

Top 10 outstanding entrepreneurs



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Profiles Nov 22, 2010 10 nuggets of wisdom from Outstanding Entrepreneurs
By Carlo P. Mallo, Photos by At Maculangan Be inspired by tips and learnings
from Outstanding Entrepreneurs It was a grueling three months in the
making from the submission of nominations, the screening of their financial
books, the short-listing of nominees, and then the panel interview to select
the 10 Outstanding Entrepreneurs for the year, an elite circle of men and
women who had earned the right to be called the “ Modern Innovators”. And
so we bring you nuggets of wisdom and insight from this year's 10
Outstanding Entrepreneurs: . Reliability is Key “ The reliability of the product
is very important as it will be the face of your brand. If you have a reliable
product, it will be easy to introduce yourself and gain the trust of the people.
By being reliable, you are also earning the respect of the industry. ” [pic]
Nelson Par of PR Gaz Haus PR Gaz Haus is one of the newest players in the
country's LPG industry. New as they may be, they are already positioning to
be the Philippines ' leading LPG supplier with continuous growth in key
areas, making their presence felt in this competitive and environmentally-
sensitive energy market. Learn how to take on the competition here] With
continued business innovations, infrastructure development and customer
service enhancement, PR Gaz Haus is paving the way to become the
industry's trailblazer. PR Gaz Franchising Corp www. prgazhaus. com Retelco
Drive corner E. Rodriguez Jr. Ave. Bagong Ilog, Pasig City (02) 571.
7771com 2. Hardwork has no substitute “ Whether you are
in charge of marketing, cooking, or a waiter, there is no substitute for
hardwork in the secrets of success. ” [pic]

Carlos de Guzman of Sangkalan Grill and Restaurant After working for several years as a medical representative, de Guzman decided one day to quit his job and start his own business – a restaurant. Fanned by his love for cooking and his love for eating, de Guzman made sure that his restaurant offered only the best to its consumers. [Read the story of how a restaurant succeeded with 'luck' here] Pooling his savings and a loan from the bank, de Guzman was able to put up his own business, opening his first branch along Visayas Avenue in Quezon City .

Called Sangkalan, the vernacular for the chopping board, the restaurant maintains a simple and homey-feel, offering Filipino favorites to appeal to a greater audience. While several restaurants have come and gone, Sangkalan keeps on serving favorite Pinoy dishes, even after 20 years of existence. “ What we offer is simple. Its good food, good time, and a good experience for our customers, there is nothing fancy about our restaurant – we stick to the basics,” de Guzman said. Sangkalan Grill and Restaurant [www. sangkalan. com](http://www.sangkalan.com) 7 Scout Alabano St. , Quezon City (02) 924. 1866 (02) 928. 4307

om 3. Different Levels of Success “ Multi-level marketing is not only about selling. It's also about the products that you sell. The products must be effective, to begin with. ” [pic] Eduardo Cabantog of Alliance in Motion Global After dropping out from a six-figure paying job, Cabantog formed his own direct-selling company, Alliance in Motion Global. With a self-devised marketing strategy and more focus on the value for money of the products, Cabantog has never looked back. After all, everything is looking up with AIM Global. [Read about the booming direct selling industry in the country here]

A multi-level direct selling company, AIM Global is the country's exclusive distributor of Nature's Way products, a US-based food supplement producer. Alliance in Motion Global www.allianceinmotion.com Units 301, 319 and 320, AIC Burgundy Empire Tower ADB Ave, Ortigas Center, Pasig City (02) 706. 0277 (02) 706. 0278 4. Designing Global " One must admit that you cannot do everything. What we did with our other manufacturers in the area is that we partnered and complement each other on what each of us are experts on. We share our knowledge and our skills. " [pic] Myrna Bituin of Betis Crafts

A volcanic eruption, the closure of a US military base, and several floods may have come and passed but Betis Crafts in the town of Betis in Pampanga continues to produce quality furniture that is exported to various metropolitan cities in the world. [Read about Filipino ingenuity here] While credit to the success of the company is usually given to its owner Myrna Bituin, she would rather give credit to the people behind every piece of furniture that they produce - from the craftsman, the carver, and the many other hands who help make every piece of furniture a piece of art. Betis Crafts Inc www.etiscrafts.com San Miguel St. , Betis Guagua, Pampanga (45) 900. 0309 (45) 900. 2887[(mailto:etiscrafts@net5.com)]net 5. Opportunity in Crisis " I poured in all my savings and opened my company when all others were closing down. I jumped at the opportunity of providing jobs when people needed it most. " [pic] Domingo Ferrer of Domferrer Designs Inc Despite discouraging times back in 1985, Domingo Ferrer put up his own company with an initial investment of P50, 000. But Ferrer, or Dom Ferrer (as most of his staff call him), pushed on with his plan to open a business. [Read about

the export products of Southern Mindanao here] In 1985 the economy was doing very badly and everyone was telling me not to open my business. But I decided against it and continued. Looking back, it was the crisis at that time which created the opportunity for me to put up my own business,” Ferrer said. Domferrer Designs Inc. Ramon Magsaysay Road, Barrio San Antonio San Pedro City, Laguna (02) 868. 1471com 6. Growing with Nature “ We do not just cut trees. We plant what we cut to maintain the sustainability of this business. If we just cut what is there in the forest, we will run out of supplies. [pic] Ramon Floresta of RNF Summit Industries Yes, his business is engaged in the production of wooden pallets but before environmentalists condemn him, his business, might after all, be one of the most sustainable in this year’s roster of Outstanding Entrepreneurs. [Read about the business environment that is perfect for start-ups here] The wood used by Floresta in the production of wooden pallets is sourced in the company’s own tree plantation of Gmelina species. RNF Summit Industries Bulakanon, Makilala Province of Cotabato (064) 268. 2278com 7.

Curling the Norms “ I give a fresh perspective into the business, making it more competitive, even giving it an edge over what one will normally expect from [salons]. ” [pic] Frederico Moreno of Ystilo Salon While everyone knows actress Vina Morales as one of the owners of Ystilo Salon, it is actually her brother-in-law Frederico Moreno who made Ystilo Salon what it is now. [Read about the other awards of Ystilo Salon here] Ystilo Salon Corp www. ystilosalon. com Unit B, Gil Preciosa Bldg 2, Timog Ave South Triangle, Quezon City (02) 927. 7508com 8. Lending a Hand People

are afraid to go to banks to borrow. The paper works that they need to accomplish intimidates them already. You cannot just leave the people to borrow from loan sharks; their businesses will be destined to fail. ” [pic]

Rodrigo Rivera of RD Credit Corp While he is already one of the tuna magnates of General Santos City, the country's tuna capital, Rivera distinguishes himself from other businessmen in the region by putting up another business that provides more than employment and revenues – a business that actually helps other people start their own business. Read about microfinancing for entrepreneurs here] The RD Credit Corp. offers micro finance services to the people who need them most at his province. People, who, according to Rivera, do not have access to financial institutions like banks. RD Credit Corp. [www. rdgroupph.com](http://www.rdgroupph.com) 1st Road, Calumpang, General Santos City, South Cotabato (83) 552. 4595 (83) 302. 4595[(mailto:protected@rdgroup.com)]com. ph 9. From the computer to the world “ Opportunities are made more abundant with the help of technology. The world is made a much smaller place with the advances in technology. [pic]

Mario Enriquez of Extramind F Outsourcing Inc. After realizing the difficulties that most small and medium enterprises face in handling their financing and accounting, Enriquez decided that it was a good business opportunity. Only five years since it started operations, Extramind continues to expand its reach in the different countries abroad. Banking on its expertise on finance and accounting, complemented with its vast IT experience, Extramind is able to provide effective outsourcing solutions to its clients. Extramind F Outsourcing Inc. [www. mindoutsourcing. com](http://www.mindoutsourcing.com) 4/F Miriam House Bldg, 151 Legaspi St. , Legaspi Village, Makati City (02) 848. 6561 to 62 10. A Different Way “ Learn how to trust other people. Always believe that there are more

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good people than there are bad ones. It is the only way for you to survive the business. ” [pic] Elinor Roquel of MD Essentials Integrated Marketing Co. The concept of corporate social responsibility is considered by many as a cost, but for Roquel, it is an opportunity to change lives and, well, sell the brand and products without the “ in-your-face” peddling.

Considered as below the line marketing campaign, MD Essentials Integrated Marketing Co. does not invest in advertising strategies, on billboards, or any of the usual campaigns most companies would opt to. Instead, it focuses on programs which will directly benefit people in the rural and urban poor areas – changing lives the way that the product was intended to. [Read about seven below the line tips for your business here] MD Essentials www. mde. ph 4F Dona Guadalupe Bldg, bagtikan St. , San Antonio Village, Makati City (02)897. 8037ph