

PHILSME DIGITAL

AUGUST 2026

MAGAZINE

 **Kapayaman**

MALAKAS ANG BENTA, PERO SAAN ANG PERA?

Understanding
Profit in Your
E-Commerce
Business

Boni De Jesus
Kapayaman, President



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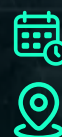


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LOCATION

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2026 EDITION

BUSINESS MAGAZINE

HOLDING WHAT WAS BUILT

After loss, leadership did not arrive as a choice—it arrived as responsibility. In stepping into what her husband built, Trixie Esguerra-Abrenilla learned to lead not from certainty, but from continuity.



CHINKEE TAN on financial resilience | **FRANCIS KONG** on courageous leadership | **MON ABREA** on entrepreneurship & responsibility | **STARTING A BUSINESS** — Where Every Business Truly Begins | **DAVID ABRENILLA** — The Builder Behind PHILSME | **STORIES** from founders & industry leaders

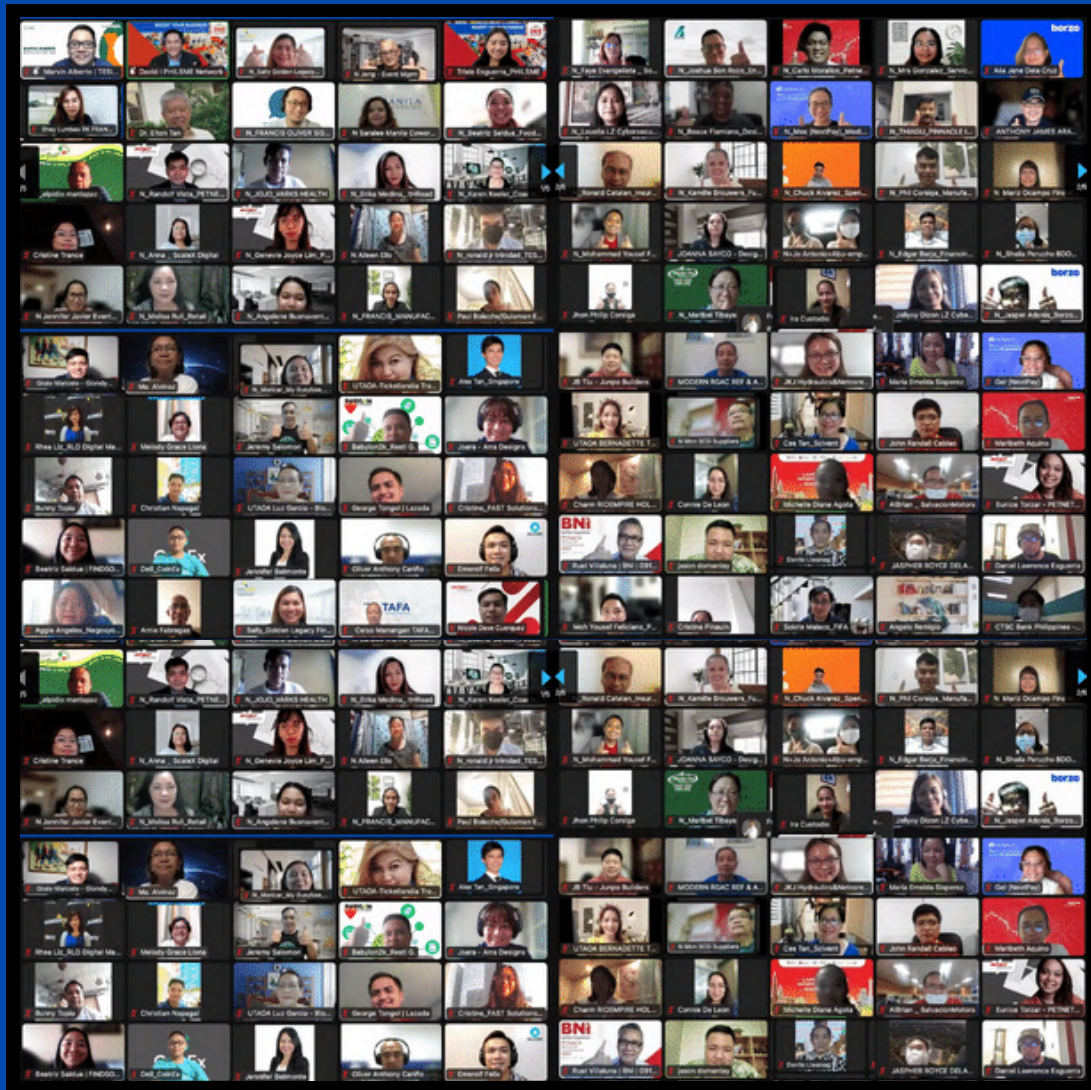


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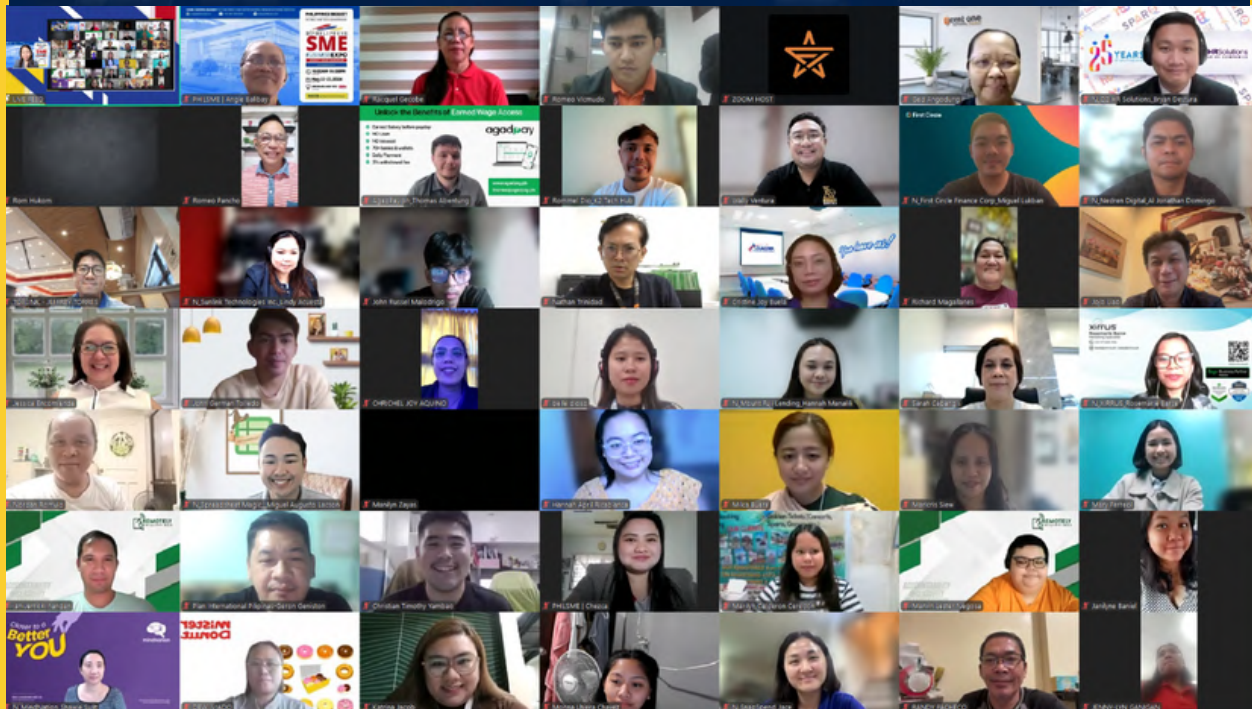
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Sales Don't Make You Rich, Profit Does: The Real Secret to Winning in E-Commerce

PHILIPPINE
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BUSINESS NETWORK

By: Franchezca Romano

"What if your ₱1 million in sales isn't actually making you money?"

That thought-provoking question set the tone for an eye-opening session led by business consultant **Boni De Jesus** and e-commerce strategist **Trixie Tagorda** during the **42nd PHILSME Networking Meeting**. Together, they challenged entrepreneurs to rethink what success truly means in the world of e-commerce where impressive sales figures don't always translate to real profit.

While many online sellers celebrate increasing revenue, De Jesus emphasized that sales are only one

part of the equation. Behind every online transaction are costs that many entrepreneurs fail to consider, including platform commissions, payment processing fees, shipping subsidies, advertising expenses, packaging materials, supplier delivery costs, and promotional discounts. Without understanding these deductions, businesses can unknowingly sacrifice profitability despite achieving high sales.

"The objective is not to sell more. The objective is to make more money."

– Boni De Jesus



continue to page 12

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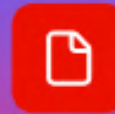
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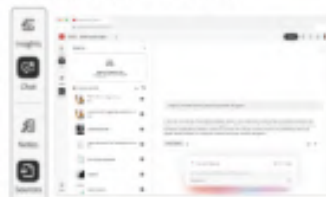
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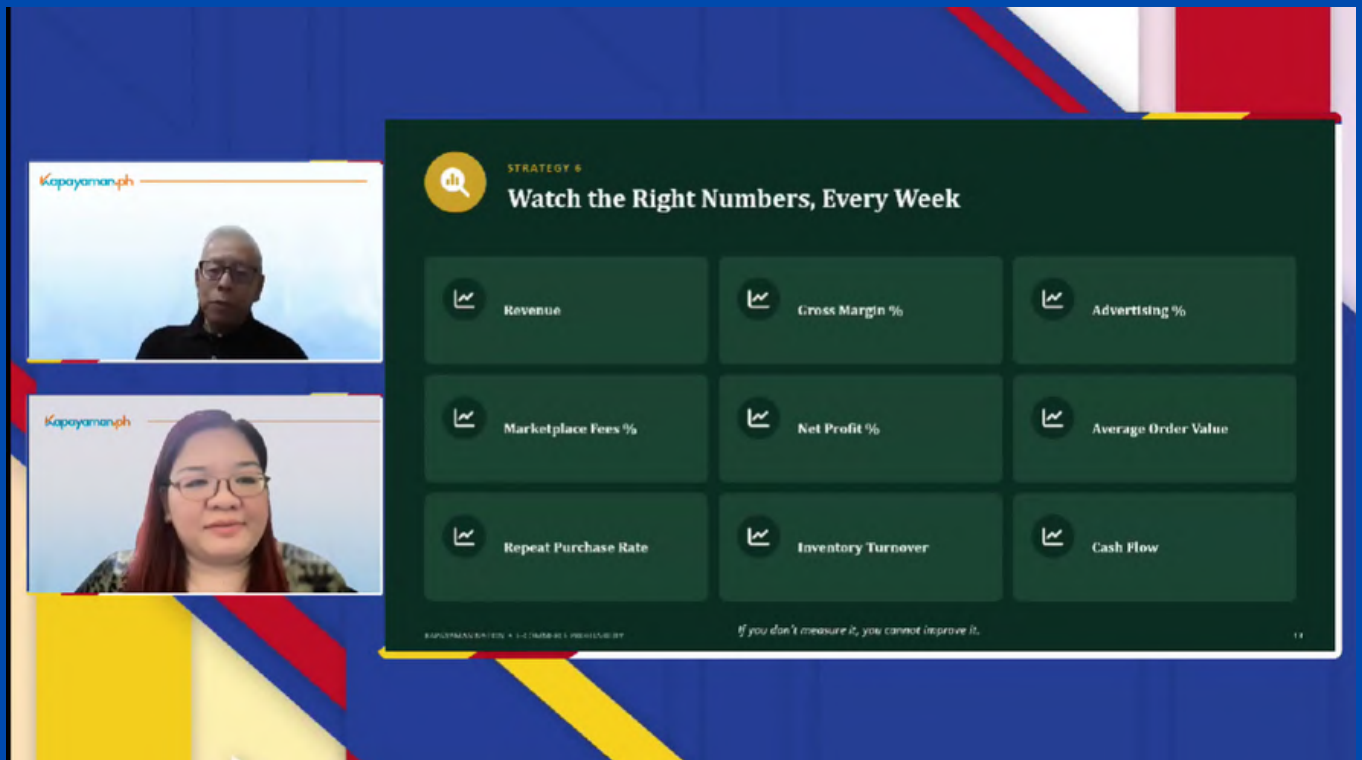
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Drawing from her experience as an e-commerce entrepreneur, Tagorda walked participants through the actual numbers behind every online sale.

She encouraged business owners to calculate every expense before setting product prices, regularly review their platform dashboards, and make data-driven decisions instead of relying on assumptions.

Understanding the true cost of every transaction, she said, is essential to building a sustainable online business.

One of the session's strongest messages was that **high sales do not always indicate a successful business**. Through real-world examples, the speakers illustrated how a company generating millions in monthly revenue can still struggle financially if its profit margins are too thin. Meanwhile, a business with lower sales but healthier margins can grow steadily, expand operations, and remain financially stable.

The discussion also highlighted the dangers of competing solely on price. In today's crowded digital marketplace, lowering prices to match competitors often results in shrinking profits. Instead, entrepreneurs were encouraged to differentiate themselves by building a recognizable brand, telling authentic stories, delivering exceptional customer experiences, and creating lasting relationships with their customers.

Tagorda shared how strong branding allows businesses to command premium pricing even in highly competitive markets. By offering more than just a product through compelling packaging, a clear brand identity, and a meaningful story, businesses can build trust and inspire customer loyalty that extends far beyond a single purchase.

Beyond customer acquisition, the speakers emphasized increasing profitability by improving average order value through product bundling, encouraging repeat purchases, and nurturing long-term customer relationships.

They also encouraged entrepreneurs to diversify their marketing channels instead of relying solely on marketplace platforms. Doing so helps businesses build stronger communities while reducing customer acquisition costs over time.

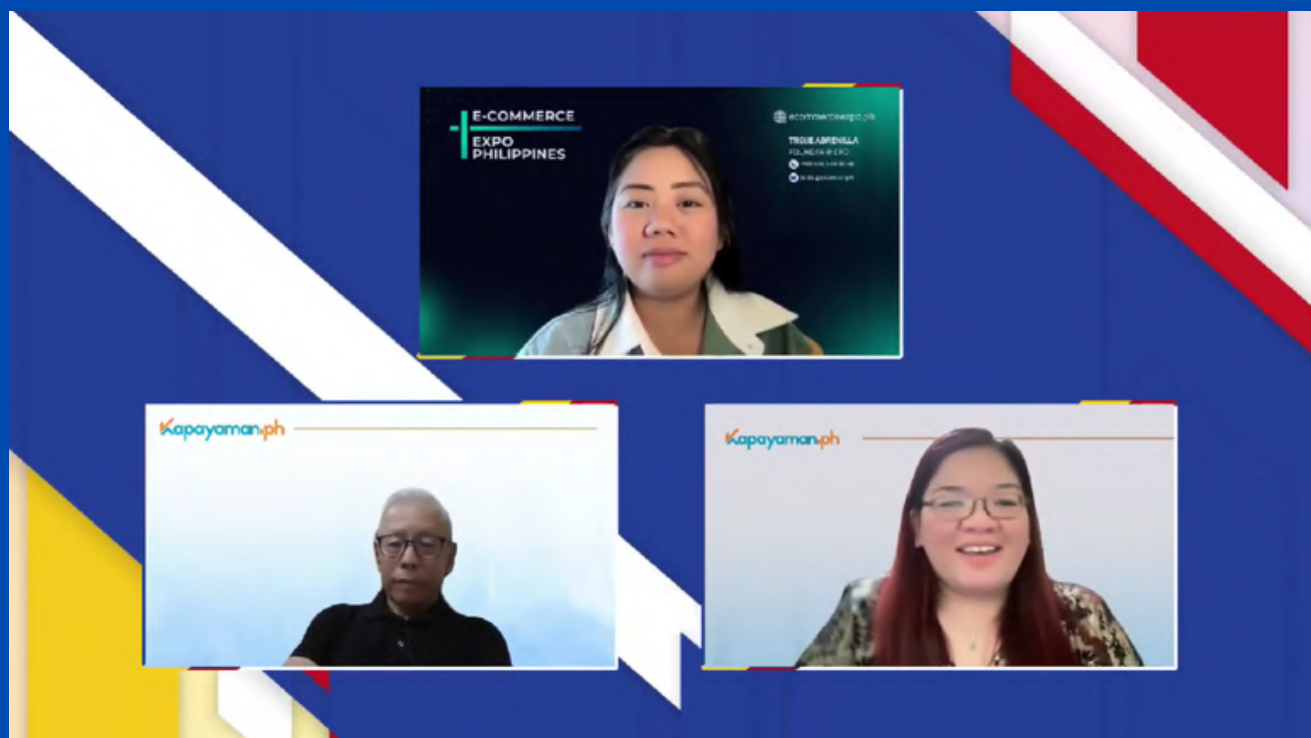
Throughout the session, De Jesus stressed that successful entrepreneurs know their numbers. Monitoring key business metrics including gross margin, net profit, customer acquisition cost, customer lifetime value, inventory turnover, and cash flow empowers business owners to make informed decisions, maximize profitability, and scale their businesses with confidence.

The session concluded with a powerful reminder that sustainable business growth is built not on chasing higher sales but on understanding the economics behind every transaction.

As De Jesus aptly said, **"The future belongs not to the entrepreneur who sells the most, but to the one who understands the economics of e-commerce."** It was a timely reminder that lasting success isn't measured by the number of orders received, but by the value created, the relationships built, and the profits earned.

Entrepreneurs who want to continue learning practical e-commerce strategies can explore more insights and connect with industry leaders at the **1st E-Commerce Expo Philippines**, powered by **PHILSME**, happening on **November 20–21, 2026**, at the **SMX Convention Center Aura**, Taguig.

To learn more about the **PHILSME Business Network**, email **sunshine@philsme.com** or contact **+63 927 288 7927** via call, text, Viber, or WhatsApp.





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Understanding Profit in Your E-Commerce Business

Boni De Jesus
Kapayaman, President

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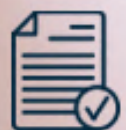
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ECOMEX 2026: Building the Ecosystem Behind Philippine Digital Commerce

By Angie Quadra-Balibay

Digital commerce is no longer simply about putting products online. For today's entrepreneurs, success depends on mastering the entire customer journey—from attracting buyers and earning their trust to delivering exceptional experiences that encourage repeat business.

Recognizing this evolution, **E-Commerce Expo Philippines (ECOMEX) 2026** officially introduced its vision during the **Media and Ecosystem Launch** on July 9, bringing together government leaders, technology providers, entrepreneurs,

business organizations, and media partners behind a shared goal: accelerating the growth of the Philippine digital economy.

Powered by **PHILSME** and organized by **MediaTrix Solutions Inc.**, ECOMEX positions itself not merely as an exhibition but as a collaborative ecosystem where entrepreneurs, online sellers, solution providers, educators, investors, logistics companies, fintech firms, marketplaces, and government agencies can connect, learn, and grow together.



First Edition Doesn't Mean Untested

Powered by PHILSME, the team behind the Philippine SME Business Expo, one of the country's longest-running business events for SMEs, entrepreneurs, and growing businesses.

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Scheduled for November 20–21, 2026 at the SMX Convention Center Aura in Taguig, ECOMEX 2026 is expected to gather more than 5,000 entrepreneurs, online sellers, innovators, and digital commerce stakeholders for two days of exhibitions, conferences, networking, business matching, and educational sessions.

Its focus extends far beyond showcasing products and services. Instead, ECOMEX is designed to help businesses strengthen every stage of the customer journey—from customer acquisition and digital marketing to payments, fulfillment, customer experience, and long-term customer retention.

This ecosystem approach reflects an important reality of modern business: sustainable growth requires integrating multiple capabilities rather than relying on a single online sales channel.

Why Digital Transformation Matters

For many Filipino SMEs, digital transformation is no longer optional—it has become essential for long-term competitiveness.

During the launch, **Trixie Esguerra-Abrenilla**, Founder and Organizer of ECOMEX and CEO and Managing Director of PHILSME, emphasized that succeeding in e-commerce today requires a broader perspective.



"Philippine e-commerce success depends on execution across the entire customer journey. The challenge



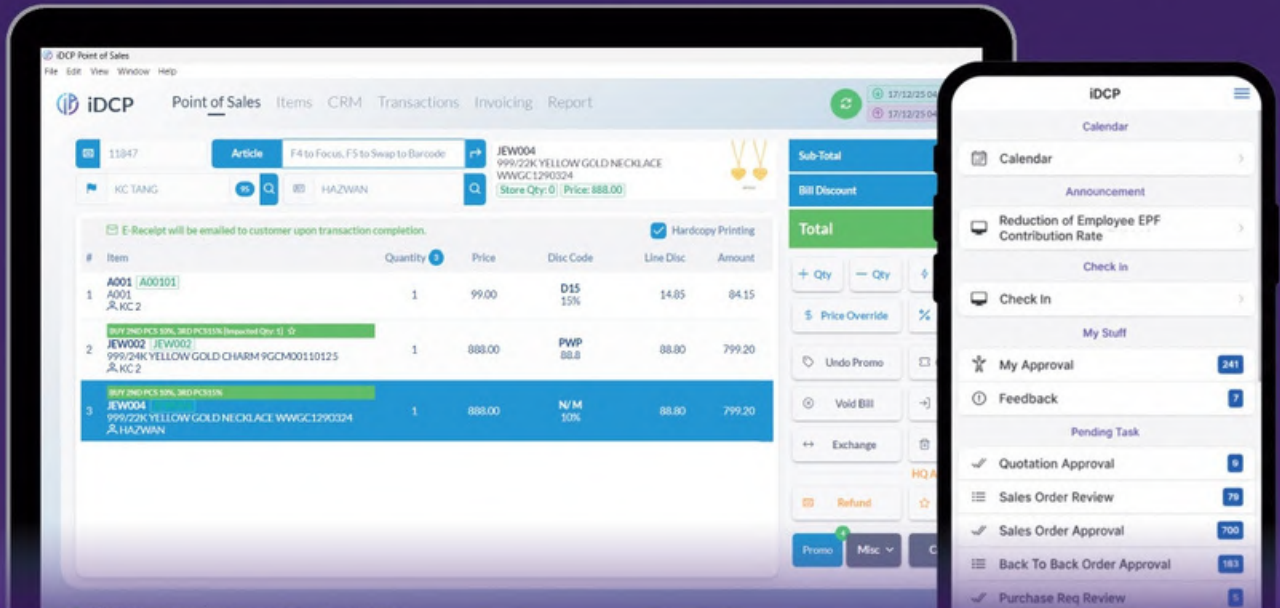
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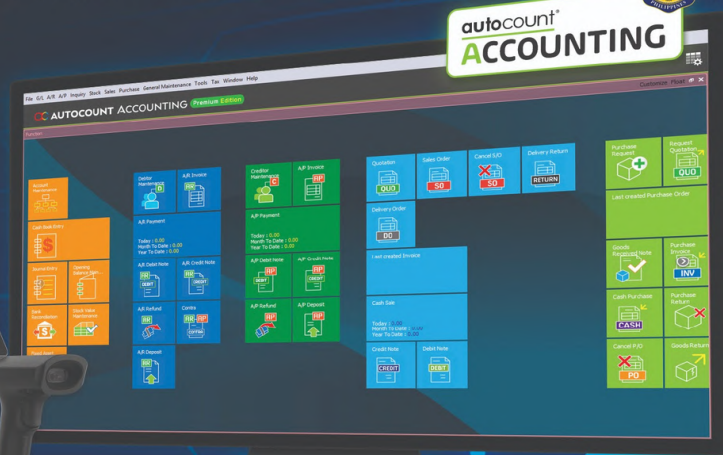
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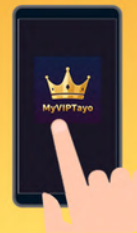
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is no longer simply how to sell online, but how to acquire, convert, fulfill and retain customers. These are exactly the kinds of questions ECOMEX is built to address."

Her message highlights the shift from treating e-commerce as another sales channel to viewing it as an integrated business system where marketing, payments, logistics, customer experience, and relationship-building work together.

A Shared National Effort



The launch also underscored the importance of collaboration between the public and private sectors.

In a recorded message, **Department of Trade and Industry E-Commerce Bureau Director Eryl Royce Nagtalon** noted that maintaining a trusted digital marketplace requires the participation of government, industry, entrepreneurs, and consumers alike.

"Maintaining a safe and reliable e-commerce environment is a shared responsibility. Achieving this requires all of us—the government, the industry, and every Filipino entrepreneur and consumer—working together."

Industry projections presented during the event estimate that the Philippine e-commerce market could grow from

approximately **USD 20 billion in 2026** to nearly **USD 38 billion by 2031**, driven by increased digital adoption, stronger logistics infrastructure, mobile payments, social commerce, and continuing government support for digital transformation.

Industry Voices on the Future of E-Commerce

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Industry Voices on the Future of E-Commerce



Digital entrepreneur and content strategist Reymond "Boss RDR" Delos Reyes reminded participants that technology alone does not create successful online businesses.

"ECOMEX is not just an expo. For me, ECOMEX is a movement where we recognize and celebrate the people building Philippine e-commerce."

Entrepreneur and financial educator Chinkee Tan reinforced the urgency of embracing digital transformation.

"The biggest risk is this: if your business is not on the internet, you will soon be out of business."

Tan encouraged entrepreneurs to continue investing in learning, developing trusted personal brands, and actively participating in industry events that expose them to new technologies, practical strategies, and valuable business partnerships.

Together, the speakers emphasized a common principle: sustainable growth in the digital economy depends on continuous learning, meaningful collaboration, and the willingness to adapt.

PHILSME's Expanding Mission

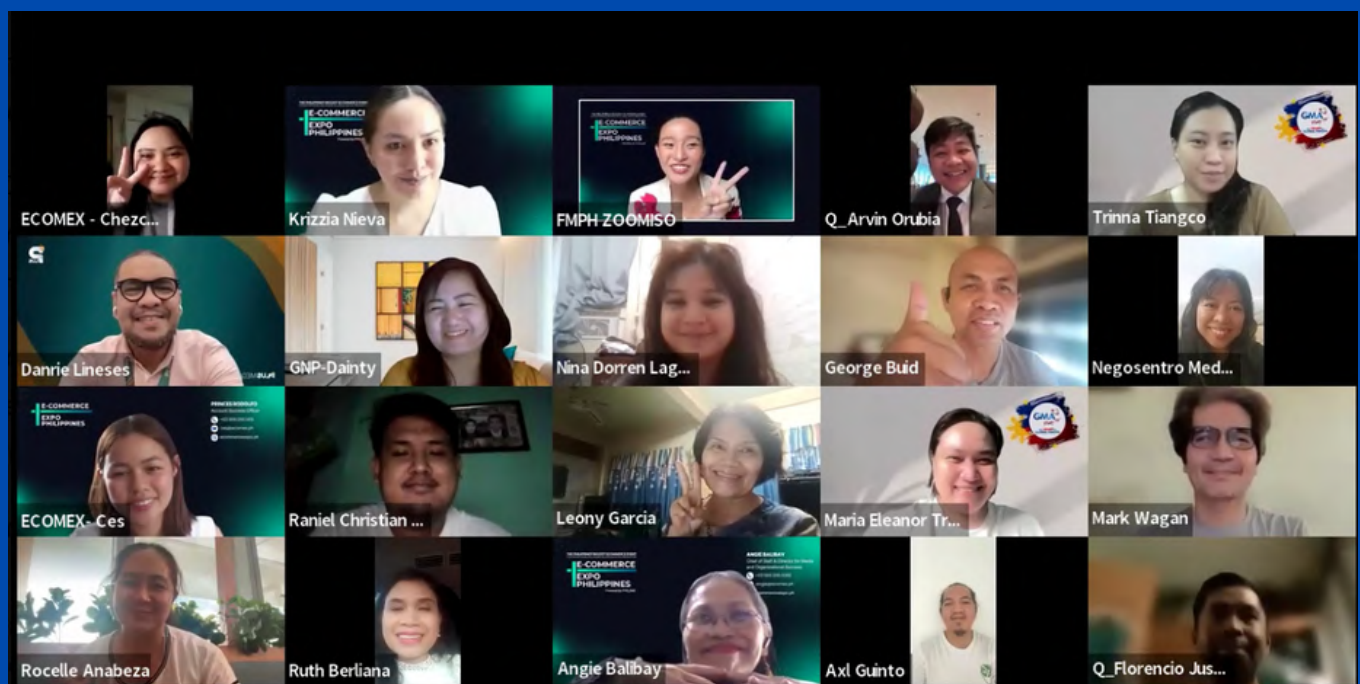
For PHILSME, ECOMEX represents a natural evolution of its long-standing mission to connect Filipino

entrepreneurs with opportunities that help businesses grow sustainably.

By bringing together technology providers, marketplaces, logistics companies, financial service providers, educators, investors, and government agencies on one platform, ECOMEX seeks to create an environment where entrepreneurs gain more than business leads—they gain knowledge, strategic partnerships, and access to an ecosystem that supports long-term success.

As digital commerce continues to reshape how businesses compete, initiatives that unite the entire value chain become increasingly important.

ECOMEX 2026 reflects that vision: creating a collaborative platform where entrepreneurs can discover innovative solutions, build lasting relationships, and prepare their businesses for the next phase of Philippine digital commerce.



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NATIONWIDE

Marcos to sign 2025 budget before Christmas

By BETHLENA KAE ONITE

President Marcos is expected to sign before Christmas the ₱6.52-trillion national budget for 2025, which he had certified as urgent on Tuesday, Sept. 24.

"Yes, that is the goal so that we can have a merry Christmas, not just for the administration but for the people—a national budget for progress, prosperity, and development for the Filipino nation," House Speaker

Martin Romualdez said when asked if the President is expected to approve the budget before the Christmas season.

The House speaker said with Marcos certifying the 2025 General Ap-

propriations Bill (GAB) as an urgent measure, they are compelled to pass the bill on the second and third reading on the same day.

He expressed confidence that the GAB will be transmitted to the Senate

after passing it on Wednesday night. "We will pass it on third and final reading tonight and will be ready for transmission in short order to the Senate. This is the most important measure we are facing now in the Congress and I am confident that we will be able to finish it tonight after it was certified as urgent by Malacañang, that's why it will be done," Romualdez said on Wednesday.

Marcos convened the 4th Legislative-Executive Development Advisory Council (LEDAC) meeting on the priority Common Legislative Agenda (CLA) and other important ▶ 3

US missile system will remain in PH

By THE ASSOCIATED PRESS

American and Filipino security officials have agreed to keep a US mid-range missile system in the northern Philippines indefinitely to boost deterrence despite China's expressions of alarm, two Philippine officials said on Wednesday, Sept. 25.

The US Army transported the Typhon missile system, a land-based weapon that can fire the Standard Missile-6 and the Tomahawk Land Attack Missile, to the northern Philippines as part of combat exercises in April with Philippine troops and to test its deployability aboard an Air Force aircraft.

Tomahawk missiles can travel over 1,000 miles (1,600 kilometers), which places China within their target range. Officials are considering keeping the missile system in the northern Philippines up to April next year, when US and Philippine forces are scheduled to hold their annual Balikatan—Tagalog for "shoulder-to-shoulder"—large-scale combat exercises, he said.

The two officials spoke to The Associated Press on condition of anonymity because they were not authorized to discuss the sensitive US missile deployment publicly. There was no immediate ▶ 3

Downward inflation prices ease



September 27, 2024 3:00 pm Manila • 30°C

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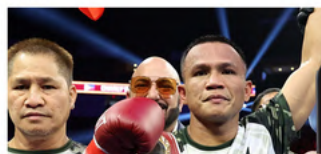
PROVINCIAL

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2 dead, 1 hurt in tricycle-bus collision in Isabela

WORLD

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SPORTS



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ARTS AND CULTURE LIFESTYLE

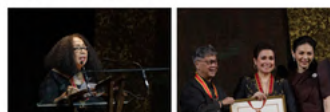
What does it take to make an artist like Lea Salonga or Joey Ayala?

Or Julie Luch, Gino Gonzales, Gener Caringal, or Mario O'Hara—CCP celebrates 55 years by honoring the country's foremost artists

By AA PETERMAN
Sep 21, 2024 11:17 PM

Although Joey Ayala, who was among the recipients of the 2024 Gawad CCP para sa Sining for what he has accomplished in music, might have delivered the most riveting acceptance speech, he was candid, he was clever, and he was funny—CCP Cultural Center of the Philippines po ha, not CCP (Communist Party of the Philippines)—drawing the most lively reaction from the audience at the 55th anniversary celebration of the CCP at the Sanwang Performing Arts Theater on Friday night, Sept. 20, it was the Gawad para sa Sining awardee for the visual arts Julie Luch who might have so eloquently and profoundly shared the condition of the artist.

"May this award spur me on not toward greater heights, but toward the lower depths," she said. "Because it is in the lower depths that the artist may see, smell, taste, and feel the festering wounds of suffering humanity."



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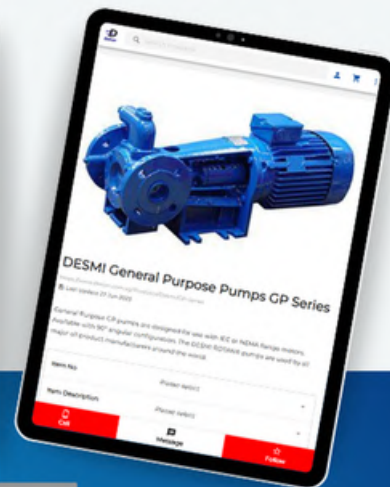
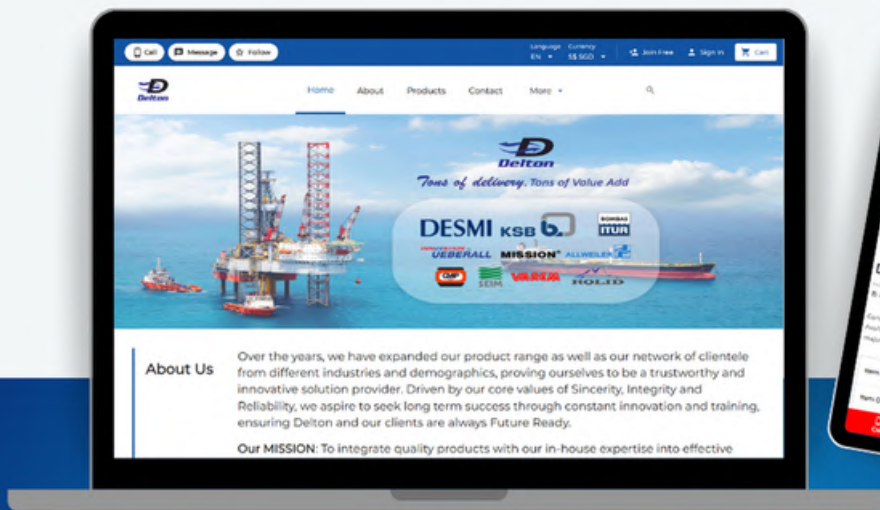
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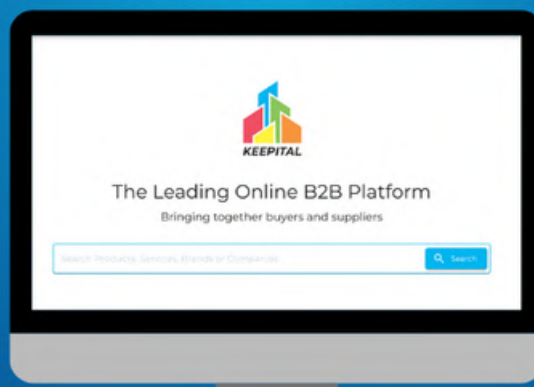
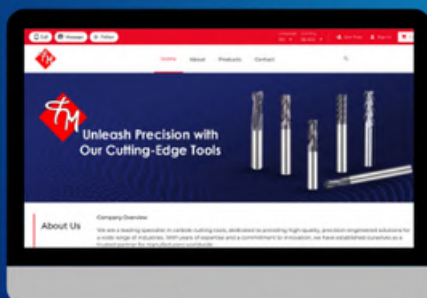


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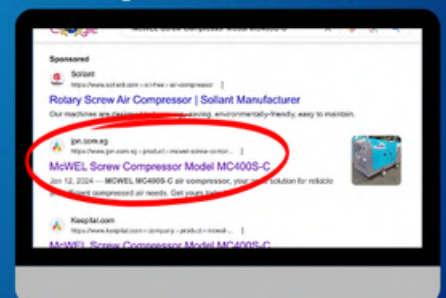
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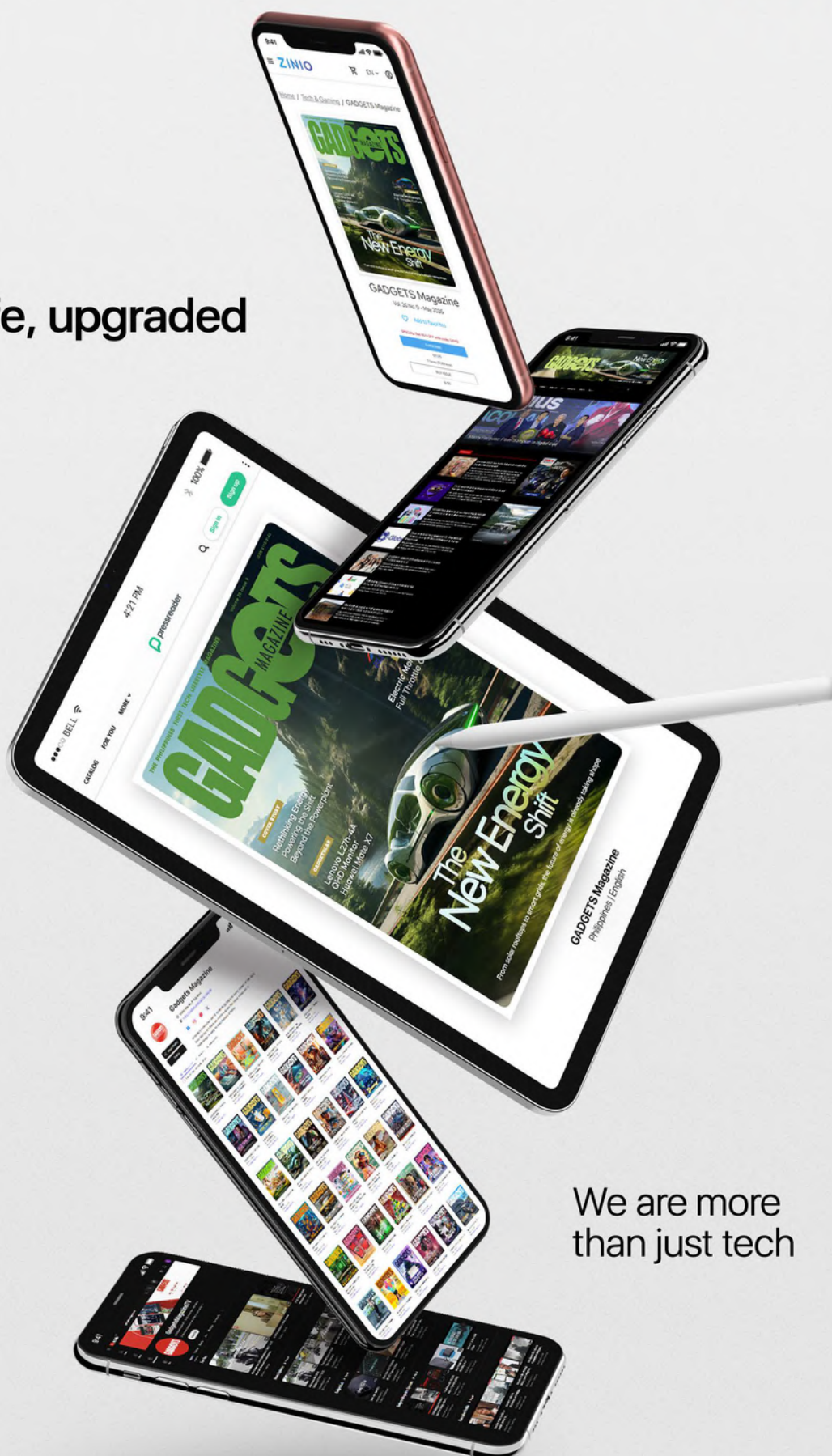
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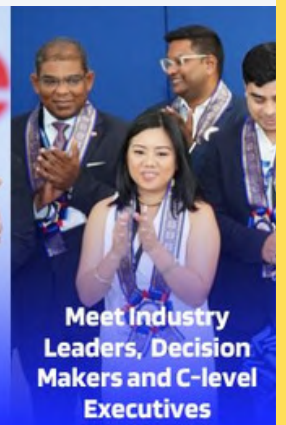
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