

# National bookstore essay



**ASSIGN  
BUSTER**

1. What virtues did Nanay Coring show as an entrepreneur? She shows entrepreneurial spirit with courage, determination and hard work. She gambles and greatly believes in herself, that no matter what, nothing is impossible if you do try.

2. Trace the rags to riches story of Socorro Ramos.

Her story is truly an inspiring one as she built the business National Book Store from scratch with a lot of challenges and hurdles as she and her husband Jose Ramos literally built and rebuilt the business three times from scratch.

Way back then, her parents had a store, selling a lot of stuffs from slippers to clothes, while her grandmother had a market stall. Her grandmother usually had withdrawn their products by credits. Due to her grandmother mismanagement their business fell. After that event they went to Manila and she did summer jobs, to earn money. After she graduated in Arellano High School, she worked as a salesgirl in Goodwill Bookstore, owned by the family of Jose Ramos, now her present husband.

Socorro said, it wasn't easy for them start a business from a scratch. First, during Japanese occupation, they hadn't sold books for a reason. Second, when Japanese were driven away by the Americans, their store was damaged in the war. After WWII they decided to relocate their store from Escolta to Avenida. The business quite doing well, but unfortunately, the strong typhoon blew the roof of their store; left soaked books and stuffs w/c were worthless. Again, for the third time, they had to start from zero.

But, because of her entrepreneurship spirit with courage and determination, they overcome all those barriers. And now, place at the number spot; the biggest Bookstore of our country. Soccoro Ramos also known as Nanay Coring, one of the Wealthiest Businesswoman in the Philippines.