

E-commerce remains silver lining for consumption in the new normal

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Entrepreneur GJ Jimenez of Banapple Pies and Cheesecakes was among the fortunate business owners to establish his brand's online store years before the coronavirus disease 2019 (COVID-19) pandemic struck the global economy.

Nevertheless, Mr. Jimenez said adjustments had to be made.



“We had to streamline our products, focus on products that share processes and resources, in order to increase cost-efficiency. We maximized our labor output since there were so many restrictions

