

“tony tan caktiong”

[Business](#), [Entrepreneurship](#)



“ Tony Tan Caktiong" Tony Tan Caktiong is the founder and current Chairman and CEO of Philippine fast food chain Jollibee. He graduated from the University of Santo Tomas with a degree in chemical engineering. Caktiong had initially planned an ice cream parlor when he founded Jollibee, then subsequently added additional dishes such as hamburgers, french fries, and fried chicken. Food and family are two essential elements behind the success of both Tony Tan Caktiong and his company, Jollibee Foods Inc. While growing up in Davao (Southern Mindanao), he and his brothers worked in their family restaurant where their father was also the chef. From his parents, they learned two basic ingredients that led to the Jollibee phenomenon – good food and humility. After high school, Mr. Tan Caktiong moved back to Manila to pursue an engineering course at the University of Santo Tomas. Upon graduating from the university, he and his brothers applied for a franchise of Magnolia Ice Cream House. The business was already doing well but they noticed that the customers were looking for something besides ice cream. This gave them the idea to serve sandwiches and spaghetti. Pretty soon, the hot meals were outselling the frozen delights. Mr. Tan Caktiong decided to convert their two ice cream parlors into dine-in fast-food restaurants called “ Jollibee. ” The story behind the name is as interesting as the company’s. When Mr. Tan Caktiong and his family were brainstorming on a symbol for their business, they thought of a bee because it is known for its hard work. Bees also produce honey that represents the sweet things in life. In addition, they also wanted the name to connote happiness and prefixed “ jolly” because people should be happy with their work to enjoy it. With Jollibee, the Tan Caktiong team decided to focus on the

Filipino taste. They made sure – as their father had taught them – that all the food that Jollibee serves must taste good. And when they learned that the Number One fastfood chain in the world was making an entry in the Philippines, Mr. Tan Caktiong knew that they had only two choices: to be a franchise of the global brand or to stand on its own. Today, it is a known fact that Jollibee is the undisputed leader in the local fastfood industry. Jollibee commands 65% of the market, leading in three major segments – Jollibee in chicken and burgers; Chowking in oriental fast food; and Greenwich in pizza and pasta. Moreover, Jollibee is one of the largest franchising networks in the Philippines. From two stores in 1975, Jollibee can be found in around 900 locations in the country and 29 overseas. This phenomenon is due mainly to Mr. Tan Caktiong’s persistent drive to innovate, to look ahead, and to learn from other companies’ successes and mistakes. He is the toughest quality controller of Jollibee’s products and services. At the moment, Mr. Tan Caktiong is upbeat about doing business in China and Indonesia. Jollibee will explore opportunities in the Japanese dining segment through the US California-based Tomi’s Teriyaki Japanese Restaurant. He is not afraid to fail despite an unsuccessful venture in the Middle East. From a business standpoint, he considers the episode successful because of the valuable lessons he learned from it. For his tremendous success, Mr. Tan Caktiong was recognized Management Man of the Year in 2002. He has also been presented an Agora Award for Outstanding Marketing Achievement, a Triple A Alumni Award from the Asian Institute of Management, a Golden Scroll Award, a Ten Outstanding Young Men (TOYM) Award for Entrepreneurship, a Star of Asia Award from BusinessWeek, and a Lifetime Achievement Award

from the Asian Chain Restaurant Operators and Suppliers Series. “ John L. Gokongwei, Jr. ” John L. Gokongwei, Jr. is a Chinese Filipino businessman with holdings in telecom, financial services, petrochemicals, power, aviation and hog farming. In 2008, Gokongwei has a networth of \$680 million. His father, John Gokongwei Sr. the founder of Universal Robina Corporation. He is the chairman of JG Summit Holdings, one of largest conglomerates in the Philippines. In 2005, his company had spent \$700 million of internally generated funds for buying new aircraft for his airline, Cebu Pacific Air, the largest carrier in the Philippines. From 2003 up to the present his telecom arm Digital Telecommunications Philippines spent nearly \$800 million for its mobile unit Sun Cellular which is the 3rd largest mobile operator in the Philippines as of 2008. He is currently negotiating a \$1 billion takeover of UIC a property giant from Singapore of which he owns in excess of 30%. UIC controls Singapore Land one of the biggest property landlord in Singapore. Gokongwei also owns Universal Robina Corporation, largest manufacturer of snacks in the Philippines and the maker of the very successful C2 green tea drink in the country. He also controls Robinsons Land one of the biggest property concerns in the Philippines that operates the Robinsons Malls. He was born into a wealthy Cebu-based family, originally from China’s Fujian province. The family fortune was lost when his affluent father died. He started his business career during World War II, buying and selling rice, cloth and scrap metal. He is married, and has six children. His only son Lance Gokongwei is now in charge of the Gokongwei Empire serving as president and COO while his father serves as Chairman Emeritus. Although, his family affords luxury in life he encourages his family especially his eldest grandchild

Isabelle Gokongwei to participate not only in socialite happenings but as well as charity events. On August 29, 2007, at the Ateneo de Manila University, Gokongwei's book, "John L. Gokongwei Jr.: The Path of Entrepreneurship" by the University's Dr. Marites A. Khanser, was launched, and it narrated the "riches-to-rags-to-riches" story of the tai-pan. Gokongwei stated that entrepreneurship is a way out of poverty. In 2002 Gokongwei donated P200-million to the undergraduate school of management. and he also made donations to University of San Carlos, Xavier School, De La Salle University, Sacred Heart School and Immaculate Conception Academy. On February, 2008, Forbes Asia magazine's first Heroes of Philanthropy list included 4 Filipinos — Jaime Zobel de Ayala, John Gokongwei, Ramon del Rosario Jr., and Oscar Lopez. The list is composed of 4 philanthropists each from 13 selected countries and territories in Asia. "Gregorio G. Sanchez, Jr." Engr. Gregorio G. Sanchez just had to find a way to keep alive the hundreds of piglets in his livelihood program. A kitchen experiment resulted in a food supplement formula that fattened the piglets and eventually, became the foundation of a full-blown business. Engr. Sanchez is a civil engineer whose early career was in the construction business. After returning from the US in 1983 following the assassination of Ninoy Aquino, he became a street parliamentarian. Engr. Sanchez was subsequently appointed as Board Member of the Province of Cebu in 1986, reappointed in 2003, and became Vice Governor in 2004. It was between his appointments to the Provincial Board when Engr. Sanchez developed Lactopafi Probiotic Bacteria. He was led to do research on lacto bacillus after his pig dispersal program failed because of the piglets' malnutrition. He performed countless experiments

with only pots, pans and a small tank for equipment. His persistence yielded a food supplement that would suppress bad bacteria in livestock. Those who witnessed the positive effect on livestock urged Sanchez to produce a health drink for human consumption. He developed Lacto Pafi Probiotic Bacteria, currently among the superior probiotic bacillus strains in the world (probiotics are dietary supplements containing live bacteria taken orally to restore beneficial bacteria to the body). Those who took the concoction claim to have been healed from various ailments. Lacto Pafi's reputation spread by word of mouth and through testimonies broadcast in local radio. The product was registered with the Bureau of Food and Drugs and Sanchez decided to manufacture it commercially. Engr. Sanchez also developed new products with the lactobacillus component such as soap, shampoo, toothpaste, and other personal care products. Lacto Pafi products have reached Norway, France, Australia, New Zealand, Hong Kong, Japan, and the US. Engr. Sanchez is also breaking into the rest of the Southeast Asian region and China. For his contributions to business and the community, he was awarded Most Outstanding Alumni of the University San Jose-Recoletos in 2003. In 2005, his product was cited as Most Outstanding Lactobacillus Health Drink and Best Pro-Biotic Supplement by the Philippine Marketing Excellence Award Group and the National Product Quality Excellence Awards Group, respectively. The product was approved in 2005 by the US Food and Drug Administration.

“ Socorro C. Ramos” Socorro C. Ramos known as the matriarch of National Bookstore, a major retailer of books, office supplies and greeting cards in the Philippines. In 1965, she and her husband Jose established a nine-storey building along Avenida Rizal, which would be the

first National Bookstore. Since then, what has become the Ramos family business has not stopped growing. In 1940, Socorro Ramos, only 18, began working as a salesperson in Goodwill Bookstore branch owned by his brother in Escolta, Manila. Because of her sales capabilities, Ramos was put in charge of the store. It was only after her marriage to Jose Ramos that her dream of establishing a National Bookstore has finally materialized. The couple started the first National Book store as a stall shop in Escolta selling supplies, GI novels and textbooks. Unable to pay for extra help, Ramos worked not only as manager but also as a cashier, the buyer, seller, concierge, and an assistant. When war broke out, strict book censorship forced them to shift their trade to soap, candies, and slippers instead. After the Japanese invasion, the Ramos couple were able to rebuild a barong-barong in the corner of Soler and Avenida Rizal in time to catch the boom of post-war business. Using the door of their house as a counter, Ramos again began selling textbooks, notebooks, writing pads and pencils in time for the first school year after the war. Just like that, National Book Store made its transition from being a general merchandise store to a store that sells books and more. Business went well for the couple mainly because only a few stores sold school supplies during that time. In 1948, Typhoon Gene came to the Philippines destroying dozens of homes and properties, including the Ramos'. Their house and shop were taken down and all the goods were destroyed after the typhoon. But this did not bring them down. They worked harder, slept only three hours a day spending the rest of their time rebuilding the business. Eventually, through will and determination, the Ramos couple were able to build two-story building complete with mezzanine

that would become their store for many years. After more than a decade, Ramos acquired a nine-story building along Avenida Rizal, and in 1963, the construction of the Albecer Building (taken from Ramos' three children — Alfredo, Benjamin, and Cecilia) started. Little did the Ramos couple know that the Albecer Building would be the first of many buildings they would build. Socorro Ramos now has over 2, 500 employees in over 80 branches of her once-small stall. From a humble beginning, Ramos' National Book Store became the Philippines' largest chain of bookstores. “ Ben Chan" Ben Chan is a prominent Chinese-Filipino entrepreneur who is the founder of the Philippines' largest clothing chain, Bench, under the trademark Suyen Corporation. With his world class fashion style and hardworking ethic, he has expanded the Philippine clothing chain into international markets including China, the land of his forefathers. He is dubbed as one of the most prominent people in the country as mentioned in the Philippine Tatler's list of Who's Who of the Philippines. Ben comes from a very dynamic family of serial entrepreneurs. He is the son of Chan Lib, a Chinese immigrant. Together with his wife See Ying, Chan Lib established Liwayway Marketing Company, which soon became the country's leading starch supplier due to its famous flagship product Liwayway Gawgaw (laundry starch). It primarily specialized in repacking of flour and coffee products. In 1966, the business was converted into a corporation, as it expanded into the distribution of pomade, candles, candies and sauces. By 1974, under the second generation management headed by Ben Chan's brother Manuel Chan, LMC diversified into the manufacturing of snack foods such as “ Oishi Prawn Crackers" and “ Kirei Yummy Flakes. " Ben's brother Carlos Chan founded Liwayway (China)

Company, Limited which has become a salty snack powerhouse in mainland China. Ben was schooled in Manila, but moved to San Francisco for an interior design course. It was there where he immersed himself in design and art. Upon his return from the US, he established Dimensione, a modern furniture store and Finale, an art gallery. In 1987 he started a small T-shirt shop in Manila’s SM department store. His t-shirts were known for its affordable prices and distinctive style. It would eventually become the beginnings of Bench, the fashion clothing line, under the family owned Suyen Corporation. In 1994 Bench opened its first fashion store outside the Philippines in Al-Khobar, Saudi Arabia, soon followed by its first in Shanghai, China. A store soon followed the following year in Kuwait. In 1997 Bench pioneered the first underwear show in the Philippines. In 2002 the show would set a record by attracting 25, 000 to its Underwear Show. By 2007, on its 20th anniversary, Bench had established stores in Eaglerock, Los Angeles, Riyadh, Saudi Arabia, Bahrain, Guangzhou, Xian, and Dubai, on its road to global retailing. China remains its primary focus with more than 27 company stores and 19 franchises. Recently Mr Chan has dabbled in philanthropy, establishing the Wear Your Conscience Projeet with Photobook for the Sa Aklat Sisikat Foundation. “ Alfredo Yao" The eldest of six children, Mr. Alfredo Yao started to work at an early age to augment the family income. His father died when he was only 12 years old, and his mother’s earnings as a sidewalk vendor could not support the family’s needs. He would accompany his mother to Chinese gambling dens where he got balato (tips) from the players and met people from all walks of life. With the help of a relative, Mr. Yao was able to complete his elementary and high school education. He went to the

Mapua Institute of Technology for college but had to leave after two years. Mr. Yao did odd jobs and worked at a warehouse of a packaging company. On one of his many trips to a printing press where his cousin worked, Mr. Yao saw potential in the packaging business and decided to invest his time and money in a printing press. Solemar Commercial Press, a printing press for cellophane wrappers of biscuits and candies, was named after his mother and role model. It grew steadily during its first 20 years. Then in 1979, while visiting an exhibit in Europe, Mr. Yao discovered a new technology in packaging called “doy packs.” He saw promise in the technology and bought a machine. Mr. Yao tried to market the idea of doy packs to local juice manufacturers but there were no takers. To put the equipment to use, he started preparing fruit juice in his own kitchen. In 1980, Zest-O juice drink was launched. Today, Zest-O juice drinks have a total of 12 different flavors and includes in its product line fruit sodas, purees, and kitchen condiments. Zest-O Corporation commands 80% of the total market for ready-to-drink juices in the country. The company also produces popular products like the Sunglo Juice Drink, Big 250 Juice Drink, and Plus! Juice Drink. It also exports mango purees to China, Australia, New Zealand, Korea, Singapore, the US, and Europe. From 20 employees in a small corner of the Solemar compound, Zest-O Corporation now has over 1,000 workers in various offices and facilities nationwide. The company’s success has even helped other industries prosper. Zest-O introduced dalandan (native orange) fruit sodas. All ingredients are sourced from local suppliers of fruits, helping revive the dwindling dalandan-growing business in Southern Luzon. A majority of the growers in these provinces have become contract growers for Zest-O. Its

popularity has also penetrated the fashion industry. Handbags made of recycled Zest-O packs are exported to many countries. It has come to symbolize Filipino success and ingenuity while providing income to several women engaged in micro entrepreneurship. The success of Zest-O has also inspired Mr. Yao to set up other businesses: Semexco Marketing, Inc., Harman Foods, Amchem Marketing, Inc. American Brands Philippines, Inc., SMI Development Corp., and Philippine Business Bank. Mr. Yao was awarded the 2003 Centennial Taxpayer for Caloocan by the Caloocan Regional District Office and the 2005 Outstanding Business of Caloocan by the City of Caloocan. “ Mary Ann Cruz Dela Vega” As a seven year-old girl, Ms. Mary Ann Cruz Dela Vega would help out in the family’s store — Balikbayan Handicrafts — which started as a stall under the Quiapo Bridge. From this small, cramped space she saw how her parents built the business through sheer hard work, perseverance and determination. After working in a bank for three years, Ms. Dela Vega decided in 1993 that banking was not her calling. The handicraft business beckoned and she joined the family trade which catered primarily to tourists. Ms. Dela Vega, however, was convinced that there are other innovative ways to design Philippine handicraft that would appeal to local consumers and help change the perception that such products are only for the export and tourist markets. In time, she hit upon her breakthrough idea. With a partner and P50, 000 initial capital, Ms. Dela Vega set up in 1997 the Bluer Than Blue Joint Ventures Co., and opened the first Regalong Pambahay shop in SM Southmall. Ms. Dela Vega wanted Regalong Pambahay to be different from the start. Its merchandise comprises Philippine-made home décor, accessories and gift items that are

innovations of traditional handicrafts. Moreover, Ms. Dela Vega sells her products at reasonable prices and her designs have a global, export-quality, and youthful appeal. Target customers are newlyweds, homemakers and young individuals who live on their own. Today, Bluer Than Blue Joint Ventures Company oversees a chain of 23 stores that sell mainly handcrafted Filipino novelty product lines under the brand names Regalong Pambahay, egg (fashion accessories for teens and young adults), and Simplejoys (creative notions). Ms. Dela Vega plans to expand with more stores, concentrate on product development, launch new product lines, tap the export markets through the Internet, and improve its management scheme. For her innovation and creativity, Ms. Dela Vega received citations from the Department of Trade and Industry and Philippine Retailers Association. In 2001, she was awarded as the Most Promising Retailer for Non-Fashion and in 2004, as an Outstanding Filipino Retailer Small Scale Non-Fashion.

“ Bryan Tiu” Mr. Bryan Tiu grew up absorbing the entrepreneurial culture of Divisoria where his parents ran a textile business. Most of his father’s clients were Japanese and his exposure to them led to his appreciation of Japanese culture. As an aficionado of Japanese cuisine, Mr. Tiu saw a gap between Japanese fine dining and low-end Japanese restaurants. He saw this gap as a potential niche and was confident that he could provide good Japanese food without necessarily hurting the diners’ pockets. In 2001, Mr. Tiu established his first Japanese casual dining restaurant in Madison Square Greenhills. The restaurant was named Teriyaki Boy, introducing the image of an animated Japanese boy to appeal to a more relaxed target market. Teriyaki Boy started to attract adolescents and

youngworking professionals. Since then, it has built a loyal following from the C and B markets. By 2005, Teriyaki Boy had grown into a chain of 10 restaurants in the Metro Manila area. Teriyaki Boy’s swift and steady growth prompted Mr. Tiu to consider a merger with a company that could ensure Teriyaki Boy’s long-term presence in the industry. After a year of careful consideration, he signed a merger with the Lorenzo Group in late 2005. The Lorenzo Group now controls 70% of the Teriyaki Boy, and Mr. Tiu retains 30% ownership. This decision, he believes, was a major breakthrough in assuring Teriyaki Boy’s future by stabilizing its presence in the industry. The merger has also allowed Mr. Tiu to focus on the aspects of business closest to his heart: site development and research and development for Teriyaki Boy. “

Guillermo Choa" Mr. Guillermo Choa traces his entrepreneurial roots to his high school days in Pasay. He grew up helping in the family’s construction supply business, from carrying heavy loads to sourcing inventory from all over the country. The Choa family eventually went into real estate development, and Mr. Choa and his brother formed their own property development company — Confed Properties, Inc. Having gained experience in real estate development, Mr. Choa established Property Company of Friends, Inc., or Pro-Friends, in 1999. It is one of the lowest-cost and fastest producers of housing, and has provided 10, 000 homes to mid-level families mostly in Cavite. Pro-Friends is able to capture different markets by focusing on projects using smaller land areas of about five to 20 hectares. Dedicating 10% of its employees to research and development has led Pro-Friends to use precast technology to quickly deliver houses that meet company and regulatory standards. Pre-cast components are produced on-site to minimize

storage, production, and transportation costs. The company has innovatively integrated fibers, which were originally meant to patch cracks, to its wall systems. Pro-Friends also creates its own designs and operating systems. Pro-Friends builds and manages residential communities to ensure their continuous development. Each Pro-Friends community boasts of a clubhouse, swimming pool, basketball court, and chapel. The company even maintains a budget for community-based activities such as sports clinics, holiday parties, and cooking lessons. Pro-Friends currently has 13 projects in Cavite and Bulacan. The company is also concurrently working on a project with Gawad Kalinga. Pro-Friends has plans to expand to urban areas, and in fact has begun developing new subdivisions in Pampanga and Batangas. However, the company will continue to cater to the housing needs market. To encourage entrepreneurship, employees are allowed to invest in the company's projects, and part of their salary goes to an employees' savings fund. Pro-Friends is aiming for an IPO in 2010.

“ Engracia Cruz-Reyes”

Engracia “ Aling Asiang” Cruz-Reyes (born 1892 — died 1975) is known as the Mother of Filipino Cooking. She is an icon in the country's food history and culture. Aling Asiang and her husband Alexander, a lawyer who later on became a Supreme Court justice established a restaurant now known as Aristocrat Restaurant. Aristocrat, an icon pertaining to fine dining is recognized as the Philippines' Most Popular Restaurant. She is commended by the National Historical Institute with a historical marker at Plaza Raja Soliman. She was born Engracia Cruz to a poor family in Navotas in 1892. Her mother was a street peddler who sold food sauces and fruits, and who later managed a small neighborhood eatery popularly known in the

Philippines as carinderias . She developed her cooking skills at a young age, having to prepare the meals for her five younger siblings while her parents were out working for a living. She was able to complete only four years of primary education. In 1928, Aling Asiang and her husband opened a small canteen on the ground floor of their house along Marquez Street in front of St. Theresa’s College. Having twelve children and ten other relatives living with them, their business helped their family to make both ends meet. The canteen was called Lapu-Lapu and it was the first restaurant to serve native fare at a time when American cuisine dominated the land. The students of STC were one of their avid customers. Then Aling Asiang and Alex decided to continue their food business by opening up a rolling store. She planned to name it after her eldest son, Andres and so the enterprises’ name, “ Andy’s Rolling Store" was created. It was supposed to be located at the Ateneo de Manila University then along Padre Faura Street in Manila. Her son Andy however, did not feel proud of his name in a moving kiosk. So his mother then told him that she will just name the store after his son’s aristocratic friends. Thus, the name Aristocrat was born in 1936. In 1938, Aling Asiang decided to put up a permanent restaurant on its current site on Roxas Boulevard. The success of their restaurant eventually led to the expansion of the restaurant. They occupied the entire place, which, to this day, they continue to lease from the Fernandez’ clan.