

April-June 2017

Byahe Na!

Magazine published for



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**Destination:
San Carlos City**

**My Unforgettable Rides
on Two Wheels**

Getting a Natural Suntan

**New Career... Be a
Tour Guide**

Bili... Bili Na... Ng Suman!

**Happy Riding!
Happy Reading!**



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MINDORO • NAGA • TACLOBAN • CAGAYAN DE ORO
SUBIC/OLONGAPO • MANILA • PAMPANGA**

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Complete the sentence and get a surprise gift from JAM, FastCat and Philtranco!

What do you think is the best travel destination in Panay and why?

Be a part of our magazine by sending articles, suggestions, testimonials or feedback and connect with us at marketing@jam.com.ph or jamliner.marketing@gmail.com.

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**MAKE TRAVELING
A MEMORABLE
EXPERIENCE...
ALWAYS!**

Rico C. Villaluna
Head of General Affairs Division &
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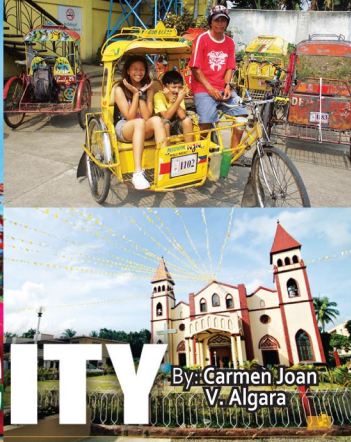
We, in the General Affairs Division and Business Development, present you our forward-moving plans at JAM Liner and Philtranco with enthusiasm. Our transport business continually levels up its services with the "new" passenger in mind.

The company is aware that travel and social media combined have made bus-riding not just a means to move from one point to another but it is already a lifestyle choice. With traffic and other transportation challenges in tow, our goal is to make every travel moment a memorable experience. It has to be safe, bus rides have to be comfortable, fun, friendly and fitting to the lifestyle of the "new traveler" who needs quick travel time, connectivity to the internet, and convenience. This is our goal – that daily commuters will make us their daily choice – making it their habit to ride us and avail of our services. We're in for the long haul in developing "suki" riders from point of origin to their destination. We would like JAM and PHILTRANCO to be their top of mind, everyday choice to ride (including our Roll-On Roll-Off vessel partner, FastCat).

One of the plans to execute this "traveling moment" is in where the ride starts – at the terminals. Development of terminals as comfort zones are in the drawing board. We are strict on terminal upkeep and maintenance operations as well as professional administration of manpower. And most current of plans --- to develop a strong Information Technology base for the business as well as for the public. As for the Business Development side, we are the incubator of new businesses, allied or not to our core function – transportation but nonetheless based on current lifestyles.

As Senior Manager, Head of General Affairs Division and Business Development, my 13 years in the transport business has earned me working habits that I wish to share with our Byahe Na! readers: 1) Be persistent – nothing is "I (A)m Possible" – it all starts with you. 2) Be professional and a team player. 3) Always have time to study and learn – upgrade your skills as often as you can and keep them relevant to current trends 4) Divide your time between work and at day's end – personal time for those you care for. 5) Agree to disagree / maintain a good working relationship with your peers. 6) Keep improving yourself.

Remember these names in all your succeeding rides -- JAM Liner, Philtranco and FastCat for memorable "traveling moments". To the readers of this magazine, make us a habit to ride and have fun "Byahe Na moments" at all times.



DESTINATION: SAN CARLOS CITY

By: Carmen Joan
V. Algara

San Carlos in Negros Occidental is a “cross road city” bridging towns from the north to the south and crossing over to the east. That is what San Carlos is to many travelers near and far. For many, it is a destination to witness the Pinta Flores Festival, enjoy the white sand beaches of Sipaway and take a tour of the city.

San Carlos City was originally named “Nabingalan” which refers to the Negrito settlers from the Western Coast of Cebu. “Nabingalan” is derived from the name of Princess “Nabingka” who ruled the town. She was so much loved by the villagers that when she died, they mourned for two years and in order to perpetuate her soul, the people named their place after her.

During her rule, Princess Nabingka, got sick after settling in Nabingalan. The villagers called the Babaylan to cure her. The Babaylan asked the villagers to plant beautiful and sweet smelling flowers to help the Princess recover from her illness. But because of harsh weather, the flowers that were planted did not grow. Villagers were hopeless until the Babaylan came back and ordered this time to tattoo a flower on their body as this was the only way for the Princess to get cured. And so they did and everyone covered their body with tattoo in floral patterns. Soon enough, Princess Nabingka regained her strength and the villagers rejoiced.

The story of Princess Nabingka is now immortalized in the **Pinta Flores Festival** every 5th of November. In the festival are dancers in elaborate costumes with floral tattoos in their faces and body. The lead dancer is a young girl impersonating Princess Nabingka. The festival is a parade of flowers, colors and dancing. It is one good reason to visit San Carlos.

Getting to San Carlos will take two and a half hours via the Negros Translink Highway (from Bacolod via Don Salvador Benedicto) or about four hours via the coastal highway from Bacolod.

San Carlos is located along the coast of Tanon Strait and is a link to major cities in the Visayas like Bacolod, Dumaguete, Iloilo and Cebu. You can go to Cebu via FastCat RORO in an hour. The harbor is also protected from severe weather by Sipaway Island.

Sipaway Island is a heavenly island just off the coast of San Carlos, a 15-minute boat ride from the mainland. There you will be greeted with pure white sand beaches. The island is only 7 kilometers from tip to tip. There are tricycles for hire if you want to explore the whole island. It is also one of the few Negros islands that boast of stunning diving spots. One of the must-see attractions of the island is the huge century-old Balete tree.

While in San Carlos, visit the **Borromeo Cathedral**, this Gothic, Byzantine and Romanesque designed cathedral became a parish in 1895 during the term of Fr. Pedro Chivite, OAR. It became a diocese on February 10, 1998 covering the municipality of Manapla, Negros Occidental down to La Libertad, Negros Oriental.

In one of our memorable road trips to San Carlos, we had to go to the bus station to find some baked peanuts and food to bring while continuing on to Dumaguete. There were pedicabs with big wheels parked and waiting for passengers, so my husband Dane thought of asking one of the drivers to peddle the kids around. After the ride we asked the driver if they can have a photo with him and his pedicab -- the driver asked if the photo will reach America, we promised him it would and so with social media it did reach America.

Traveling to such beautiful places as San Carlos and Sipaway Island is an opportunity to enjoy and appreciate, not just the place but the people you meet along the way. We truly enjoyed our time there – surely, you will too!

**HALINA!
BYAHE NA TAYO** sa San Carlos City!



STAY ENERGIZED ON THE ROAD WITH COBRA!



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cobra energy drink



"Mabuhay! My name is _____ and I will be your tour guide."

Thanks to the travel extravaganzas which happened since 5 years ago – people of all ages and classes have become tourists – in their own country, in Asia, and the rest of the world. It is so easy now to travel on whatever budget one has, thanks to the online travel reservations.

As tourists, we get educated about the destinations, especially if there are tours to join and even better if there are good tourist guides around. This type of career is becoming fashionable these days, plus there is good money to earn. Some do part time tourist guide jobs and they get extra income for their needs. Do you want to be a tourist guide? Do you want to be someone that tourists will recommend to others and even give you a big tip? Answer these questions about qualifications and know if you fit the job.

- Are you friendly by nature? Accommodating? Not intimidating? Approachable? Not moody?
- Can you speak at least 2 languages/dialects? Much better pa nga if you speak several dialects and foreign languages (Ilonggo, Pangalgatok, Spanish, Chinese, Japanese, etc.)
- Are you punctual by habit and know the importance of following schedules? Can you follow a programmed tour from start to finish on time?
- Do you have self-confidence? Are you professional in your ways? Can you teach like a professor?
- Marunong ka bang magpatatawa (dapat wholesome lang, please)? Can you entertain a group?
- Are you a "people person"? Do you have patience to listen to people?
- Are you willing to study the destinations very well, good enough to talk about its history, culture, cuisine, demographics and unique features? Are you skilled to memorize data? Remember that in tours, the tourists might

have zero knowledge about the place so they will learn everything solely from what you tell them.

- Is your speaking style nice to hear? Do you have a pleasant voice? Can you handle speaking in public – using a public address system?
- Are you neat and polite? Well-groomed? Good mannered?
- As a guide, do you have the ability to lead and also be interactive with your tourists? Many of them get curious and will ask a lot of questions from you.
- Can you react well to unforeseen circumstances while guiding a tour? For example – if it suddenly rains, if someone loses something, needs a bathroom quickly, or if there are noisy ones who irritate the others? Do you have problem solving skills?

IF YOU CAN SAY YES TO THE ABOVE --- then you have the qualifications for being a good tourist guide.

Be it a walking tour, riding tour, a trip to the museum, beach, farm, city tour, food tour, a cruise, or a bus ride to a national park, popular destination or historic site – you as a tourist guide should be able to hold the interest of the tourists such that they too will like the destination and talk about it to more future tourists. In some ways, you function as an ambassador of goodwill for the destinations, and that's a good accomplishment!

Oh yes nga pala – you have to know how to take great selfies, group selfies, "wacky shots", and solo shots of your tour group... they will love you for this!

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TRAVEL TIPS



1

Ang ONE WAY sign ay dapat sundin ng lahat ng uri ng sasakyan pati bisekleta, motorsiklo at tricycle.



2

Tumawid sa pedestrian lane para maiwasan ang aksidente



3

Ugaliing maging ON TIME sa lahat ng appointment lalo na sa pag byahe.



4

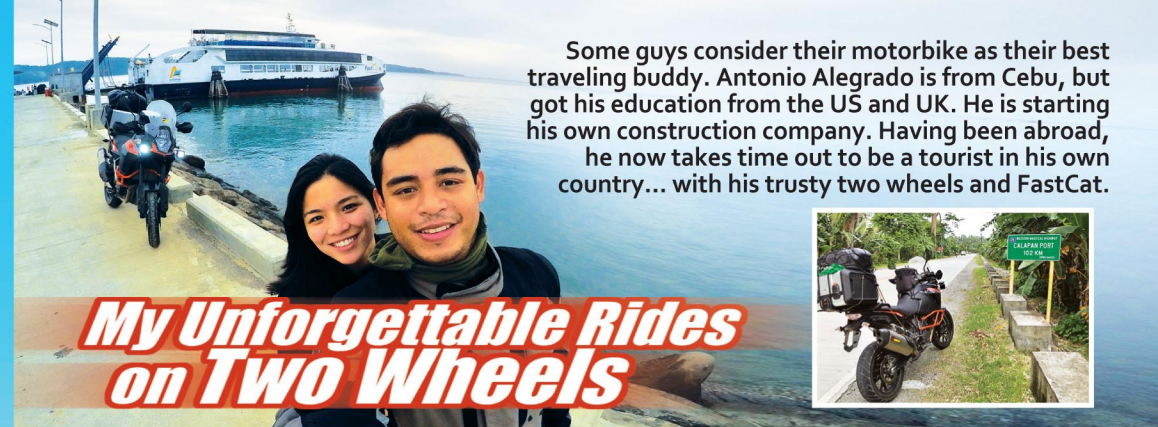
PAGBIGYAN ang sasakyan na nag sisignal na kakanan or kakaliwa para maiwasan ang traffic jam sa daan.

**PLEASE
FLUSH TOILET
AFTER USING**



5

Mag flush ng toilet as courtesy sa susunod na user and to maintain cleanliness.



Our bike group is composed of old friends from Cebu. We like to keep our numbers small. I try to go on a long ride with my group every month. In a week though, we do short rides whenever we feel like it, sometimes it becomes a daily thing! I also ride with my father and uncles. My father was always riding motorcycles for as long as I can remember. Growing up and seeing him on his bike riding off to far destinations made me curious and encouraged me to learn how to ride. Once I got the right skills, I was hooked... hooked for life.

I ride an adventure or dualsport motorcycle, which in my opinion, is the most practical type of bike to own in the Philippines. It is made for off and on-road use. More often than not, there are road-works or dirt roads-- riding them on low road clearance motorcycles such as a sport bike or a Harley Davidson can make it very stressful and difficult. With an adventure bike, you just whiz through.

My bike and I have biked through all the FastCat routes to lots of places. 40 out of 81 provinces in the Philippines, to be exact. The most fulfilling and enjoyable long ride I ever did was when I rode solo from Davao to Cebu. I really needed an escape at that time and I've always wanted to see the less traveled eastern coast of Mindanao. At first, it was a frightening thought to ride alone but with the desire and passion to go on an epic adventure, I made a bulletproof itinerary and packed my bags with all the necessary tools for every possible scenario or trouble shooting I could think of. After 3 long days, I finally reached home unscratched and my trusty bike asking for more time on the road. After approximately 1000 kms., I knew I forged an unforgettable ride. I was literally smiling for a week!

As we all know, the Philippines is surrounded by beautiful islands, exploring them is made easier with sea and air travel links. For someone like me who seeks adventure, I prefer getting there the long way and on two wheels. FastCat has changed the way I travel as it has gotten me to my destination faster and safer. Never have I experienced a more convenient ferry transportation company in the Philippines that can match the safety and professionalism of FastCat. From online booking, boarding, and to the disembarkation of the vessel, I am proud to tell my international friends that we now have a world-class ferry transportation system in the country. FastCat is truly a game changer in the industry. I hope more ferry companies get inspired to upgrade their vessels and services to the standards of FastCat as this will surely encourage local and foreign people to see more of our beautiful country through sea and land travel.

When I am riding, I can think a lot about my family, my business, and life in general. Riding gives me so much joy and freedom that I just forget about whatever problems I have. Yes, it is a good chance to meet people and to enjoy your own freedom. Just remember to get proper training and be aware of your safety and the others on the road.

The best part about riding your motorcycle is the sense of freedom you feel and the icing is meeting and riding with like-minded individuals.

Go out and enjoy our beautiful country. Doesn't matter how, just explore and go on an adventure! The Philippines has so much to offer waiting to be discovered and experienced.

SAFETY TIPS FOR BIKERS

To have a smooth ride, we have to be aware of safety measures while on the road. It goes without saying, we must be disciplined bikers.

Road awareness – Understand road and traffic discipline. Always ride defensively especially when passing through towns. Focus is the key when riding a motorcycle. Watch out for road hazards too like dogs, people, or badly constructed roads- it can easily turn things ugly.

Training – start with a small displacement motorcycle. Understand how a motorcycle works. It is important to know the specific features of your motorcycle -- its functionality and limitations. Always do pre-ride inspections. Never ride at somebody else's speed or pace. It's your life, not theirs.

Safety – invest in good protective gear for your body and also for your beloved motorcycle.

Tools – When on a long journey, it is wise to carry some tools and remedy items for a quick fix to get you back on the road.



FastCat Receives Maritime Recognition Award



(L-R) Commo. Carlos L. Agustin, AFP(Ret.) -- Chairman and President, The Maritime League
Mr. Christopher S. Pastrana -- President, Archipelago Philippine Ferries Corporation
Former President, Fidel V. Ramos -- Chairman Emeritus, The Maritime League
Usec. Felipe A. Judan -- Undersecretary, Department of Transportation

Archipelago Philippine Ferries Corp. (APFC) or FastCat received a Maritime Recognition Award from the Maritime Forum in commemoration of the 25th anniversary of The Maritime League, the forum's founding convener.

FastCat Chairman, Christopher Pastrana was present to receive the award for the **"Excellence in the Development, Management and Operation of a Modern Interisland Ferry System"** category. The company owns and operates the country's first and only catamaran RoRo ferries and modernized ports and terminals in the eastern and western Philippine sea routes, providing a vital maritime link between the Philippine islands. FastCat offers safe, fast, and convenient ferry service using state-of-the-art RoRo vessels designed specifically for local conditions.

The Maritime Award is presented to companies engaged in endeavors inherently part of the maritime industry or have significant contributions to developments that affect maritime environment or area, and reflect their outstanding achievement in the fields they represent.

This year, the awards were presented by The Maritime League's Chairman Emeritus, former President Fidel V. Ramos. The 117th Maritime Forum was held at the AFP Commissioned Officers Club, Camp General Emilio Aguinaldo, Q.C. (November 25, 2016).

I HAVE A PEDO... I HAVE A METER... PEDOMETER!!!



A pedometer, from the word "ped" which means foot and "meter" which means to measure, is a gadget for counting the number of steps you take. Left... right... left... etc., just like when you are marching or dancing, there is an instructor who counts your steps. But a pedometer is somewhat different – it counts every step you make through the day. You walk, you go up and down the stairs, you run up a slope, you tiptoe--- each step is measured. But what good is it to measure how many steps you take?

Well... for health, for stamina, for losing some weight, for body trimming... so many good reasons to walk. These days we hardly walk... for some distance. Imagine if, in a very bad traffic like a kilometer long, and you could just alight from the vehicle where it is stuck and walk your way to your destination--- you'll probably get there ahead and gained 1,000 steps or more.

One of the best times to have a pedometer on hand is when you are traveling or on a tour. This is when you do a lot of walking and a pedometer will tell you how many steps you took in going to your destination. Be sure you pack a pedometer when you plan a trip – it will be so useful and fun!

Having a pedometer is so easy – especially for those who are looking for an exercise that does not need too many things to go with. A pedometer can fit in your pocket or be worn like a wristwatch and there you go... go... go! You are the motion maker, it is your own effort, the pedometer just tells you how much you walked. You can buy pedometers in sports/department stores or boutique drugstores. These are not expensive.

If you walk around 2,000 steps a day... you can opt to double that and walk additional 2,000 steps. Try to reach the goal of 10,000 a day and that would be a lot of calories burned! A pedometer will tell you how many kilometers you walked by computing the distance (distance = number of steps x step length). Isn't this great? During the day, we may not realize we already walked for several kilometers... in our own one-man-marathon.

**HOW MANY STEPS DO YOU
TAKE IN A DAY?**

10,000?

**WOW!!!
That's great!**

Compete with yourself... increase your everyday steps. Get fit and lose some weight and activate your lifestyle. Try to reach the recommended goal of 10,000 steps a day = to about 8 kms. Here's a hint: 30 minutes of moderate walking is equal to 3,000 to 4,000 steps.

If you are not yet convinced to get yourself a pedometer (which is actually so affordable,

some are even given away as promo items) read this: Clinical studies published in 2007, by the Journal of The American Medical Association, have shown that the use of pedometers "is associated with significant increases in physical activity and significant decreases in body mass index and blood pressure."

And because I believe in this --- I'll walk a mile, not for a Camel... but for myself!

GETTING A NATURAL SUNTAN



Getting your skin darkened by tanning is one of the changing lifestyles in the area of beauty and vanity. Getting a dark brown suntan is trendy for those who love to travel a lot. Suntans are in fashion, specially during summer. There are varied ways to get a tan, but natural is the safest and best way. A suntan is from the sun, while a tan can be fake, achieved through cosmetics and a tanning bed. Let's go natural!

Follow these tips:

Before getting your tan, exfoliate your skin. Scrub off dead skin. Use the good, old "pang-hilot na bato" or a simple bimp.

Be sure to drink lots of water because you will be exposed to the sun's heat and may dehydrate without even knowing it. Who wants to get dried up like a raisin? Remember this: the longer you stay under the sun, the more likely your skin will wrinkle in old age.

Avoid these hours: from 10 am to 4 pm because the UV rays are strongest. You'll not get a suntan – you'll get a sunburn!

Use sunscreen (like SPF 30), not sunblock. Wait for about 30 minutes for the skin to absorb the sunscreen. Keep applying every hour.

Do not stay under the sun the whole day, better to take 2-3 or more days to get an even natural tan.

After a tanning session – moisturize your skin, specially in areas of elbows, shoulder pads, knees, and nose.

We are funny people. Those born with white skin want brown skin. Those born with brown skin want to get white. Those with dark hair, dye it blonde while those with light hair, dye it dark.

Wear hats for shade, not sunglasses otherwise you might end up looking like a raccoon with a round patch around the eyes!

If you get sunburn – try these natural skin soothers: raw potato rub, lime, cucumber, coconut water, Aloe Vera plant, oatmeal with some milk, or a turmeric paste.

Do not use baby oil – this will burn fast. Coconut oil or olive oil is better.

During your travels, just enjoy being out in the sun while hiking or just walking, then lying down for a few hours. Of course the best way to get the most suntan is if you have less clothing on.

10 Byahe Na!

PinoyTravel

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It's really a big hassle when you travel far to get to the port only to find out that seats have been sold out, or kung may dala kayong sasakyan at wala ng space for rolling cargo! Worse, maghintay ng 3-4 hours for the NEXT trip. What if fully booked na rin ang mga kasunod na trips?

These are the travel horrors that inspired PinoyTravel to launch its reservations service in October 2013, with FASTCAT as its first ferry company partner.

Ngayon, mas convenient ng bumili ng ticket. Paano po babayaran ang reservations? We made sure there is an accessible payment counter for everyone!

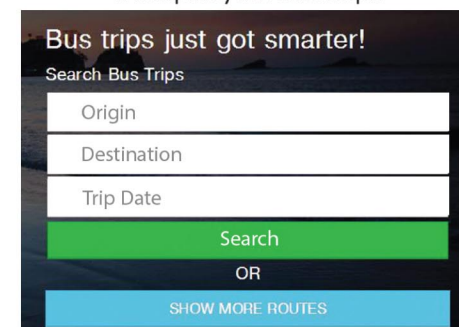
Go to pinoytravel.com.ph/ferry or sa fastcat.com.ph (press "BOOK NOW"). Ilagay ang origin at destination, pumili ng trip date (at least 4 days in advance) and makikita nyo na ang schedules for that day. Choose a trip and service class, press [Book Seats](#) and you will be directed to the payment page.

Pumili ng payment center and we will hold the booking for you for 18 hours. Once you've paid at any of our partners, their system will notify our system and the voucher will be automatically sent to your email address.

Ang DALI di ba? Kaya book your seats now!

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**“T”
IS FOR TEA...
and
“P”
IS FOR PROFIT**

**Making good business
with Tea drinks**

The basic tools you need are: weighing scale, measuring cups and spoons. And of course, your bottle containers and a storage place like a chiller. Let's make this business as simple as we can.

In the past 10 or more years, the sales of iced tea have surpassed the sales of sodas. It all started with the bottomless iced tea concept. How could the companies do that? Giving away bottomless iced tea for a set price? Hmmm???

Well, we tried to do the math and somehow it is possible, based on the Law of Averages depending on the volume or number of buyers you can get in a day. The secret is in the tea concentrate recipe. And it does not use tea powders which are already mixed and ready to "just-add-water" because those are expensive. Make your own. Here are some hints on how to prepare tea concentrates that will be easy to store and transport. Then, just add water – and the olds will say---"tubong lugaw na yan!".

Instead of powders, buy tea bags or loose tea leaves then brew them as a concentrate with less water than needed. For every tea bag or one level tablespoon of tea leaves, use only 1 Cup of hot water. Boil, then leave it for a time to steep. These teas can be used

One of the ways old people connote profit are by use of the tinapay (dough, when baked, it rises by hot air - doubles or triples in size) – “hangin lang... kikita ka na!”. Or drinks – “Dagdagan mo lang ng tubig, kikita ka na!”. In many ways, it's true – there is good profit in beverages – if you know how to do business.

again for another 2-3 batches. After you brew your tea concentrate, put in a glass container (not plastic!) and leave under the sun so that the tea will cure some more and taste stronger but less bitter. Sunshine has a way of “curing” this brew. (Pssst: discard the tea leaves in your pot of plants to enrich the soil.)

CITRUS FLAVORING: Buy some citric powder from baking stores and add this to some water or melt Vitamin C tablets (it's the same 'asim') in water. Taste to balance the acidity. You can add some fresh calamansi juice but this might have molds if you don't store them correctly. Best is lemon concentrate or calamansi concentrate plus your citric acid or Vitamin C to lower the product cost.

SWEETENER: For sugar free – use artificial sugar (Aspartame, Stevia Leaf Extract, etc). For the natural sweetener – make sugar syrup so it's easier to control. Boil 1 C sugar to 1 C water till sugar dissolves and thickens a bit (5 minutes), store in a glass bottle.

Now mix altogether: tea concentrate, citrus flavoring, sugar syrup... and then add water according to your taste. You can add a drop of red or pink food color to make it look fresher. It's not harmful! Finally... look for the best supplier of bottles and cups and measure the exact amount of tea... leave some head space. Then keep your products chilled and make a nice print-out label... and start selling.

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BAY WATCH BABE



By: Roy San Juan



Princess Garachico Aldovino

Ang "spirit" of volunteerism ay laganap sa mga Pinoy. It's because we are a people who have the ability to relate to nature – marami kasi tayong coastal areas. Dito sa **Byahe Na!**, we had an article on volunteering for a cause. Here is another good cause that a lady from Tingloy, Batangas has embraced. Would you like to join her cause?

Si Princess ay isang officer ng Samahang Tumutulong sa Kaunlaran ng Sto. Tomas (STKST), involved siya sa pagbabantay ng costa/dagat ng Balatang Bato Marine Sanctuary located sa Barangay Sto. Tomas ng Tingloy, Batangas. Sya ay isang Bantay Dagat "security guard" at katulong sa pag-protecta ng marine sanctuary: coral reefs/marine ecosystem laban sa illegal fishing at mapanirang pagsisid. Alamin natin kung paano naging Bantay Dagat si Princess. Who knows, kayo rin – maaring maging volunteer for such a good cause for the future of the next generations.

Taong 1999 nang nagpakilala sa kanila ang Coastal Conservation and Education Foundation (CCEF), isang non-government organization na nais gawing protected marine sanctuary ang Balatang Bato at doon na nagsimula si Princess na maging isang volunteer. Natupad ang protection plans ng CCEF sa tulong ng Department of Environment and Natural Resources at Local Government Unit ng bayan ng Tingloy. Eventually, ang STKST ay na-launch na rin nila noong March 29, 2003.

Noong 2004 nag pull-out ang CCEF, doon naman nabuo ni Princess ang Balatang Bato Management Council upang maipagpatuloy ang pangangalaga sa Marine Sanctuary.

Sa gabi kung magsimula si Princess sa kanyang pagbabantay at pag gawa ng kanyang mga activities surrounding the marine sanctuary. Bilang bantay dagat, sya, kasama ng ibang myembro ng kanilang samahan, ay nanghuhuli ng mga taong gumagawa ng illegal fishing lalong-lalo na kung gumagamit ng dinamita. Ang mga nahuhuli ay dinadala nila sa local government agency para mabigyan ng kaukulang penalty. Hindi madali ang pumigil ng mga ganitong gawain lalong-lalo na kung mga ka-barangay o ka-lungsod mo ang gumagawa nito. Kailangan may dedication at commitment sa cause na ipagtanggol ang marine sanctuary.

Noong 2007 na feature din si Princess bilang halimbawa ng isang Bantay Dagat sa isang exhibit sa California Academy of Sciences Museum, at hanggang ngayon ang kanyang larawan ay makikita pa rin doon.

Ayon kay Princess, may kabayaran man daw o wala ang kanyang trabaho ay masaya sya sa kanyang ginagawa. At sa edad niya na 55, ay magpapatuloy pa rin daw sya sa kanyang pagiging Bantay Dagat dahil nais nya na maabutan pa ng ating salin-lahi ang kagandahan at likas na yamang handog ng ating karagatan.

(Keep up the good work, Princess! / **Byahe Na! Staff**)



14. **Byahe Na!**

BILI... BILI NA... NG SUMAN!



Sa kay raming kakanin na love na love nating mga Pinoy... suman pa rin ang top favorite! Sari-saring suman ang popular sa kakanin-world. Here's a Suman sa Lihya that has become the best blessing for the Bolus family.

Si **Merlita Bolus** ay taga-Calapan City, Oriental Mindoro at reyna ng kanyang napaka-successful kakanin business, Merl's Native Delicacies. Ang pamilya Bolus of

Merl, her husband Ferdinand and children Ferlie, Quim, Kirk and Chrisa have been in the business for the past 16 years. From being a Radiologic Technologist, an RTW retailer and other sorts of works, Merl has gone full circle in her livelihood.

"I decided to turn my hobby into a negosyo, starting out with just one kilo of bigas (GLUTINOUS RICE) and gradually, the quantity increased as more and more people discovered it. Dahil mahilig talaga ako magluto ng kakanin, naisipan ko itong gawing negosyo at nag-benta ako sa mga kakilala ko sa palengke. At nakita ko naman na nagugustuhan ng tao kaya ipinagpatuloy ko".

Hindi ganon kadali ang pangyayari...hindi instant success! Nag start ako ng Php500 na puhunan for ingredients. Dati kasi, yung negosyo ko ay unti-unting nalugi at may mga kalamidad pa kaming dinanas. Kaya nag-isip ako ng bagong pagkakakitaan... ayun! Gumawa ako ng suman sa lihya. Ang mga bumili ng aking produkto ay from all classes... at sa dami ng orders minsan ay 8-12 hours akong inaabot sa pag-gawa nito.

Every successful business is achieved with correct business practices. Ang mga "sekreto" ni Merl ay ang mga sumusunod:

- To seek advise and learn from more experienced people in the business. Like those who have big businesses.

- To adopt a special management style – "We are honest to our customers; accept customer complaints, comments and suggestions and provide good quality service."
- Have a unique product with good quality.
- Marketing and promotion, TV guestings, personal selling, bulk purchasing and expansion.
- Positive attitude, good service to the customers, matiyaga, responsible, may diskarte and most of all, may faith.

Ngayong steady na yung business ng Merl's Native Delicacies, ano pa ang business plans niya? Balak niyang mag-expand at posibleng mag-export din. "Expand the business, have more branches within 5 years. Invest in more stores." Last but not least, heto ang ultimate success secret ni Merl sa kanyang Suman sa Lihya. Nung itanong sa kanya kung magkano ang kinikita niya--- ang sagot niya ay "Secret po". At nung tinanong siya kung papaano ang proseso ng paggawa ng kanyang suman... ang siguradong sagot niya ay:

"Top Secret!"

(More success to you, Merl... keep it up! **Nancy**)



Byahe Na! 15



As they say, if you are really good at selling, you can even sell a white elephant! However, there is a big difference between people who sell with a bad motive and those who are righteous. Let's stick with the latter kind!

Selling is one among the most important kinds of jobs in the world! Everyone is doing a bit of selling because this is what makes the world go round! Selling creates business and business fuels other businesses! But not everyone has the talent or the natural charm to sell... it is all about being a person who is ready to serve, communicate, make extra effort, and work alone or with a team. And remember – selling may not always be a success at the first try... but if you are good at it, you would have left a good mark on the would-be customer and that customer will keep you in the list!

What can I do for the customer? How can I sell my product/service to the customer?

Think of the following tips--- if you're already practicing them, you're on your way (or already are!) to being a champion salesperson!

Relate to the customer's business/professional profile: Understand their business/profession and its needs and challenges. In one of these lies the product or service that will help them. Check on the background of their business and look for an access where you can show them your availability to help them. Magpakita ka ng readiness to serve!

Networking is Team-Playing: There are certain procedures wherein you have to work with a team or network within the work place. For example – you can get a sale, but you might have to coordinate with the credit department if the payment has to be secured. Sharing data is helpful. You can work as a team to get a big sale. Magaling ang Pinoy sa pakikisamahan!

Know your product/service very well: This is a basic selling skill. If you do not know the product or service you are carrying – forget it! You'll not be an effective salesperson. In fact you must also know a lot about the competition... and what's more - know the WHOLE range of your own company's line. If a customer does not need your product X, maybe you have a product Y that will sell. Kung baga sa gyera – kumpleto ang armas at bala mo!

Never stop learning: Nobody can say he knows everything already --- no matter how old! There are always new techniques, new technologies, new products and new services in the global community. Remember that many businesses are no longer localized but have networking connections with the outside world. If possible, travel to expand your knowledge. Read up on trends, the news, interview people in your market field, attend seminars on re-tooling your skills. The more you know, the better you can talk about what you are selling.

Follow-up: If you promise anything to your client, be sure to do it. Do not promise what you cannot do. And do not promise beyond what your company allows. If you need to, follow up the client politely. Mabuting na-aalala ka ng client mo. Establish a lasting professional relationship. Also, after-sales follow up is very helpful in keeping a client happy. Kamustahin mo yung performance ng produkto mo. Who knows, it can lead to additional sales.

Tiyaga, sipag, abilidad at sense of humor ang mga factors of success in being a champion salesperson and your millions in commissions!

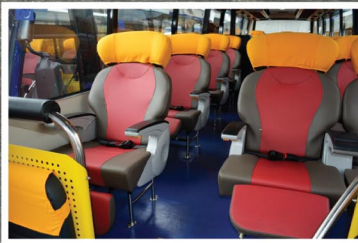
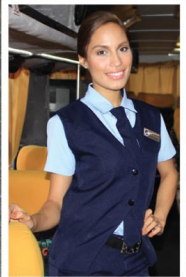
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