



# BOOST PRODUCTIVITY AND CUT COSTS

**6 Simple Steps to Use Technology**  
for Your Business

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## DISCLAIMER

This ebook, **Boost Productivity and Cut Costs: 6 Simple Steps to Use Technology for Your Business**, is intended for informational purposes only.

The insights and advice provided are based on general business principles and the author's personal experiences.

While every effort has been made to ensure the accuracy and usefulness of the information shared, it is not a substitute for legal, financial, or professional advice.

Readers are encouraged to consult with qualified professionals to receive personalized advice tailored to their specific business needs and circumstances.

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Business success depends on various factors unique to individual situations.

Please use this resource as a guide, but rely on your own judgment and professional advice to make the best decisions for your business.

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# INTRODUCTION

## **Hello, Business Builders!**

If you're juggling countless tasks daily, I wrote this e-book with you in mind.

Tell me, does this sound familiar?

Customer inquiries are coming in non-stop.

Your staff asks for direction in the middle of your most stressful moments.

Then there's the bookkeeping—those receipts and records you know you need to organize but never seem to have time for.

And family responsibilities are competing for your attention.

Do you sometimes feel like there's just no end to it?

Meet Elvira.

Elvira grew up helping her mom run the family's humble pasalubong store.

She loved watching her mother interact with customers, creating a sense of community and joy in the small shop.

When her mom retired, she passed the store to Elvira, trusting her to continue the legacy built with so much love.

## INTRODUCTION

At first, Elvira was thrilled.

But as time went on, the excitement faded into exhaustion.

She found herself feeling completely swamped.

“I feel like I’m drowning,” she admitted to her spouse one late night after another chaotic day.

Her sales records were scattered in multiple notebooks.

Text messages from suppliers were buried in her phone.

Customer inquiries on social media were going unanswered, and during busy seasons, her staff often grew frustrated with the disorder.

Then one holiday season, a longtime customer left the store looking frustrated.

They couldn’t buy the signature ube jam they had been coming back for year after year—it had sold out because Elvira didn’t know stock was running low.

That moment hit her hard.

“What other opportunities had I missed because my systems weren’t working?”

# INTRODUCTION

Can you see yourself in Elvira's shoes?

Maybe, like her, you've inherited a family business—one carried on the shoulders of those who came before you.

Or maybe you built your own small business from the ground up with blood, sweat, tears, and OFW remittances.

Either way, you want your business to succeed, but you're stuck managing every little thing by yourself.

The truth is, that many Filipino business owners like you are in the same boat.

We run businesses full of heart and history, but without the tools or systems to keep things running smoothly.

And when you're constantly stuck putting out fires, there's no time to grow, plan, or even breathe.

I feel you...

That's why I put together this guide—to help you simplify your business operations with easy, step-by-step ways to make the most of technology.

Don't worry.

This e-book isn't filled with technical terms or confusing concepts.

# INTRODUCTION

I made sure it's practical, actionable, and written for someone who just wants to get things done.

Here, we'll follow Elvira's journey as she turns her chaotic store into one she can manage with less stress and more time to focus on what matters most.

Along the way, I'll ask you questions that will help you reflect on your own business and guide you to take the first steps in achieving the same transformation.

Now, imagine this for a moment:

What if you went through one day without a single mistake in your inventory?

What if answering customers only took a tap or two on your phone?

What if your business ran so smoothly you could take a real day off—without worrying about what's going wrong when you're not there?

It's possible, and I'm here to show you how.

Are you ready to take the first step?

Let's make it happen! 😊

## CHAPTER 1

# Why Using **Technology** **Matters**



Have you thought about whether a business will succeed today without using technology to work better and grow?

When Elvira inherited her mom's beloved pasalubong store, she thought running it would be easy.

After all, her mother had managed it well for over 20 years using just a notebook, a calculator, and her sharp memory.

If it worked for her mom, why wouldn't it work for her, right?

## **“My mother didn’t need technology, so why should I?”**

But times are different now.

Customers expect convenience:

From online payments, and delivery options, to real-time product updates.

Here’s another thing, competitors are only a click away.

They offer the same products, sometimes at better prices and often with smoother systems.

At first, Elvira was reluctant to make changes.

She’d tell herself, “My mother didn’t need technology, so why should I?”

But inside, she was scared.

Scared of the cost, scared it would be too complicated, and scared it might not even work.

“What if I spend all this money and it just becomes another problem?” she wondered.

However, Elvira soon realized something crucial.

Doing nothing was even more costly.

## The Cost of Inefficiency

For Elvira, one of the biggest headaches in handling business was inventory management.

And, it's not just that.

This single issue led to another, creating a chain reaction that affected every aspect of how her store was run.

During the holiday rush, she got flooded with messages on social media.

Customers were asking about prices, product availability, and delivery, but she couldn't keep up.

Without a proper system, some messages slipped through the cracks, and frustrated customers went elsewhere.



Her staff often interrupted her with the same questions:

“How much is this?”

“Where’s the extra packaging?”

On the busiest days, these interruptions made it harder for Elvira to focus on helping her customers

No matter how hard she worked, Elvira felt stuck.

So you see, it wasn’t just the inventory.

Take a moment here.

Have you experienced a time when poor systems cost you sales—or even customers?

Think about the last customer complaint you received.

Could it have been avoided with better processes?

The real lesson here?

Inefficiency isn’t just inconvenient—**it’s expensive.**

It eats away at your profits, wastes your time, drains your energy, and can chip away at your reputation.



## How Technology Bridges Gaps

What if Elvira had the right tools?

How different would her story have been?

Let's take a closer look...

If Elvira had used real-time inventory tracking, she could have avoided this problem altogether.

With this system, she would've been able to see when her ube jam stock was running low.

This would've allowed her to place an order before it ran out, saving her from scrambling later.

An inventory system like this would also help her track which products sell the most, especially during busy seasons like the holidays.

By looking at this data, Elvira could have predicted which items would be in demand and ordered more ahead of time.

This would've helped her make smarter decisions about when to restock, preventing stockouts and missed sales.

As a result, it would've saved her time, protected her profits, and kept her customers happy.



## Automatic Alerts

Let's pause and step for a moment into Elvira's business...

One afternoon, her phone buzzes with an alert:  
"Ube jam stock is low—only 8 jars left."

Now, that's a game-changer for her business,  
don't you think?

Instead of stressing about when to reorder or rushing over  
to the store to check the inventory, Elvira gets these  
automatic alerts to stay updated.

She sets up alerts for her best-sellers, like ube jam  
and polvoron.

Now, the system sends her a reminder to restock  
before customers even notice anything's missing.

**It's these little changes that can really make a big difference in her store's profitability.**

These alerts aren't just a time-saver—they help Elvira catch problems early and avoid missing out on sales.

They make sure her top products are always available, keeping her loyal customers happy and boosting sales.

And it gets better.

She customizes the alerts for slower-moving items, so she can plan promotions or bundle offers to move that inventory and free up cash flow.

It's these little changes that can really make a big difference in her store's profitability.

## **Streamlined Communication**

Another major challenge for Elvira was managing supplier relationships.

During the ube jam stockout incident, she discovered too late that her supplier couldn't deliver on time.

With a more streamlined system, she could have avoided this problem entirely.

Many inventory management tools work smoothly with communication platforms, making supplier coordination quicker and more efficient.

For example, Elvira could've used a system that automatically shared low-stock alerts with her suppliers.

Instead of waiting for her to manually place an order during a busy day, the supplier would already know when to prepare the shipment.

Additionally, having an up-to-date inventory system would've allowed her to build a more efficient ordering schedule.

She could have set up weekly or bi-weekly reminders to check inventory levels and send in orders, ensuring that products like ube jam were never out of stock.

This not only reduces surprises but also strengthens the trust between her and her suppliers, creating a more reliable supply chain.



# How Technology Creates Happy Customers

By using technology to address these operational challenges, Elvira's pasalubong store could have become a customer favorite.

Regular buyers would know that they can count on her for their favorite products, while newcomers would be impressed by the consistency and professionalism of her store.

Real-time inventory tracking and automatic alerts let her focus on scaling the business instead of constantly solving stock issues.

Seamless communication with suppliers would build a solid foundation of reliability.

Elvira's story showcases the real impact these tools can have.



They don't just make inventory management more efficient—they transform it into a competitive advantage, helping you stay one step ahead of customer demands and market trends.

Consider how you can adopt these systems in your business.

Even small changes, like trialing an inventory app or automating alerts for one popular product, can help you save time, cut costs, and deliver a better customer experience.

Technology isn't just about convenience. It's a way to help you step out of the constant cycle of “firefighting” and focus on growing your business.

Take a moment and look at your own operations.

Are you spending more time-solving problems than working on your bigger goals?

# The Evolution of Technology in Business

Before we continue with Elvira's story, it's important to understand the bigger picture.

Why is adopting technology so important today—not just for Elvira but for you, too?

## **Customer Expectations Have Changed.**

Today's customers value fast, convenient service.

They want seamless transactions, accessible information, and efficient communication.

Can your business keep up?

To stay relevant and succeed, businesses must evaluate their current practices and adapt to deliver the speed, convenience, and connection that today's customers expect.

## **Competition Is Fierce.**

If your competitors are using advanced tools to serve customers faster or better, it's only a matter of time before they gain an advantage in your market.

Are you doing enough to stay ahead?

Remember, to stay ahead in a competitive market, your business must actively adopt advanced tools and strategies that improve customer experience and outpace the competition.

## **Manual Processes Limit Growth.**

Picture what happens as your business grows.

Can your current system handle twice as many orders or twice as many customers?

Will your efficiency keep up, or will it crumble under added pressure?

Are any of these challenges already showing up in your business?

What happens if they're left unaddressed?

That is why we need to have the right business mindset to continually improve.



# Adopting a Mindset of Continuous Improvement

For Elvira, change meant overcoming fear.

She slowly shifted her perspective.

Instead of viewing technology as an unnecessary expense, she started to see it as an investment in her business's future.

Ask yourself this:

What kind of business do I want in 5 years? 10 years?

Does my current methods fit into that vision, or does something need to change?

Elvira had to remind herself, "If I want my store to survive another 20 years, I need to adapt."

**Shifting your mindset may feel daunting at first, but the rewards can completely transform your business.**

What about you?

What's holding you back from taking the first step into better systems and technology?

Change is never easy, but it's often the first step to creating something extraordinary.

Just like Elvira, shifting your mindset may feel daunting at first, but the rewards can completely transform your business.

By focusing on growth and treating technology as the bridge to your future goals, you set yourself up for lasting success.

The real question isn't whether change is necessary—it's how much you're willing to invest in the vision you have for your business.

Remember, the first step is always the hardest, but it's also the most important.

What future will you create by taking that step today?

## **Exercise:** **Reflecting on Your Current Approach**

Now, it's your turn to reflect.

Think about your day-to-day operations and challenges.

Answer these questions honestly and take the time to write down your answers.



1. What tasks or processes take up most of your time?

Are these tasks helping your business grow,  
or are they just busy work?

2. Have you lost customers because of delays, errors,  
or inefficiencies? How did that impact your reputation?

3. How are your competitors using technology to stay ahead?  
Can you afford to lag behind?

4. If nothing changes in your current methods, where do you  
see your business in a year? Does that vision excite you,  
or does it worry you?

The answers to these questions will help you uncover the areas in your business that need urgent improvement—and where technology can make the biggest impact.

Take a moment to think about this.

Imagine entering peak season prepared, confident, and organized.

Customers are happy, your staff is in sync, and your phone isn't constantly ringing because every system is running smoothly.

This isn't just a dream—it's an achievable reality.

With the right technology, it can happen. But it all starts with taking that first step.

Are you ready to move your business forward?

If so, keep reading.

You'll learn practical tools, strategies, and real-life steps that can transform your business.



## CHAPTER 2

# **Common Mistakes Small Business Owners Make in Using Technology**



Technology can be a game-changer for businesses, yet many small business owners struggle to maximize its potential.

This chapter explores the common pitfalls in technological management, from underutilizing tools to resisting change, and their impact on growth and competitiveness.

By understanding these mistakes, you can take meaningful steps to refine your processes, harness technology effectively, and drive long-term success.

Let's just take it from Elvira.

After deciding to embrace technology, Elvira dived in headfirst.

She bought a fancy Point-of-Sale (POS) system that promised to automate inventory, track sales, and generate reports.

Excited, she installed it in her pasalubong store.

But within weeks, her excitement turned into frustration.

The system was too complicated for her and her staff.

Nobody knew how to use it properly, and the reports it generated didn't make sense.

Worse, her staff returned to manual tracking out of habit, leaving the expensive system unused.

Elvira realized she had made one of the biggest mistakes in technological management: jumping in without a plan.

# 6 Common Pitfalls in Using Technology

Many of my mentees, who are small business owners make similar mistakes when it comes to technology.

## 1. Overlooking Proper Planning and Training

Elvira's biggest challenge wasn't the POS system itself.

It was the lack of preparation.

She didn't consider whether her staff had the skills to operate the new tool or whether she had the time to train them.

### **Solution:**

Before adopting any technology, ask yourself:

- Does my team have the skills to use this tool?
- How much time and effort will it take to implement this?
- Will this tool genuinely solve my current problems?

## **2. Investing in Expensive Tools That Don't Fit Your Needs**

Sometimes, business owners get dazzled by technology that looks advanced but doesn't fit their needs.

Elvira realized her POS system was better suited for large retail stores, not a small pasalubong shop.

### **Solution:**

Choose tools based on your specific business needs.

Just because something is popular or expensive doesn't mean it's the right fit.

### **3. Failing to Align Technology with Business Goals**

Elvira initially didn't consider how her technology investments aligned with her long-term goals.

Her POS system didn't solve her most urgent issues: tracking inventory and communicating with suppliers.

#### **Solution:**

Define your goals first, then look for technology that supports those objectives.

For example:

- If your goal is to improve inventory management, focus on simple inventory tracking tools.
- If you want better customer communication, explore messaging apps or email tools.

#### **4. Resistance to Change**

Elvira's staff struggled to adapt to the new POS system.

Some even refused to use it, saying the old manual process was easier.

This resistance slowed down progress.

#### **Solution:**

Involve your team from the start.

Explain why the change is happening and how it will benefit them.

Offer hands-on training and be patient as they adjust.

## **5. Relying on Outdated Hardware and Software**

Elvira also realized she had been using an old computer and printer that frequently broke down.

Even if her new system worked well, her outdated hardware couldn't support it.

### **Solution:**

Regularly assess your hardware and software.

Technology is like any other tool—it wears out over time and needs updates.



## **6. Neglecting Basic Cybersecurity Measures**

While technology opens up opportunities, it also brings risks.

Elvira didn't think about protecting her customer data or securing her transactions.

A friend later warned her about online scammers targeting small businesses.

### **Solution:**

Start with simple cybersecurity practices:

- Use strong, unique passwords for all systems.
- Regularly back up your data.
- Invest in antivirus software and firewall protection.

## CHAPTER 3

# The 6-Step Guide **To Using Technology Wisely** for Your Business



Elvira's journey from a tech-frustrated pasalubong shop owner to a savvy, successful business owner proves that smart use of technology isn't about luck—it's a process.

While some missteps can be valuable lessons, careful thought and guidance led to the creation of a clear six-step framework designed to help business owners like you streamline operations.

Each step in this guide is inspired by Elvira's story and includes practical actions you can apply to your own business.

Take inspiration from Elvira's experience and use these steps to make technology work for you.



## **Step 1:** **Identify Business Needs**

Elvira knew she needed change, but her first attempt at adopting a POS system was a costly mistake because she hadn't taken the time to identify what her business actually needed.

When she reflected on her operations, she realized that her biggest bottleneck was inventory management.

Too often, she had too much of certain slow-moving items, like less-popular keychains, and not enough of her best sellers, like ube jam and pastillas.

This problem hurt both her cash flow and customer satisfaction.

## Action Plan:

- Look at your day-to-day processes. Where do you lose the most time, money, or opportunities?
- Write down your top three pain points. Examples might include inconsistent sales tracking, delayed supplier communication, or poor inventory control.
- Prioritize your list by what has the most immediate impact on your bottom line.

**“Focus on fixing what matters most. Technology should solve practical problems, not create new ones.”**



## **Step 2:** **Explore Available Tools and Solutions**

After identifying her needs, Elvira knew she wanted a simple yet effective way to manage her inventory.

Rather than rushing into another costly mistake, she began asking around for advice.

She spoke with fellow entrepreneurs who shared tools they had tried and tested.

I even suggested that she opt for free trials for inventory apps before committing to a solution.

These suggestions allowed her to explore different tools without the pressure of making an immediate decision.

## Action Plan:

- Reach out to business networks, online communities, or friends for recommendations on tools they trust.
- Test free trials or demo versions to get a feel for the user experience.
- Start small. A tool doesn't need to do everything—it just needs to address your most pressing pain points.

**“Ask for help. Other entrepreneurs have been where you are and can save you from making the same mistakes.”**



## Step 3: Define a Budget and ROI Expectations

The next step was setting realistic financial expectations.

This time, Elvira was determined not to overspend on tools she couldn't fully use.

She started by asking herself some key questions:

- How much can I comfortably spend on a solution?
- How much time and effort will this tool save me?
- Will it significantly improve my customer experience or boost revenue?

By answering these questions, Elvira was able to create a clear budget and choose an affordable inventory app that not only met her needs but also offered a free trial to ensure it was the right fit.



## Action Plan:

- Set a budget by analyzing how much you can allocate this year for tech investments.
- Before purchasing a tool, calculate its return on investment (ROI). Will it save time, reduce stress, or grow your sales?
- Don't blow your budget; start small and evaluate results before scaling up.

**“Technology doesn’t need to be expensive to make a big difference. Stick to what fits your budget and needs.”**



## **Step 4:** **Choose the Right Technology**

Elvira had learned a hard lesson from her POS mistake—she needed something simple, intuitive, and scalable.

After testing several inventory management apps, she found one that worked perfectly for her pasalubong store.

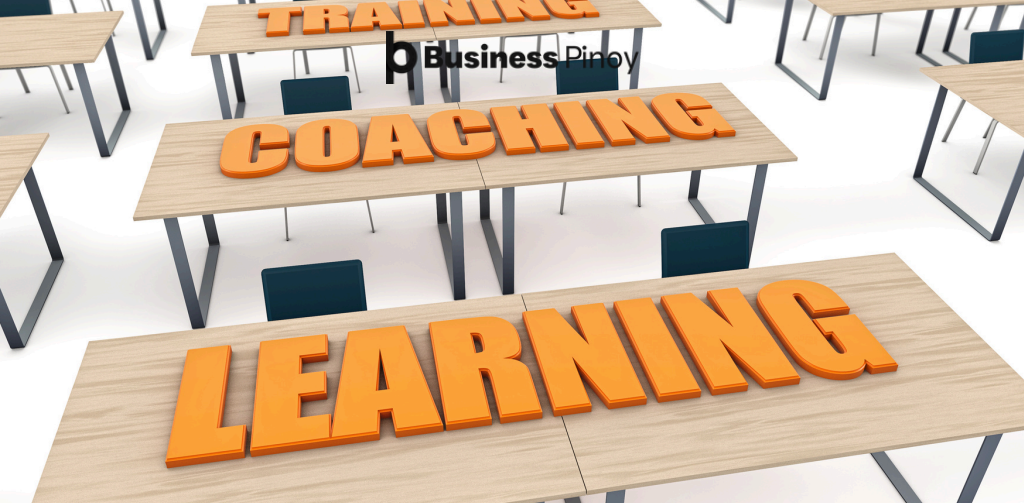
It allowed her to sync inventory, track low-stock items, and even communicate with suppliers directly from her phone.

Most importantly, it was designed for small businesses like hers, so it didn't come with unnecessary features she'd never use.

## Action Plan:

- Look for technology that's user-friendly and compatible with your current devices or systems.
- Before purchasing, make sure the tool solves your top priorities and can grow with your business.
- Avoid getting distracted by features you don't need.
- Even the flashiest tools are useless if they don't align with your goals.

**“The best tool isn't always the most expensive. It's the one that fits your business perfectly.”**



## **Step 5:** **Implement Gradually with Training**

This time, Elvira didn't rush to introduce the new tool to her team.

She tested the inventory app herself first, using it over a few weeks to familiarize herself with how it worked.

Once she felt confident, she rolled it out in stages, starting with her senior staff.

She also dedicated time for training, showing her team how this app would make managing inventory easier for everyone.

Patience, open communication, and practice made the process smoother than she expected.

## Action Plan:

- Roll out new technology in phases to minimize disruptions. Start with a small team or specific department.
- Focus on training. Use realistic examples to help your team understand how the tool will improve daily tasks.
- Be patient and encourage feedback during the transition.

**“Getting your team on board is crucial. Support them during the learning process, and they’ll help make the transition a success.”**



## **Step 6:** **Monitor, Evaluate, and Optimize**

After the app was fully implemented, Elvira didn't just sit back.

She tracked its impact by measuring metrics like time saved, fewer instances of being out of stock, and improved supplier communication.

Through team feedback, she adjusted a few settings on the app to better align with their workflow, ensuring the tool continued to provide value.

## Action Plan:

- Set metrics to evaluate the success of any new technology (e.g., time saved, customer satisfaction, cost reduction).
- Regularly gather feedback from your team to identify areas for improvement.
- Don't hesitate to tweak or upgrade your technology as your business evolves.

**“Technology isn’t a one-time fix. Keep improving and adapting to stay ahead.”**

## **Exercise:**

# **Apply the 6 Steps to Your Business**

**Take a moment to map your own step-by-step plan using Elvira's guide:**

### **1. Identify Business Needs:**

Write down three challenges your business faces.

### **2. Explore Solutions:**

Research two or three tools that could address these issues.

### **3. Define Your Budget:**

Decide how much you're willing to invest in these solutions.

### **4. Choose the Right Technology:**

Compare your options and select the tool that fits your goals.

### **5. Plan Your Implementation:**

Create a timeline for testing and training your team.

### **6. Set Metrics for Success:**

Decide how you'll measure the tool's effectiveness.

By following Elvira's 6-step process, you can avoid common pitfalls and ensure your investments in technology bring you closer to your business goals.

Remember, success doesn't happen overnight—it's about consistently making thoughtful, well-planned decisions.



## CHAPTER 4

# Future Trends

in Technology  
for Business



Technology evolves rapidly, and staying open to new ideas is essential for long-term growth.

Elvira's success story didn't stop with her initial adjustments.

Like all successful business owners, she remained open to new ideas, continuously seeking out the latest trends to further streamline her pasalubong store's operations and stay competitive in a fast-changing market.

She embraced emerging tools carefully, ensuring each innovation aligned with her goals—and the results spoke for themselves.

Her story shows how staying open to the right trends at the right time can keep your business relevant and resilient.

Now, let's explore how Elvira applied key future trends—and how you can too.





## **Elvira's Next Steps: Eyeing the Future**

Once her business was running smoothly with inventory management in place, Elvira didn't stop there.

She began tackling new areas for improvement so her shop could stay competitive and attract more customers.

## Automation

Realizing how much time she spent manually updating her product listings, Elvira invested in a system to automatically update her website and social media whenever new products became available

“I didn’t realize how much time I was wasting on manual updates until I automated them. It was a game-changer—it freed me up for bigger tasks, like growing my customer base.”

This simple change ensured her customers always knew what was in stock and made her shop more visible online.

## Digital Payments

Paying attention to her customers’ behavior, Elvira noticed more people preferred cashless options.

To keep up, she introduced mobile payment options like GCash, Maya, or GoTyme. This convenience boosted both sales and customer satisfaction.

“At first, I thought, ‘Will people really use this?’ But offering cashless payments brought in younger customers who appreciated how effortless the transactions were. I wish I’d done it sooner!”

## Sustainability

“Introducing eco-friendly packaging wasn’t just good for business—it felt like the right thing to do. It taught me that small changes can have a meaningful impact.”

Elvira also took steps to align her business with eco-conscious trends.

Switching to biodegradable packaging not only reduced environmental impact but also appealed to younger, environmentally aware customers, establishing her business as forward-thinking and responsible.





# Future Trends to Watch

## 1. E-commerce and Digital Payment Systems

Online shopping is no longer just a trend—it's a consumer expectation.

Businesses that offer digital transactions and delivery options are opening up to a much larger market.

One very glaring phenomenon is that Christmas shopping in Divisoria markets has dwindled tremendously.

For me, people are turning to cheaper alternatives via online stores in the different platforms.

## **How Elvira Used This Trend:**

While Elvira didn't fully shift to e-commerce, she leveraged digital payments as a starting point, offering her customers the convenience of paying with popular platforms.

Customers who used GCash, Maya and GoTyme appreciated the ease, resulting in more repeat purchases.

“Even though I didn't jump to e-commerce right away, digital payments showed me how small steps toward convenience can create big loyalty from customers.”

## **What You Can Do:**

- Start small by introducing digital payment options. Choose those most relevant to your customer base (e.g., GCash, Maya, or QR codes).
- If you're ready, explore e-commerce platforms like Lazada, Shopee, Shopify and even Tiktok Shop to expand your reach online. Even small-scale online selling can offer big results.





## **2. Automation for Small Tasks**

Many small businesses assume automation is only for big corporations, but Elvira quickly learned otherwise.

Small automation solutions can streamline repetitive tasks and free up valuable time.

## **How Elvira Used This Trend:**

Updating her product listings manually ate up hours each week—a process she fully automated with a simple software tool.

Now, her website and even her social media accounts update themselves whenever new stock comes in.

“When I saw my first automated update go live, I thought, ‘Why didn’t I do this sooner?’ It saved me from the endless stress of catching mistakes.”

## **What You Can Do:**

- Identify repetitive tasks in your business. Examples include restocking inventory, responding to customer inquiries, or processing orders.
- Explore automation tools like Zapier, Canva for social posts, or scheduling software like Calendly for appointments.

## **How Elvira Used This Trend:**

Wanting to spend less time replying to FAQs, Elvira set up an AI-powered chatbot for her store.

It answered customer inquiries 24/7, from checking product availability to providing store hours—all without her manual input.

“At first, I worried a chatbot would feel impersonal, but customers actually loved the quick answers. It reminded me that good service isn’t always about being physically present.”

## **What You Can Do:**

- Start small by using AI-powered tools like ChatGPT or Instagram’s built-in autoresponders.
- Gradually explore how AI can help you analyze customer preferences and tailor promotions accordingly.



## **4. Sustainability-Focused Technologies**

Today's customers care about sustainability more than ever, especially younger generations.

Switching to eco-friendly operations not only makes the world better but also earns respect and loyalty from customers.

### **How Elvira Used This Trend:**

Elvira switched from plastic bags to biodegradable packaging made from recycled materials.

Her customers praised the change, especially those gifting pasalubong to loved ones—they loved the extra touch of responsibility her shop showed.

“This move showed me that small steps, like biodegradable packaging, can create a strong bond with customers who share our values.”

### **What You Can Do:**

- Start with simple changes, like using biodegradable bags or implementing energy-efficient lighting.
- Look for suppliers that align with eco-friendly practices and incorporate their products into your business.



## **5. Cloud-Based Solutions**

Gone are the days of bulky files and limited accessibility.

With cloud technology, you can access everything from inventory lists to employee schedules anytime and anywhere, giving your business flexibility and security.

### **How Elvira Used This Trend:**

Elvira began storing important store documents, like supplier contracts and financial records, on a cloud-based platform.

It made collaboration with her team easier and reduced her fear of losing files in case of computer issues.

“With everything stored in the cloud, I stopped worrying about losing paper files or my old computer breaking down. It was a big weight off my shoulders.”

### **What You Can Do:**

- Start simple with free tools like Google Workspace or Dropbox. Use them to store essential documents securely.
- For more advanced needs, look into affordable cloud-based point-of-sale (POS) systems that sync your operations in real time.



## **How to Adopt Future Trends Without Overwhelming Yourself**

Adopting new technology can feel daunting, but it doesn't have to be overwhelming.

With smart planning and a step-by-step approach, you can integrate future trends into your business at a pace that works for you while staying focused on your goals.

Same with Elvira, she knew that adopting all these trends at once wasn't realistic.

She paced herself, starting with what her business needed most and moving forward gradually.

You can do the same and avoid burnout or overspending.



### **Start Small:**

Focus on one or two trends that align with your immediate goals, like digital payments or automation.

### **Evaluate ROI:**

Always measure the return on investment before committing to a new tool.

Will it save you time or improve customer satisfaction?



### **Stay Updated:**

Read blogs, watch videos, join business community groups, or attend seminars to learn about future tech trends without feeling pressured to implement everything right away.

### **Collaborate with Your Team:**

Elvira always consulted her staff before implementing changes.

Their feedback made transitions smoother and ensured they felt part of the process.



### **Experiment First:**

Whenever possible, test trends through small-scale pilot programs.

For instance, try digital payments at one branch of your business or for one set of products before rolling it out across the board.



## **Exercise:** **Create Your Tech Wishlist**

Think about how these trends might help your business.

Write down your answers to these simple questions:

- ☐ Which technology or trend are you excited to try?
- ☐ How do you think it will benefit your business?
- ☐ What small steps can you take to get started next month?

This list will help you create a clear roadmap for exploring new technologies at your own pace.

# What Elvira's Wants to Share to Fellow Entrepreneurs

Elvira's biggest takeaway from her tech journey?

"Technology isn't just about trends—it's about using tools that make life easier for both you and your customers," she says.

"The key is to adapt at a pace that works for you. You don't need to do it all. Just take that first small step, and the rest will follow."



Same with Elvira, my advice for you resonates with anyone intimidated by the pace of change.

Success doesn't come from chasing every trend but from choosing what's right for your business and your goals.

**One step at a time.**



## CONCLUSION

As a mother, a business owner, and a mentor, I've seen firsthand the challenges Filipino entrepreneurs face in managing and growing their businesses.

Whether it's juggling family responsibilities with business operations or navigating the complexities of technology, you are not alone in this journey.

But what sets successful business owners apart is their ability to adapt and take action—one step at a time.

When I started, I was like many of you, unsure about which tools to trust, which systems to implement, and how to balance everything.

I felt overwhelmed by the choices, the tech jargon, and the fear of making the wrong decision.

But over the years, I realized that technology doesn't need to be intimidating.

It's simply a means to improve what you already do.

It's about making your life easier, boosting your business productivity, and giving you more time for the things that matter.



## CONCLUSION

Think of it this way:

If Elvira—who inherited her pasalubong store from her mother—could make her business thrive by embracing small, manageable changes, so can you.

It wasn't about overhauling everything overnight; it was about being willing to try something new, investing in the right tools, and constantly learning.

That's how Elvira went from being stuck in the same processes to seeing her business flourish with new customers, improved systems, and greater profit margins.

You might be worried that the changes will be too big, or that your business isn't ready for advanced technology.

But it doesn't have to be complicated.

In this e-book, I've broken things down into simple steps.

Just take it one chapter at a time.

Start small.

It's okay if you don't fully understand everything right now.



## CONCLUSION

The key is to start somewhere—whether it’s assessing your current tools, setting up an e-commerce platform, or learning a new software that will help streamline your operations.

The best part? You don’t have to do this alone.

There are so many resources, mentors, and communities out there to support you along the way.

Whether you turn to fellow entrepreneurs, family members, or experts, you can always find someone who’s walked the same path and is willing to guide you.

I know firsthand how challenging it can be to balance your personal life and business, especially when you’re managing everything on your own.

But trust me when I say that taking the time to learn and grow will pay off.

The small steps you take today will lead to greater freedom tomorrow—freedom to focus on what you love, time for your family, and the peace of mind that comes from running a business that works for you.

So, I encourage you to take action now.

## CONCLUSION

Don't wait for the "perfect" moment or until you have all the answers.

The truth is, there will never be a perfect moment—there's only now.

What you do today, even if it's a small step, will set the foundation for your future success.

And remember, every small change you make will lead to bigger results down the road.

You are capable of so much more than you think.

Embrace technology, adapt to new changes, and allow yourself the space to grow.

The journey ahead may not always be easy, but with persistence, learning, and the right mindset, you'll find that the possibilities are endless.

So, go ahead—take that first step.

Your business, your family, and your future are waiting for you.

The best is yet to come.

Go for it, Business Builder!

**You've got this.**

**Ready to realign and rebuild your business with clarity and peace?**

**Let's walk together, one clear step at a time, so your business can build you up and bless others.**



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To your business success,

*Mommy N*