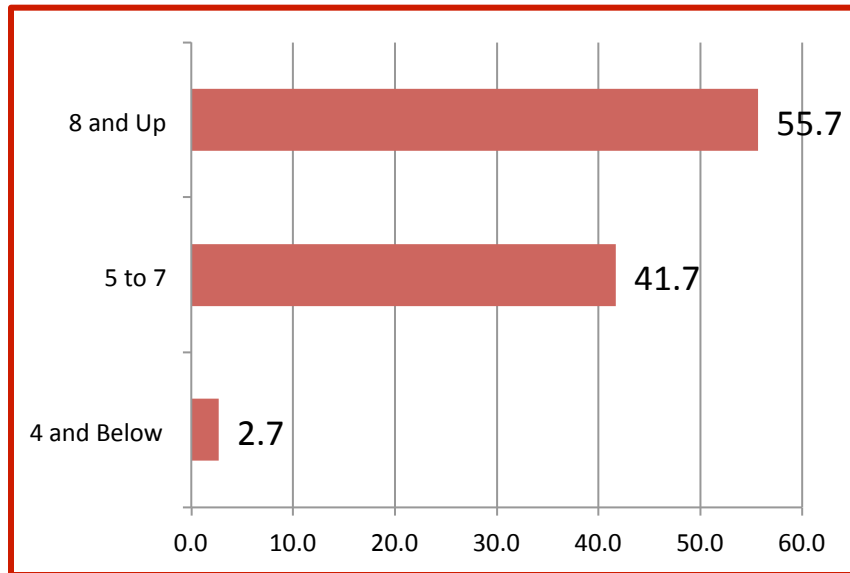
Self-Assessment of E-Commerce Readiness as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines
(on a scale from 0 to 10)



Mean

UST STUDENTS' SELF-ASSESSMENT OF THEIR E-COMMERCE READINESS

Self-Assessment of E-Commerce Readiness as Evaluated by 336 UST Students on a scale from 0 to 10



Frequency Distribution

Self-Assessment of E-Commerce Readiness as Evaluated by 336 UST Students on a scale from 0 to 10



Average

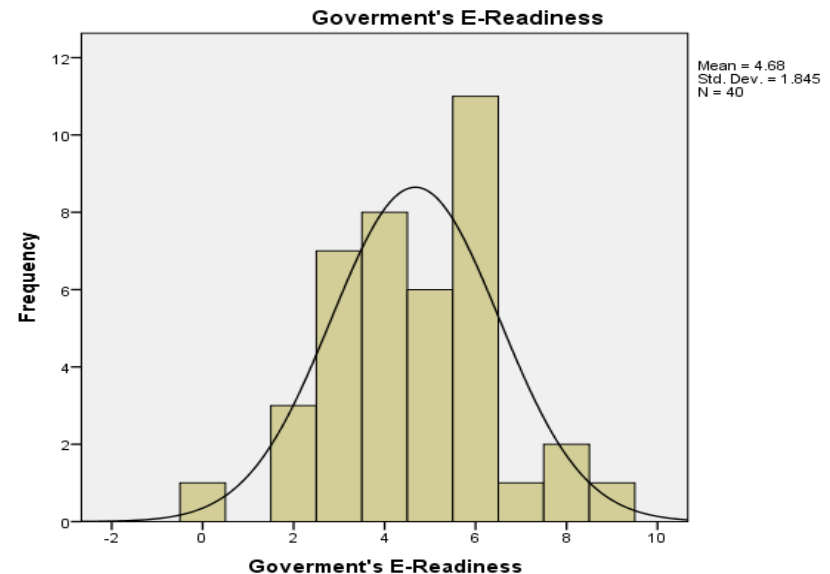
E-COMMERCE MATURITY SCORECARD: Government

Perceived E-Commerce Readiness of Government as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)

4.68

Mean

Perceived E-Commerce Readiness of Government as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)



Histogram

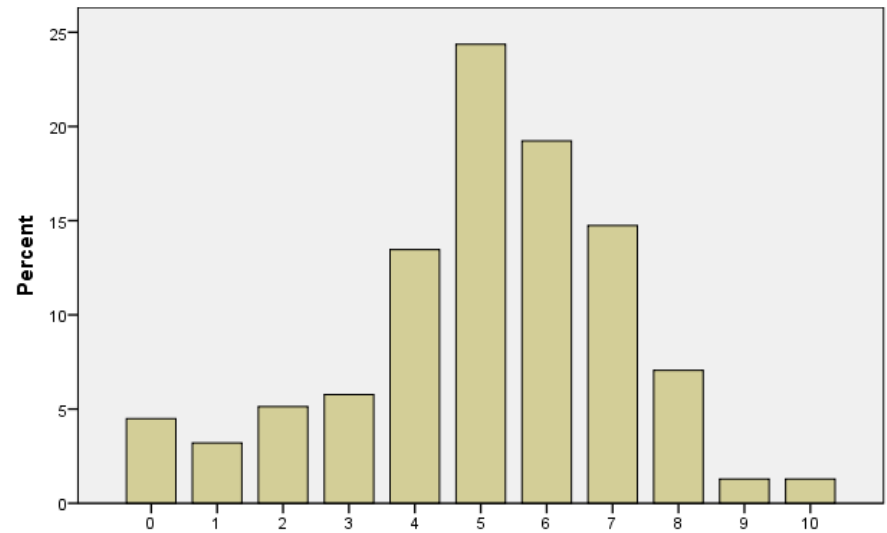
E-COMMERCE MATURITY SCORECARD

Perceived E-Commerce Readiness of Government as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Score

Perceived E-Commerce Readiness of Government as Evaluated by 156 Digital Influencers on a scale from 0 to 10



On a scale from 0-10 with 10 as excellent, how would you rate government's e-commerce readiness-or the government's ability to provide digital practitioners with a clear agenda for e-commerce development?

Frequency Distribution

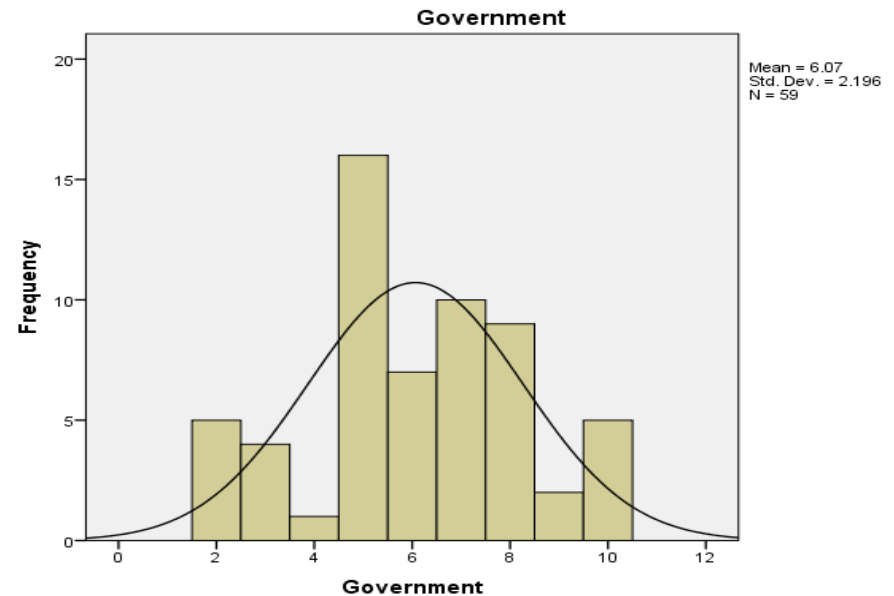
E-COMMERCE MATURITY SCORECARD: Government

Perceived E-Commerce Readiness of Government as
Evaluated by 59 Digital Influencers in Dipolog,
Philippines (on a scale from 0 to 10)



Mean

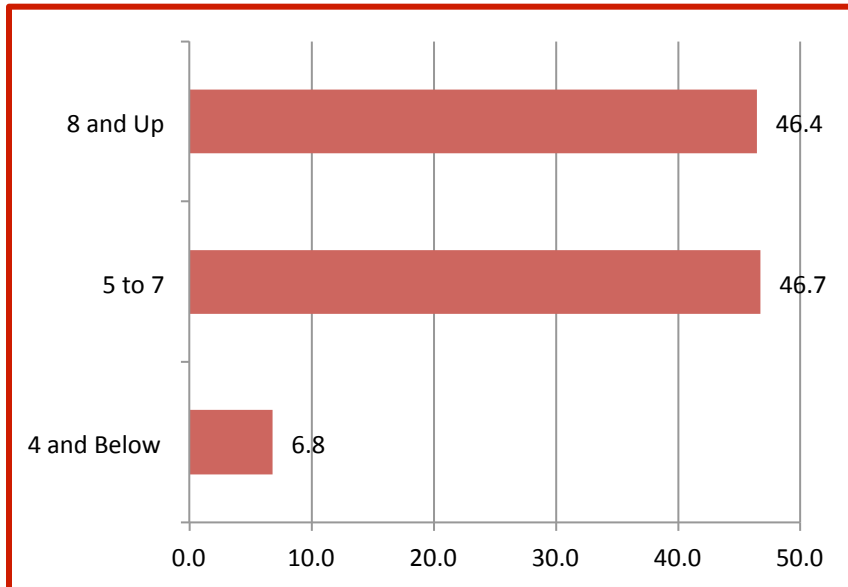
Perceived E-Commerce Readiness of Government as
Evaluated by 59 Digital Influencers in Dipolog,
Philippines (on a scale from 0 to 10)



Histogram

UST STUDENTS' EVALUATION OF PHILIPPINE GOVERNMENT'S E-COMMERCE MATURITY

Perceived E-Commerce Readiness of the Philippine Government Evaluated by 336 UST Students on a scale from 0 to 10



Frequency Distribution

Perceived E-Commerce Readiness of the Philippine Government Evaluated by 336 UST Students on a scale from 0 to 10



Average

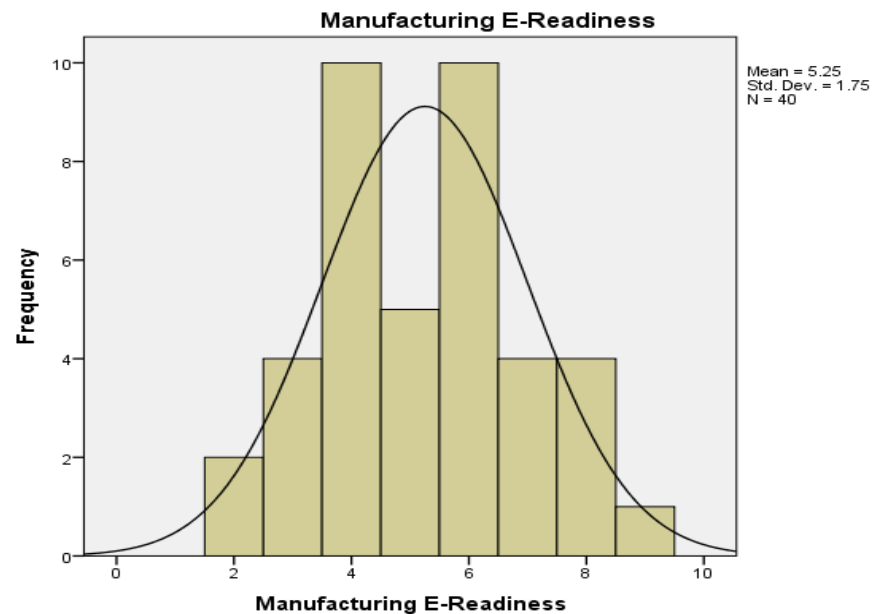
E-COMMERCE MATURITY SCORECARD: Manufacturers

Perceived E-Commerce Readiness of Manufacturers as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)

5.25

Mean

Perceived E-Commerce Readiness of Manufacturers as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)



Histogram

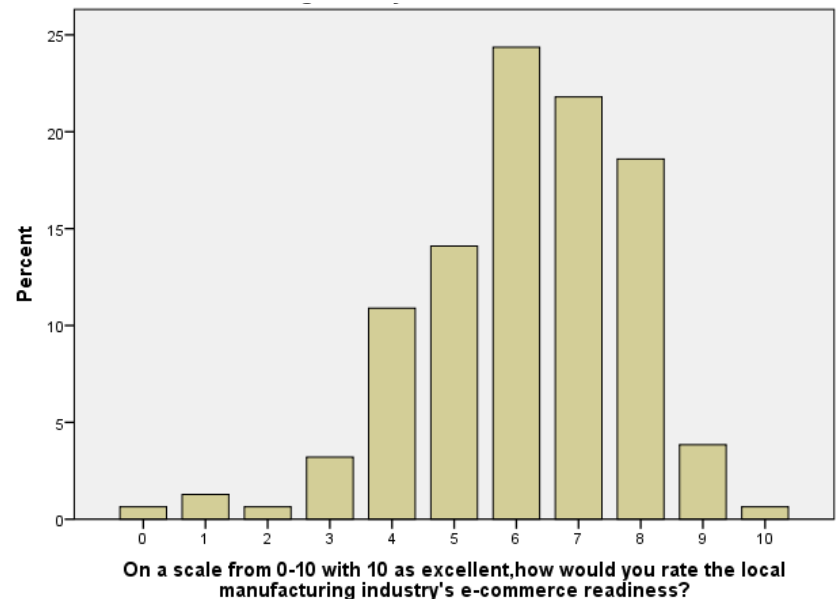
E-COMMERCE MATURITY SCORECARD

Perceived E-Commerce Readiness of Manufacturers as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Score

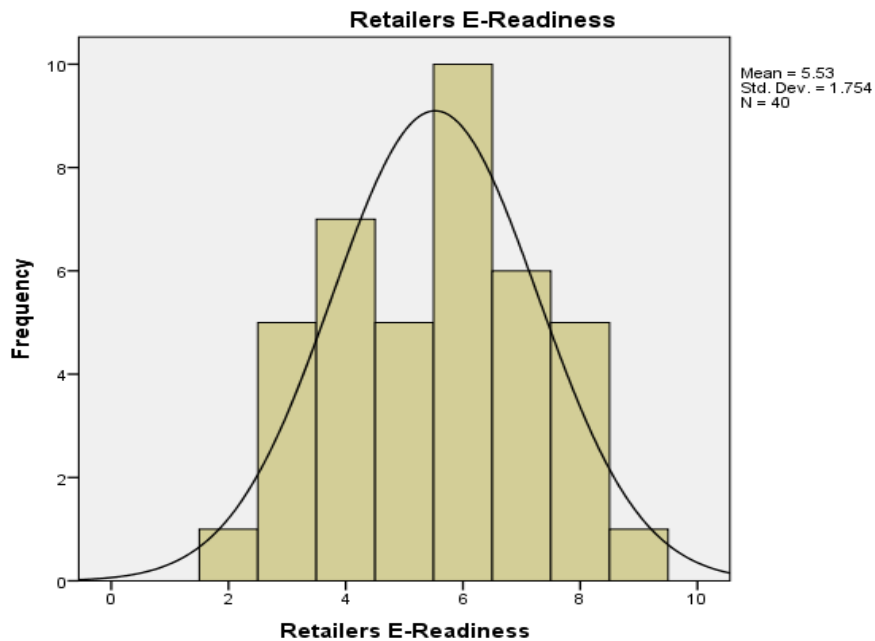
Perceived E-Commerce Readiness of Manufacturers as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Frequency Distribution

E-COMMERCE MATURITY SCORECARD: Retailers/Wholesalers

Perceived E-Commerce Readiness of Retailers & Wholesalers as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines
(on a scale from 0 to 10)



Histogram

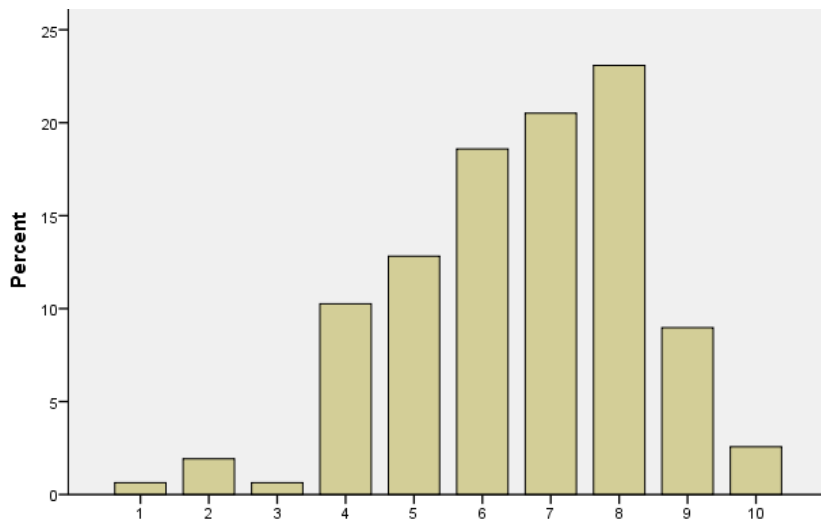
Perceived E-Commerce Readiness of Retailers & Wholesalers as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines
(on a scale from 0 to 10)

5.53

Mean

E-COMMERCE MATURITY SCORECARD

Perceived E-Commerce Readiness of Retailers & Wholesalers as Evaluated by 156 Digital Influencers on a scale from 0 to 10



On a scale from 0-10 with 10 as excellent, how would you rate retailer's (such as department stores, supermarkets, convenience stores) e-commerce readiness

Frequency Distribution

Perceived E-Commerce Readiness of Retailers & Wholesalers as Evaluated by 156 Digital Influencers on a scale from 0 to 10



Score

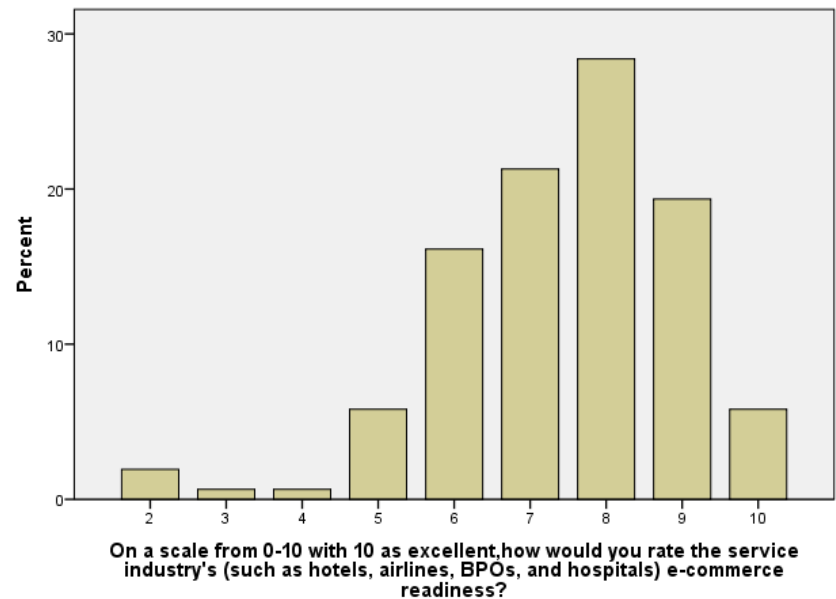
E-COMMERCE MATURITY SCORECARD

Perceived E-Commerce Readiness of Service Companies
as Evaluated by 160 Digital Influencers on a scale from 0
to 10



Score

Perceived E-Commerce Readiness of Service Companies
as Evaluated by 150 Digital Influencers on a scale from 0
to 10



Frequency Distribution

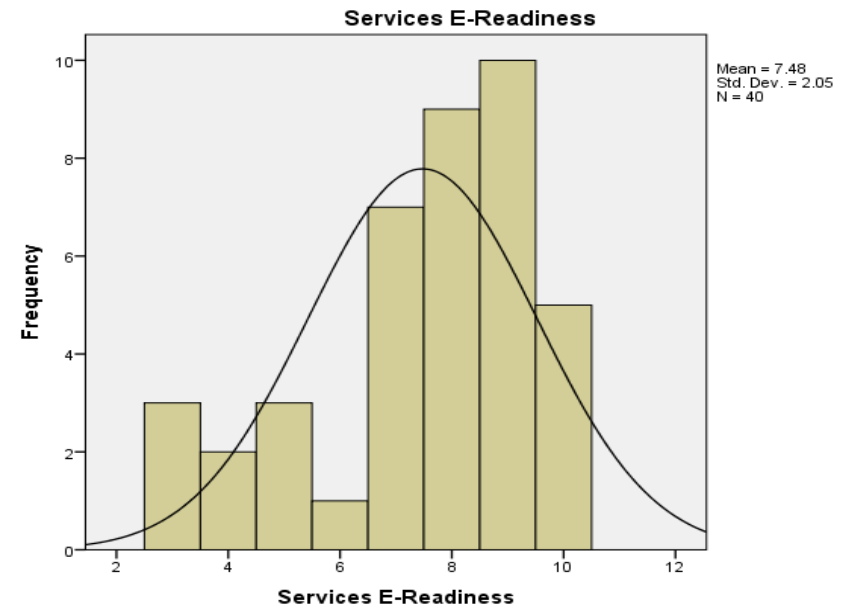
E-COMMERCE MATURITY SCORECARD: Service Companies

Perceived E-Commerce Readiness of Service Companies as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)

7.48

Mean

Perceived E-Commerce Readiness of Service Companies as Evaluated by 40 Digital Influencers Attending GOAB in Boracay, Philippines (on a scale from 0 to 10)



Histogram



Join the panel: Voice of Digital Future

For better e-commerce and digital marketing metrics in the Philippines.

@digitalfilipino

Learn more

<http://digitalfilipino.com/e-commerce-index-philippines/>

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