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NOVEMBER 2026

MAGAZINE



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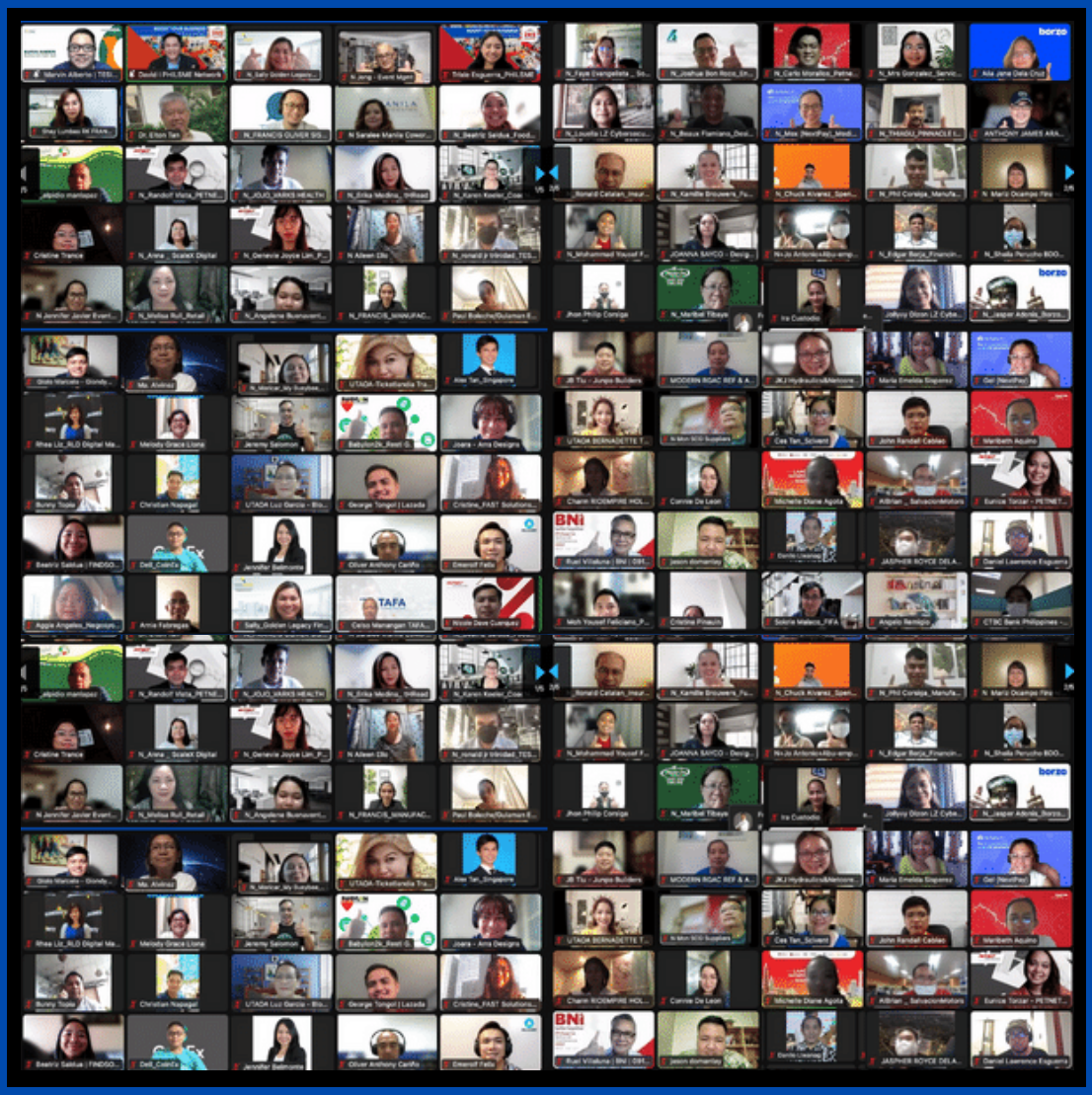


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From First Sale to Seven Figures: 5 Secrets to Scaling an E-Commerce Business

By: Franchezca Romano

Selling online is one thing. Building a profitable business that grows consistently is another. For Filipino entrepreneurs, achieving this requires the right product, strategy, and systems.

What does it take to turn an online store into a seven-figure business?

For **Jungie Gumiran**, CEO of JUJU Health and Wellness and LaunchStrong Coach, success goes beyond having a winning product or generating sales. It requires building a business that can grow sustainably.

During his webinar at the **45th PHILSME Business Networking Meeting**, titled "*Five E-Commerce Secrets That Build Seven-Figure Businesses*," Gumiran shared five strategies to help entrepreneurs move beyond their first sale and build a stronger e-commerce brand.



continue to page 12

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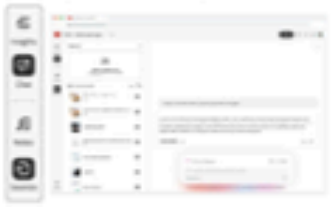
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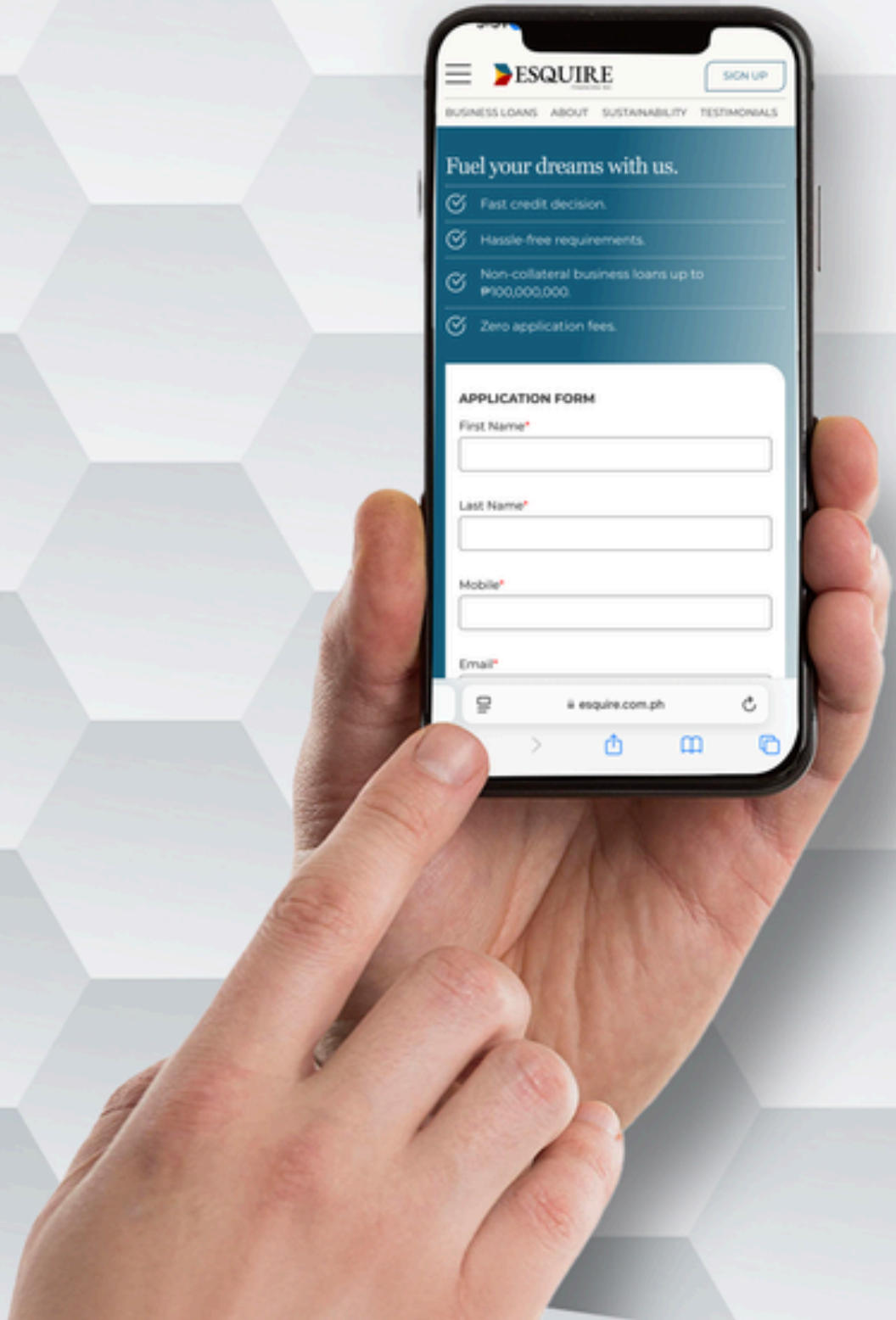
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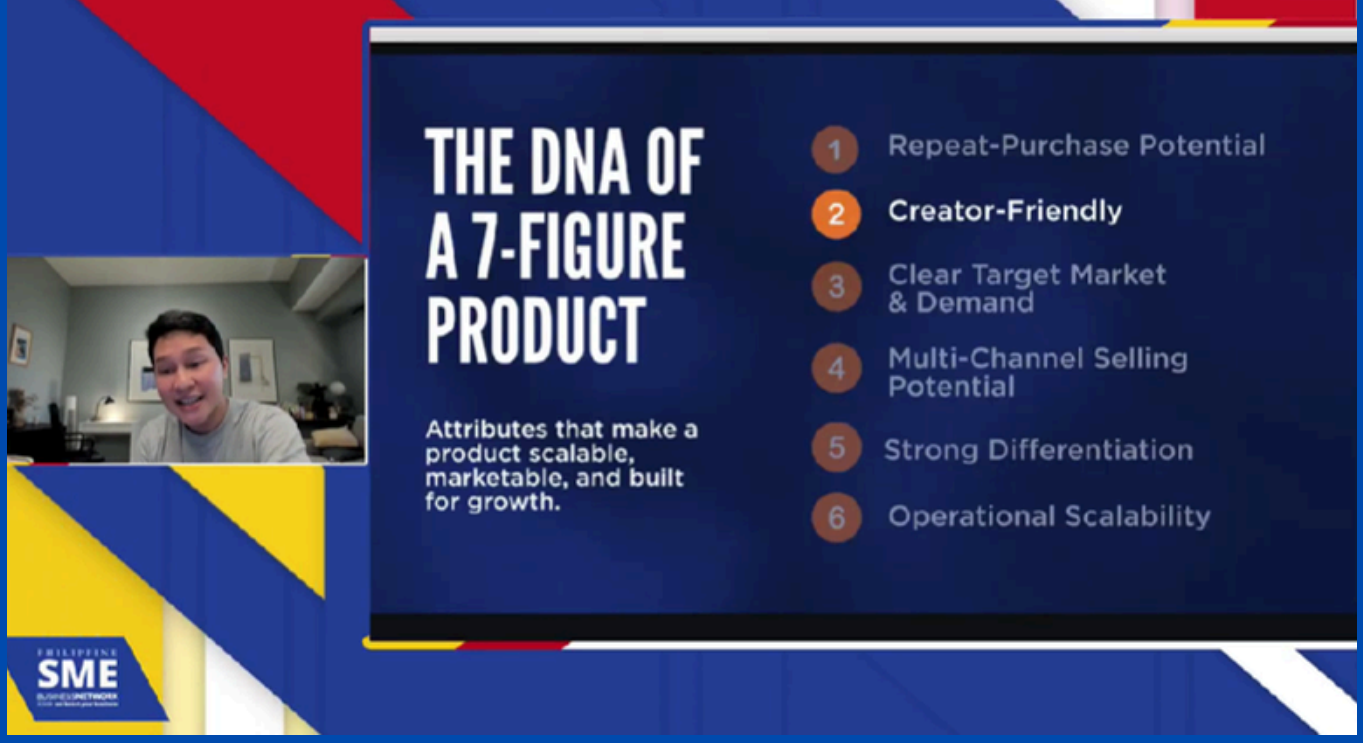
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1. Start With a Product Built for Growth

A product that sells today may not necessarily scale tomorrow. Gumiran emphasized the importance of choosing products with repeat purchase potential, creator-friendly appeal, a clearly defined target market, multi-channel selling opportunities, strong differentiation, and operational scalability.

The goal is to offer something customers will keep coming back for and something that stands out in a competitive market.

2. Explore Multiple Business Models

Don't limit your business to one way of selling. Entrepreneurs can expand through direct-to-consumer (DTC), reselling and distributorship, dropshipping, and retail or wholesale. These models create additional revenue opportunities and help businesses reach customers beyond their existing channels.

3. Don't Rely on One Marketplace

Shopee, Lazada, and TikTok Shop offer valuable market access, but depending on a single platform can put a business at risk.

Gumiran encouraged entrepreneurs to build their own websites and establish direct customer relationships, giving them greater control over promotions, customer experience, and repeat purchases.

4. Turn Creators Into Your Sales Network

Creators and affiliates are becoming powerful drivers of product discovery. But simply offering commissions isn't enough.

Brands need to recruit the right creators, provide attractive incentives, and equip them with the information and tools to promote products effectively.

As Gumiran illustrated, 50 active creators generating ₱20,000 each in monthly sales could contribute ₱1 million in gross sales.

5. Master the Pay-to-Play Era

With increasing competition online, visibility matters. Even great products can struggle if customers never see them.
Paid advertising can help businesses reach more customers, but scaling requires understanding advertising costs, customer acquisition, and profit margins, not simply spending more.

Building a Business That Lasts

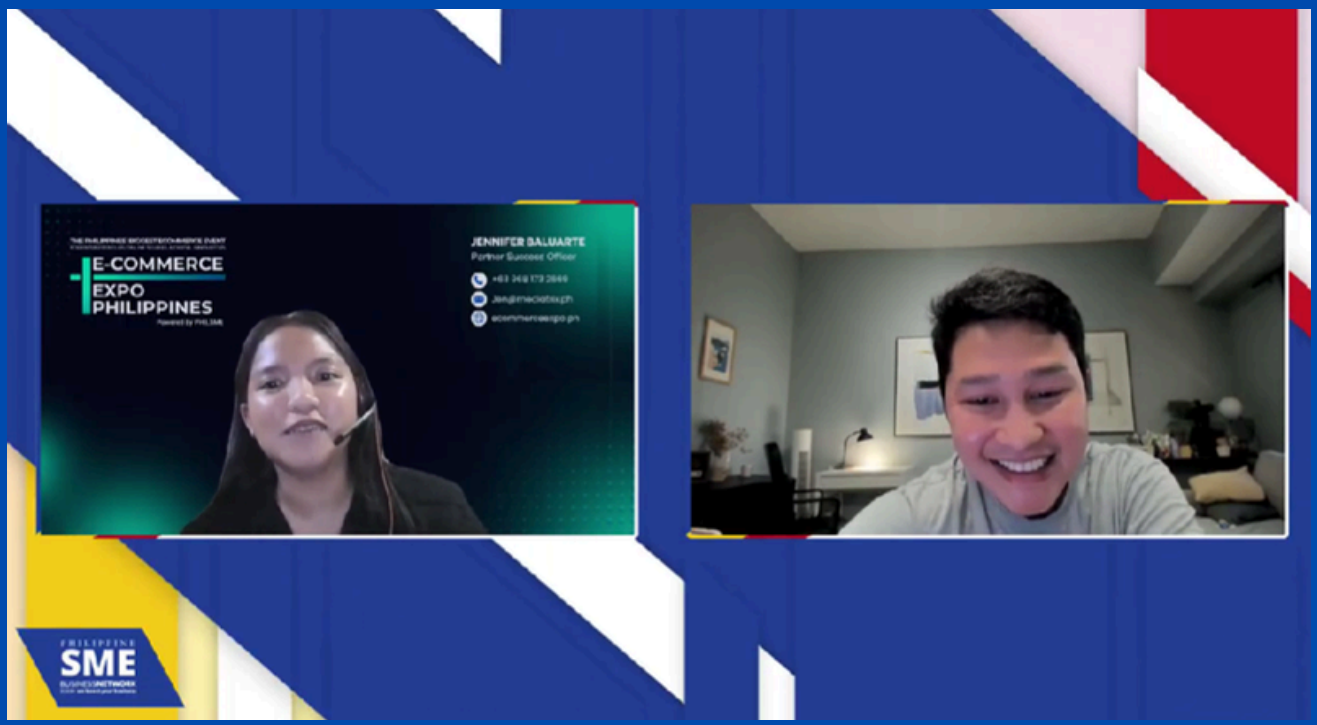
Ultimately, scaling is about more than increasing sales. It also means having reliable suppliers, sufficient inventory, efficient fulfillment, and healthy cash flow.

Gumiran's biggest takeaway? **Don't just build a business that sells. Build one that can scale.**

For entrepreneurs aiming for sustainable growth, the next big step isn't simply getting more orders, it's creating a business ready to handle them.

For entrepreneurs navigating the growing digital economy, staying ahead means continuing to learn, adapt, and build better systems. More practical e-commerce strategies and insights from industry leaders will be featured at the inaugural **E-Commerce Expo Philippines, powered by PHILSME,** 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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Beyond the Online Storefront: What E-Commerce Businesses Need

By Angie Quadra-Balibay

As digital commerce evolves, entrepreneurs need more than an online presence to compete. Technology, industry expertise, business solutions, and strategic connections are becoming essential to building sustainable online enterprises.

Having an online store is no longer the biggest challenge facing entrepreneurs entering e-commerce. The real work begins with attracting customers, managing transactions, fulfilling orders, coordinating deliveries, and keeping business operations efficient as demand grows.

For Filipino entrepreneurs, succeeding in digital commerce means bringing together several capabilities that extend beyond selling products online. From digital marketing and payment systems to logistics, fulfillment, and technology-enabled operations, each plays a role in building a competitive business.

These business needs are at the center of the E-Commerce Expo Philippines (ECOMEX) 2026, happening November 20–21 at the SMX Convention Center Aura in Taguig City.

Powered by the Philippine SME Business Expo & Network (PHILSME), ECOMEX expects more than 5,000 attendees and will bring together over 100 exhibitors, 160+ business solutions, and more than 40 speakers. The event will connect entrepreneurs, online sellers, established businesses, brands, technology providers, and service companies through its exhibition, conference program, networking opportunities, and interactive zones.

The Business Infrastructure Behind Online Selling

An e-commerce business depends on more than a platform where customers can browse and purchase products. Behind every successful transaction are systems and services that support customer acquisition, payment processing, inventory management, order fulfillment, and delivery.

As businesses expand, these operational requirements become increasingly interconnected. Entrepreneurs must make decisions about the tools they use, the service providers they work with, and the processes that allow them to serve customers efficiently.

For SMEs, identifying the right solutions can be particularly important as they work to strengthen their operations and compete in an increasingly digital marketplace.

ECOMEX founder Trixie Esguerra-Abrenilla, CEO of PHILSME Business Expo, emphasizes the importance of having the right resources to support business growth.

“Businesses need more than an online presence to succeed in e-commerce.

They need the right tools, knowledge and connections to compete and grow," she said.
The exhibition will provide businesses with a platform to discover products, services, and technologies relevant to their operations. Attendees can explore potential suppliers, compare solutions, learn from practitioners, and identify opportunities for collaboration.

Industry Knowledge and Government Support

Technology and business solutions are only part of the equation. Entrepreneurs also need access to relevant knowledge and industry perspectives to make informed decisions and adapt to developments in digital commerce.

ECOMEX 2026 will bring together business leaders, industry practitioners, and government representatives through its conference program.

Department of Trade and Industry (DTI) E-Commerce Bureau Director Eryl Royce Nagtalon is confirmed as keynote speaker. A government panel will also feature officials from the Department of Information and Communications Technology (DICT) and the Department of Science and Technology (DOST).

The conference speaker lineup includes Chinkee Tan on personal branding; Steve Sy of Great Deals E-Commerce Corp. on AI commerce; Janette Toral on e-commerce profitability; and Miko David of David & Golyat on digital marketing.

They will be joined by Real Talk Darbs, Cristalle Belo, Jay Bernardo, Reymond "Boss RDR" Delos Reyes, ECOMEX founder Trixie Esguerra-Abrenilla, Jungie Gumiran, Carlo Calimon, Jacqueline Gutierrez, Chester Sy, and Mommy N.

Other topics will cover content creation, online selling, business tools, and technology-enabled operations, bringing different areas of expertise into discussions relevant to entrepreneurs navigating the digital business environment.



Connecting Entrepreneurs with Practical Business Guidance

Beyond learning from industry speakers, business owners will also have opportunities to connect with organizations that can provide guidance and support.

Through the ECOMEX Growth Clinic, attendees can access practical assistance from Community Allies representing both the public and private sectors.

Participating organizations include the DTI E-Commerce Bureau (DTI-ECB), DICT's Industry Development Bureau (DICT-IIDB), Intellectual Property Office of the Philippines (IPOPHL), Digital Marketing Association of the Philippines (DMAP), StartUp Village, and Toastmasters International District 75.

Their participation brings together organizations with different areas of expertise and support for entrepreneurs. For SMEs, these connections can open opportunities to explore available resources, seek guidance, and build relationships with institutions that form part of the broader business ecosystem.





Experiential Spaces for Digital Business Applications

Recognizing the growing role of digital content and technology in business development, ECOMEX will also feature eight additional interactive zones.

These will focus on live selling, content creation, product photography, founder portraits, podcasting, attendee recharging, and media engagement.

The interactive spaces will complement the exhibition and conference by giving participants opportunities to engage with practical applications of content creation, business promotion, and digital engagement.

For entrepreneurs and online sellers, these activities offer exposure to different ways of presenting their brands, creating content, and connecting with their audiences.

Building Stronger Connections Across Digital Commerce

The growth of e-commerce involves an entire network of businesses, technology providers, service companies, industry practitioners, and institutions working across different parts of the value chain.

For entrepreneurs, understanding this ecosystem and knowing where to find the right expertise, solutions, and business connections can be an important step toward strengthening their operations and pursuing new opportunities.

Through ECOMEX 2026, PHILSME brings these different participants together in one platform, reinforcing the importance of collaboration and access to resources in advancing digital commerce in the Philippines.

The E-Commerce Expo Philippines takes place on November 20–21, 2026, at the SMX Convention Center Aura in Taguig City. Doors open on Day 1 at 9:00 AM, with the expo starting at 10:00 AM.

Entrepreneurs, business owners, and industry professionals can register for free https://ticket.ecommerceexpo.ph/. Those who already have free tickets may also explore VIP and Delegate Pass options.



The main speakers of the E-Commerce Expo Philippines (ECOMEX) 2026 will bring their expertise and perspectives to the two-day expo and conference on November 20–21 at the SMX Convention Center Aura in Taguig City. Their sessions will cover e-commerce, digital business, online selling, technology, content creation, personal branding and business growth. Powered by the Philippine SME Business Expo & Network (PHILSME), ECOMEX will feature over 40 speakers from across the business and digital commerce ecosystem.

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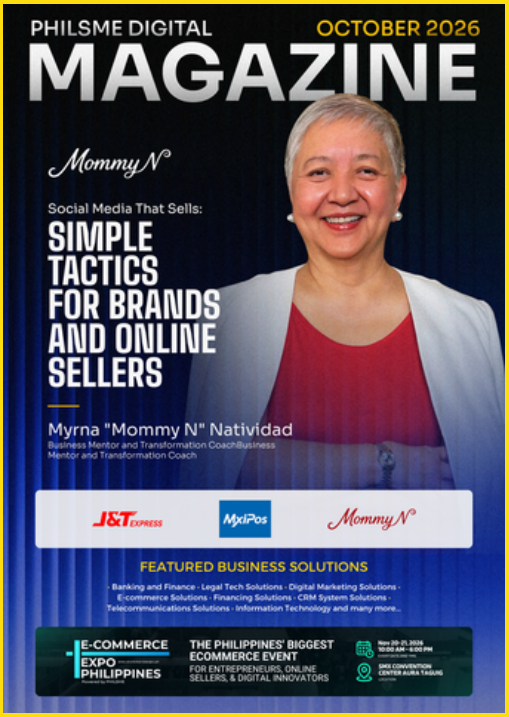
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