

“E-commerce is now part of our day to day lives as users have appreciated the convenience and reliability it brings to all of us. It will definitely trickle down some more as other in-person services are made available online (remote medical consultation, etc.),”
– GJ Jimenez, President of Banapple Pies and Cheesecakes

of the PH Identification System ID (PhilSys ID), the establishment of a “central agency” that will oversee all market players in the value chain, the strengthening of internet infrastructure, fostering the growth of cashless payments, and building trust in the use of e-commerce platforms.

On its survey measuring the digitalization of MSMEs conducted from July to October last year, DTI said only 6% of the 400 firm respondents in Metro Manila, Central Luzon, and Calabarzon have an “advanced” level of digitalization – characterized as having a business e-mail, website and other “advanced” tools. On the other hand, 23% have no “digital tools” while the remaining 72% have at least a business e-mail.

DTI’s Mr. Lopez has said previously the need to update the e-Commerce Act of 2000

to “make it more relevant to the times...”

DTI has expressed support for proposed bills such as House Bill 7805 or the “Internet Transactions Act” that pushes for a stronger e-commerce in the country through the recognition of digital access to goods and services, as well as the presence of online sellers and consumers. The bill, which has since been approved on its third reading last Nov. 24, also aims to establish an e-commerce bureau under the DTI.

Merchants like Banapple’s Mr. Gimenez have witnessed the many possibilities of doing e-commerce.

In the present time, Banapple goods and dishes are accessible through their online store banapplekitchen.com (Banapple Kitchen). It has been digitally active since 2016 and a frontend to 30 Banapple stores in Metro Manila, Bulacan and Cebu. 

