

13 Appendices

13.1 Appendix A: b2bpricenow Correspondence and Reviews



LAND BANK OF THE PHILIPPINES

Official Depository Bank of the Republic of the Philippines

23 October 2002

MR. EDGARDO B. HERBOSA

Managing Director

B2Bpricenow.com, Inc.

4/f Multinational Bancorporation Building 6805 Ayala Avenue

Makati City 1208

Dear Mr. Herbosa:

This has reference to your letter updating us on the developments and achievements of our Strategic E-Commerce Program.

It is great to know that our partnership has generated benefits for the countryside and reaped nomination to the 1st e-Government Awards. Further, we also believe that the move of Sen. Ramon Magsaysay and the COCAFMD to make b2bpricenow.com to be the "Official e-marketplace of the Philippines" will be beneficial both to our Bank and Landbank-assisted clients.

We wish to highlight though the following issues and concerns relative to the program:

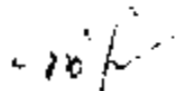
- Landbank welcomes your interest in providing a payment gateway. As a matter of procedure, B2bpricenow.com, Inc. will have to undergo the required government bidding procedure for any private services. However, if b2bpricenow.com can provide the payment gateway service for free like the e-marketplace, then the proposal is highly appreciated. We understand that there are about P2.4 B amount of postings in b2bpricenow.com that we can generate income from.
- With regards to the Convergence Program, Landbank pose no objection to the implementation of a 60% - 40% scheme between bank-assisted cooperatives and b2bpricenow.com, Inc. The dealings between B2Bpricenow.com and the cooperatives will be made private in order to maximize benefits to both parties. We will be informing our cooperatives on your intent for this partnership.
- We welcome B2Bpricenow.com in providing a special award to the cooperative that has excelled in the management of its IT project in the next Gawad PITAK.

With these developments, we have considered your offer for b: bpricenow.com to be presented during the Landbank's visit to Bank of Agriculture and Agriculture Cooperatives (BAAC) in Thailand on November 3, 2002.

In this regard, may we invite you to join the team of Landbank in our scheduled visit to BAAC. Should you have further query regarding the details of the trip to Thailand, please feel free to contact our AVP Maurice Feliciano of Development Assistance Department at telephone nos. 405-7316

Thank you.

Very truly yours.


MARGARITO B. TEVES
President and CEO
Land Bank of the Philippines



Republic of the Philippines
 CONGRESSIONAL OVERSIGHT COMMITTEE ON AGRICULTURAL AND FISHERIES MODERNIZATION
 (COCAFAM)



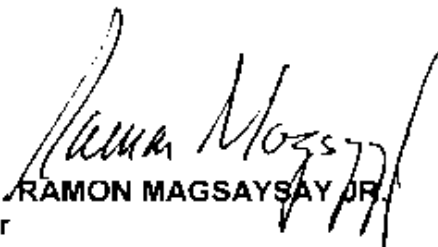
Sen. RAMON B. MAGSAYSAY, JR.
 Chair

Rep. ALFREDO G. MARAÑON, JR.
 Co-Chair

ENDORSEMENT LETTER

The Congressional Oversight Committee on Agriculture and Fisheries Modernization (COCAFAM) would like to endorse the b2bpricenow.com to be one of the E-marketplace of the Philippines for the agriculture and fisheries sectors. B2bpricenow.com is a company engaged in electronic trading using the Internet WAP phones or regular GSM phones for free. B2bpricenow.com is the Philippines' first ever business to business (b2b) marketplace where members can actually trade and pay on-line.

B2bpricenow.com with its Managing Director, Mr. Edgardo B. Herbosa, is backed-up by several strategic partners, like Unisys Philippines, 1st ebank, Aboitiz Inc., Ating Alamin, PRRM, DA, DAR, DTI, TESDA, PUP, and the National Confederation of Cooperatives. With these qualifications, COCAFAM strongly endorses the b2bpricenow.com to be one of the E-Marketplace of the Philippines for the agriculture and fisheries sector including cooperatives, traders, processors and SMEs, where they may post supply, demand, prices and other market information. Implementing agencies of the AFMA are likewise enjoined to avail of this website. In return, b2bpricenow.com is eligible to avail funding support from the government through loans or grants if available following policies and procedures for the availment of such type of funding.


SEN. RAMON MAGSAYSAY JR.
 Chair


REP. ALFREDO G. MARAÑON JR.
 Co-Chair

Senate Panel:

Sen. EDGARDO J. ANGARA
 Sen. ROBERT Z. BARBERS
 Sen. RODOLFO G. BIAZON

Sen. JUAN M. FLAVIER
 Sen. GREGORIO B. HONASAN
 Sen. MANUEL B. VILLAR, JR.

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Rep. BENJAMIN A. CRUZ
 Rep. JUNIE E. CUA
 Rep. JESLI A. LAPUS

Rep. CELSO L. LOBREGAT
 Rep. PROSPERO C. NOGRALES
 Rep. GENEROSO DC. TULAGAN

Email: cocafm@ibahn.net

Room 515, Senate of the Philippines, GSS Financial Center, Pasay City 1308
 Tel. Nos. 552-6601 to 80 (local) 5501, 5503, 5512, 5513 Fax No. 551 3253

Edgardo Herbosa

From: Agus Ahdiyati (SUGGESTION BOX) [suggestions@b2bpricenow.com]
Sent: Wednesday, December 18, 2002 9:00 AM
To: Erick Kalugdan; Tedjie Herbosa
Subject: SUGGESTION(S) FROM SUGGESTION BOX

Agus Ahdiyati has posted suggestion(s) in the b2bpricenow.com Suggestion Box.

You can reach him/her at ahdiyati@bri.co.id

December 18, 2002

Mr. Edgardo Herbosa
Managing Director of b2bpricenow.com

Dear Mr. Herbosa,
referring to your e-mail addressed to Mr. Rudjito, President Director of Bank Rakyat Indonesia, we do really appreciate for your attention to our company. As a bank with the biggest network in Indonesia focusing on Small and Medium Enterprise financing, we are very interested in adopting e-commerce program in our company. Regarding with that, your offering of "E-Commerce for Farmer" Program will be our consideration.

Thank you for your attention.

Sincerely,

Agus Ahdiyati
Staff of Micro and Retail Business Planning
Bank Rakyat Indonesia



Republic of the Philippines
DEPARTMENT OF AGRICULTURE
Office of the Secretary
Elliptical Road, Diliman, Quezon City



MESSAGE

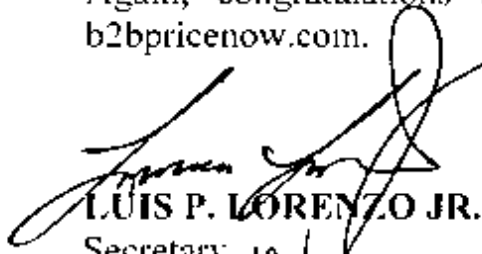

Mabuhay!

Congratulations to b2bpricenow.com on your noteworthy contribution of providing “**E-commerce For Farmers**” through both content (b2bpricenow.com website) and connectivity ([b2bcenters](http://b2bcenters.com)).

Your initiative of giving a FREE and sustainable electronic marketplace for cooperatives is most welcome by both the Department of Agriculture and agriculture and fisheries sector.

The Department of Agriculture will continue to support the noble endeavor of using Information and Communication Technology (ICT) to make our farmers/cooperatives globally competitive.

Again, congratulations to Land Bank of the Philippines (LBP) and b2bpricenow.com.


LUIS P. LORENZO JR.
Secretary 

UNISYS

20 March 2003

MR EDGARDO B. HERBOSA
Managing Director
B2Bpricenow.com, Inc.

Dear Mr. Herbosa:

This has reference to our partnership on the provision of a free and sustainable e-marketplace for cooperatives and SMEs nationwide through B2Bpricenow.com. We are glad that the Philippine government has provided support to our project and that other countries have taken interest in replicating this in their country, as you have reported in previous communication with us.

As discussed, we would like to explore how we can further strengthen our partnership as your official technology partner. As suggested by you, we would like to study further the possibility of providing an electronic payment gateway to your partner-bank, the Land Bank of the Philippines, as part of the technology services provided by Unisys. As a matter of procedure, we would like to assess the scope of work required for this activity and therefore would like to meet with you and Landbank representatives this.

Thank you for your continued support and trust in Unisys and we wish you and B2bpricenow.com more success in your endeavors.

Very truly yours,



TONY TISINGTON
Director, Public Sector

cc: Mr. Gary B. Teves
President and CEO
Land Bank of the Philippines



13.2 Appendix B: Promotional Materials

13.2.1 b2bpricenow

Mission and Vision

The E-commerce for Farmer's Program bridges the digital divide in the most marginalised and fragmented sector - agriculture. Providing the farmers and fisherfolks the reason to connect to the internet, to assist them through hands on computer training, and to allow them to engage in e-commerce. **b2bpricenow.com** provides co-operatives and SMEs the opportunity to earn from IT products and services.

The e-commerce for Farmers Program is anchored on both Content (www.b2bpricenow.com) and Connectivity (b2bcenters).

Winner of the Marketplace Development 2001 Competition

b2bpricenow.com is a proud member of



Endorsed as the official e-Marketplace of the Philippines for Agriculture & Fisheries Sector by



Senate of the Philippines House of Representatives

The Congressional Oversight Committee on Agricultural & Fisheries Modernization (COCAFAM)

b2bpricenow.com

your e-trade partner

b2bpricenow.com website is a free and sustainable e-marketplace for agriculture products. Providing them an added venue to buy or sell their products, we have given them the reason to use the internet.



Services offered:

- Free e-marketplace
- SMS application
- Web page design and hosting
- On-line transaction
- Corporate Partnership



b2bcenter

your e-business partner

Connectivity is the rollout of 1,500 **b2bcenters** at the municipality level - these business centers will house the internet café, business machines, phone and phone card dealership which is owned by the cooperatives and **b2bpricenow.com**. The **b2bcenters** have transformed an ordinary agriculture cooperative dependent on traditional products to also earn through IT products and services.

Services offered:

- Internet access
- Business machines (photocopy, fax, scanner)
- Sale of Cellular Phones
- Sale of Prepaid cards



Filipino farmer checking nationwide prices of commodities through his cellular phone via text (sms)



Strategic partners



b2bpricenow.com

your e-trade partner



3/F Multinational Bancorporation Bldg., 6805 Ayala Avenue, Makati City

FREE Membership...
Sign an e-Contract....
 Post and canvas prices...
 Negotiate on-line...
Trade On-line!
 Buy and sell products...



b2bpricenow.com
 your e-trade partner
 Powered by **UNISYS**

your free and sustainable e-marketplace that provides up to the minute price update on market information for agriculture, consumer manufactures, and industrial manufactures.

■ MARKET WATCH

People in farming communities can now monitor prices or find buyers through the Internet *By LALA RIMANDO*

Electronic Market For Farmers

DOT-COMS ARE A DYING BREED. THIS IS PROBABLY AN exaggeration, but worldwide, businesses solely dependent on the Internet as their medium of trading have been closing shop one after the other. Only the strong are surviving. In the Philippines, one dot-com company is not only surviving. It is actually thriving.

B2Bpricenow.com is an electronic marketplace that caters to—surprise, surprise—the farmers.

The picture of a farmer being tech-savvy may seem farfetched since many in the farming sector have low literacy, let alone have access to the Internet. The answer, of course, is to educate them and expose them to the technology. Connecting the farmers, including those in far-flung areas, is a gigantic task. But efforts are being exerted to make it a reality.

The Department of Agriculture is initiating programs to give farmers a venue for marketing their products more efficiently. Stress has been given to increasing productivity, but often, farmers produce crops that they soon realize have no potential buyers. "The tendency is to end up with a lot of spoils," notes Edgardo Herbosa, a trader by profession.

Herbosa, 36, used to be with Indonesia's Salim Group, where he traded agricultural commodities, construction materials, and chemicals. After obtaining his masters degree from the American Graduate School of International Management, and engaging in the technical field of countertrading, he decided to become a "social entrepreneur."

FARMING WEAKNESS

"I saw that one of the weaknesses of the agricultural sector is marketing," he says.

B2Bpricenow.com, Herbosa's brainchild, aims to address this weakness.

The Internet is the cheapest way to market

the products since it can facilitate and create market encounters between producers and buyers without their incurring traditional expenses such as for rent and labor. In the Internet marketplace, producers can post their production and the buyers' requirements online. For farmers, this will reduce dependency on middlemen, who profit from trading their products. If farmers have easy access to information on the going price for their commodity, they'll be in a better position to price and market their goods. They'll also produce crops needed by buyers.

Ricardo Buenaventura, a rice farmer from Talavera, Nueva Ecija, tells *Newsbreak* how having access to *B2Bpricenow.com* has helped him and his cooperative, *Nagkakaisang Magsasaka*. "This trading venue enables us to monitor prices. We no longer have to travel far, going to a marketplace or trading center, to do that."

Technology costs usually account for most of the dot-coms' capital expenditures. *B2Bpricenow.com* was able to cut down on these. Herbosa and partners were able to persuade Unisys to become their technical partner. In exchange, Unisys got to own 5 percent of Herbosa's company. Unisys is a US-based technology vendor engaged in e-business solution and infrastructure.

As a result of this partnership, B2B's major expenditures like programming and purchase of e-marketplace software, including administration, maintenance, and hosting charges,



were taken out of the cost structure. And *B2Bpricenow.com* can now provide the marketplace for free, Herbosa says.

"If we charged subscriptions for the use of our site, it would have been difficult to move on to the next step."

TEACHING FARMERS

The next step was to approach government agencies with the mandate, network, and resources to reach and educate farmers about the benefits of electronic commerce. Land Bank, which works with cooperatives, became the pioneering partner.

Land Bank personnel teach farmers the ba-



Edgardo Herbosa (right), e-farmer with a cause, wants to speed things up for the hardworking farmer (above)

sics of using the Internet—how to log in, surf, send or receive e-mail. They are also trained to use the *B2Bpricenow* site for trading. The training is free. Herbosa says: "Since I go around the country with the Land Bank team for the information campaign and training, the education component of my business model is taken care of."

The next challenge is to get the farmers connected once they become computer literate. Most of them cannot afford to buy their own

computers. To enable them to do so, Land Bank gives them loans at no interest.

In many parts of the world, the use of IT in the agricultural sector is one of the keys to alleviate poverty. In the Philippines, where agriculture accounts for 70 percent of the gross domestic product, giving farmers the necessary skills and a channel for marketing their products can ease their burdens, especially those related to marketing their produce.

WORLD BANK AWARD

For helping alleviate poverty through information technology and forging strategic partnerships with the private sector, *B2Bpricenow* was able to get a \$118,000 grant in a World Bank-sponsored contest. It was chosen one of 30 winners in the World Bank's Development Marketplace Competition held January 9-10, 2002, in Washington D. C. There were 2,400 entries from all over the globe.

The judges were reportedly impressed with a feature of the *B2Bpricenow* project that allows farmers to check prices through their cell phones. With mobile phones now very popular all over the country, farmers can use them to canvass prices or post and change commodity prices through the Internet trading site. *B2Bpricenow* has tie-ups with both Smart and Globe for this service.

A large number of Land Bank cooperatives are now covered by the electronic marketing service. Herbosa's company will use its World Bank grant to assist co-ops under the Philippine Rural Reconstruction Movement (PRRM).

Land Bank sent out its own teams to the countryside to train co-op members. In PRRM's case, co-op members will be taught at the training facility of Polytechnic University of the Philippines in Sta. Mesa, Manila, and in other state universities and colleges all over the country.

The grant will be used by Herbosa to donate computers to the 14 cooperatives under PRRM and finance their training. *B2Bpricenow.com* has set up partnerships with computer hard-



DONY PICONILLA

ware companies to become their sole distributor. Similar partnerships are with cell phone companies and other service providers, like logistics firms, insurance companies, and banks. "In exchange for these partnerships, they have to advertise with us," says Herbosa.

REVENUE SOURCE

Like other dot-coms, the *B2Bpricenow.com* website gets most of its earnings from advertisements. "They advertise with us not because we are cute. It's because it makes good business sense," he quips. These companies obviously want to reach out to the farmers, too. Cell phone companies, for example, may claim to have a nationwide reach, but the upper-middle classes still compose most of their users. If they want to go deeper, farmers are good targets.

Another revenue source for Herbosa's company is the 20 percent fee for every SMS (short messaging service) inquiry or transaction, which costs about P2 or P2.50 per text message. It also earns P2,800 a year for web development and hosting services, and a share in the partner banks' settlement fees for on-line payments.

As the market matures, and as the user-base increases, revenues from transactions will account for the bulk of revenues.

PROFITABLE

Herbosa says his company, incorporated in June 2000, or less than two years ago, is already profitable. Many companies take three years to just break even.

Most dot-coms used to depend on venture capitalists for funding. *B2Bpricenow's* business model, attested to by the World Bank, is sustainable even without such financing. "For us to reach out to more cooperatives, we can approach other grant-givers," says Herbosa.

Grant-givers are supporting similar initiatives to bridge the digital divide. A grant from the Canadian International Development Agency, in coordination with Landbank and Thai Farmers Bank, is in the offing so that *B2Bpricenow.com* can be replicated in Thailand.

Other government agencies want to partner with *B2Bpricenow*. The Department of Trade and Industry wants small and medium enterprises to post and canvass commodity prices for their products.

NO STRINGS PULLED

Herbosa proudly claims that his company did not need to "pull strings" to get these agencies to tie up with them.

Right now, it has expanded to cater to other industries. From an agricultural marketplace, it has taken in construction and chemical commodities.

There are still loose ends to tie up. For example, Gil Melendres of Acres Multi-purpose Cooperative in Valencia City, Bukidnon, is eager to jump in but says facilities for on-line payments are still not in place.

Despite this, *B2Bpricenow.com* is showing that Filipino entrepreneurs can and do make a difference. ☐

2003 CALENDAR

b2bpricenow.com
your e-trade partner Powered by **UNISYS**

The image shows a 2003 calendar with a green header. Below the calendar is a photograph of two men in a field; one is wearing a hat and holding a mobile phone, while the other is looking at it. The b2bpricenow.com logo and 'Powered by UNISYS' are overlaid on the photo.

To check prizes using text (SMS)

- 1) Go to Write Message
- 2) Type **b2b <Region> <Product>**
- 3) Send to **2333** for Globe users, **211** for Smart users,
- 4) Wait for reply.

Example:

b2b R3 Rice
b2b CARAGA Fruits

Winner of the Marketplace
Development 2001 Competition

* PHP 2.50 for every message sent
for Globe and Smart subscriber



REGION

1 2 3 4 5 6 7 8 9 10 11 12
CARAGA CAR MM

PRODUCT

RICE
CORN
MEAT
FISH
VEGETABLES
FRUITS
OIL
SUGAR

Endorsed as the official e-marketplace of the
Philippines for Agriculture & Fisheries Sector by



Senate of the Philippines



House of Representatives

The Congressional Oversight Committee on Agricultural
& Fisheries Modernization (COCAFAM)



13.2.2 Expert Trade

EXPERTRADE REGISTRATION FORM				
<p>Fax to ICM (c/o Pia): 878-0630 or e-mail to expertinfo@exportbank.com.ph or deliver to Internet Channel Management, Exportbank, 20 F, Chino Roces corner Sen. Gil J. Puyat Avenues, Makati City, or to any Exportbank branch nearest you. Call 878-0641 for more information.</p>				
Name:	Company Name & Address:			
Position/ Title:				
Cellphone:	Office phone:			
E-mail:	Fax No.:			
Existing Website address (if any)	Exportbank Deposit Acct No. (if any)			
Options: <input type="checkbox"/> Please link our existing website to Expertrade	<input type="checkbox"/> None, but we agree to open a deposit account upon Exportbank's approval of this registration form.			
Present Market: <input type="checkbox"/> Local <input type="checkbox"/> Export What Countries? _____ _____ _____ _____	Attachments (optional, to facilitate Web setup. Can be sent later) <input type="checkbox"/> Sample Company Logo <input type="checkbox"/> Catalog/ List of Products & Services <input type="checkbox"/> Brief Company Background <input type="checkbox"/> Company Brochure (if any) <input type="checkbox"/> List of Persons authorized to access orders, send quotations, change catalog details.			
Type of Business & Products:				
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Fax No. 850-5693

Exportbank Binang
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Binang St., Quezon City
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740-1402 / 740-1142
Fax No. 740-1234

Exportbank Caloocan
Augusta Building
478 Road Avenue Extension
468 8th and 10th Avenues, Caloocan City
Tel. Nos. 365-4302 / 365-4318
Fax No. 365-8702

Exportbank Chino Roces
G/F Exportbank Plaza
Sen. Gil J. Puyat corner Chino Roces
Avenue, Makati City
Tel. Nos. 887-9972 to 79
887-9992 to 89
Fax No. 887-9999

Exportbank Ermita
Victoria Condominium
41 Arroyo St., San Juan City
Tel. Nos. 721-4591 to 92 / 724-8351
723-9069 / 721-0003

Exportbank Juan Luna
694-696 Juan Luna corner
Dra. Elena Sisona, Brno, Manila
Tel. Nos. 244-7045 / 243-2079
243-2102
Fax No. 244-7048

Exportbank Las Pinas
172 Alabang Zepeda Road
Pampanga, Las Pinas City
Tel. Nos. 543-7037 / 543-6778
Fax No. 543-6767

Exportbank MRT Movement
Level 2, Ever Grande Grand Central
Rizal Avenue, Caloocan City
Tel. Nos. 363-1169 / 363-6995
Fax No. 363-1170

Exportbank Malabon
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Concepcion, Malabon
Tel. Nos. 281-8065 / 281-7585
281-8068 / 281-8047
Fax No. 282-5808

Exportbank Mendaya
613 Blue Maroon Bldg.
Boni Avenue, Mendaya City
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Fax No. 533-3561

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Origas Center, Pasig City
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Fax No. 838-4422

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813-2014 / 813-1888 / 813-8084
Fax No. 813-1878

Exportbank Subicville
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Subicville, Zambales City
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Exportbank Sucat
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(045) 888-6755
Fax No. (045) 352-1351

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MTC Bldg., Linaon cor. Hinasrao Streets
Bacolod City
Tel. Nos. (034) 433-3690 to 93 / 433-0001
Telex: (034) 433-0194

Exportbank Cabanatuan
543 Villamor Bldg., Quizon District
Maharlika Highway, Cabanatuan City
Tel. Nos. (044) 483-9183 to 97
Fax No. (044) 483-9192

Exportbank Capayan De Oro
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(0882) 857-4307 / (0882) 721-403
Fax No. (0882) 721-6556

Exportbank Cebu
118 Gonsuaga Avenue, Cebu City
Tel. Nos. (032) 233-3308 / (032) 232-4992
(032) 233-4980
Fax No. (032) 232-4995

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Ayala Life/CGI Center
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233-7471 / 233-7596 / 233-7599
Fax No. (032) 233-6918

Exportbank Dagupan
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Dagupan City
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(027) 519-0246 to 47
Fax No. (027) 523-1772

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Abasco Commercial Bldg.
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Tel. Nos. (033) 330-9681 to 83
(033) 339-9000
Fax No. (033) 339-9676

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Fax No. (048) 471-0729

Exportbank Sta. Rosa
Unit 2 & 4, Sta. Rosa Commercial Complex
Barbago, Sta. Rosa, Laguna
Tel. Nos. (049) 234-2017 / 18 / 20 / 21
Fax No. (049) 234-2823

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Tel. Nos. 722-5666 to 69 / 725-7424 to 25

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Bantale, Manila

Exportbank Escalante
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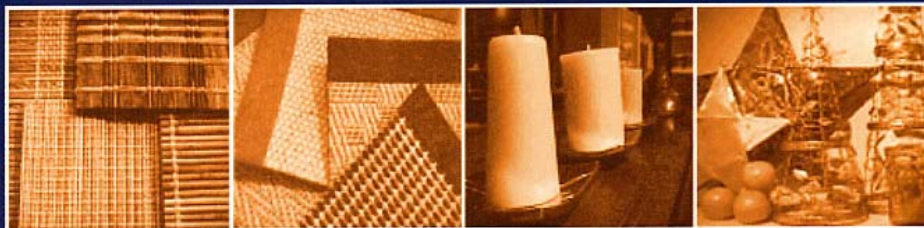
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13.3 Appendix C: E-Readiness and IT Indicators: East Asian APEC Economies

A number of research studies have been conducted in recent years to assess e-commerce readiness in East Asian economies. This section includes excerpts from the work done by the Asian Development Bank, the World Bank and a special report from the National Electronics and Computer Technology Center (NECTEC) of Thailand that is an official APEC report and was distributed to the APEC TEL in March 2003. This information provides a working context for understanding the environmental issues associated with the case studies in the Philippines and Indonesia.

13.3.1 E-Commerce Readiness in East Asian APEC Economies:

A Precursor to Determine HRD Requirements and Capacity Building (Thailand reports to APEC Telecommunications and Information Working Group, December 2002)

(Executive Summary) “This study seeks to capture the current trends of e-readiness in East Asia, assess its relative competitiveness against its peers, and proposes a set of policy recommendations to build human resources capacity to support e-commerce.”

(Findings) “As expected Singapore; Hong Kong, China; Chinese Taipei and Korea lead the region in their ability to capitalize on the information revolution to sustain their economic engine. The rest of East Asia, however, while recording significant progress in deploying national information and telecommunication infrastructures, appears to lag behind due to its lack of resources, principally drained by the vast size of its economically disadvantaged populations.

Also, our data tend to substantiate the increasing role of information technology in promoting national wealth. East Asia has remarkably improved its national and communication infrastructures. There are reasons to believe the information revolution has been a crucial driver for improving economic, political and social conditions. In fact, improved and less costly use of information technology has facilitated information flow within and across national boundaries, accelerated participation in global trade and increased press freedom. Promoters of information technology use should claim credit for this trend.

Last but not least, the most intriguing cue that emerges from the set of 52 e-commerce readiness indicators is that non-technology factors such as education, economic stability and attitude toward risk, are as important as technology factors for any economy to fully reap the benefits of digital progress.”

(Recommendations for APEC):

1. Continue to analyze the impacts of ICT on each member economy and on specific sectors.
2. Support the developing economies within APEC by providing information regarding opportunities, and lessons learned.
3. Act as a coordinator and facilitator.
4. Encourage regional cooperation in the expansion of ICT infrastructure.
5. Support public campaigns to raise awareness about potential business opportunities that the Internet offers.
6. Facilitate the adoption of ICT related standards (e.g. payment systems, intellectual property rights, privacy, encryption, and signatures).
7. Offer training and education in relevant fields.

(Definition of E-Readiness):

“E-readiness can be defined as the aptitude of an economy to use Internet-based computers and information technologies to migrate traditional businesses into the new economy, an economy that is characterized by the ability to perform business transactions in real-time – any form, anywhere, anytime, and at any price. E-readiness reaches its optimal level when the economy is able to create new business opportunities that could not be done otherwise.”

(Importance of E-Readiness):

- The level of e-readiness can be a strong predictor of how well an economy can perform in the new economy.
- An e-readiness assessment provides policy makers with a detailed scorecard of their economy’s competitiveness relative to its international counterparts.

Appendices

- A breakdown of indicators allows policy analysts to pinpoint areas of strengths and weakness, thus providing a balanced perspective in guiding an economy through the digital revolution.

(Framework of Measuring E-Readiness):

“The Six Dimensions of the New Economy:

1. Immediacy – a market driven by fast, if not immediate, supply and demand reactions.
2. Re-intermediation – use of the Internet to conduct trade reduces or, in certain circumstances, eliminates, the needs for intermediation. Middlemen are no longer needed when producers are able to retail to the buyers directly. With new ways of online selling, system integrators and e-marketing research are examples of new intermediaries.
3. Knowledge and innovation – the new economy is driven by knowledge in which only enterprises with innovative capabilities can remain competitive. Human capital is becoming an ever more important asset.
4. Integration and internetworking – Internet technologies allow companies to extend the supply chain beyond its traditional physical borders. E-commerce makes it possible for companies to become transnational, reaching global markets.
5. Virtualization – although goods and services remain “real” and serving “real” customers, businesses that offer these goods and services can be virtual.
6. Convergent and diverging forces of the new economy – while technologies are helping businesses to team up as partners providing fast, efficient, and integrated services to their clients, they also reshape the basic structure of societies affecting the lifestyle of global citizens.

We have defined our readiness framework as being comprised of eight global factors, each of which can be measured by a set of specific variables. We contend that the 52 variables used for this study should provide a rather representative assessment of the e-readiness status of the APEC members.

Based on the characteristics of the new economy and the requirements of a nation and its businesses to join the e-market place, there are three basic building blocks that need to be put into place:

- Basic Infrastructure – technological, financial, legal and regulatory framework;
- Supply – ability of an economy to produce innovative products that meet the constantly changing, increasingly demanding needs of the global customer;
- Demand – ability of an economy to possess a strong customer base.

Knowledgeable Citizen: refers to the ability of an economy to possess citizens who can live and work effectively in a knowledge-based economy.

Access to Skilled Workforce: creating and nurturing a trained workforce is essential for expanding enterprises and governments seeking to attract high-technology and information technology companies.

Macro Economy: economic climate and business environment favorable to trade development.

Digital Infrastructure: despite significant improvement in the building of computer and telecommunications infrastructure, most of East Asia still lags behind developed economies. Mobile telephony and computing seems to be an important development factor given the dispersed geographical nature of several APEC economies.

Competitiveness: in a knowledge-based economy, innovation and creativity via R&D and higher education are critical for global competitiveness.

Culture: having a culture that is open or familiar with foreign influence could facilitate international trade using e-technology. A young urban population with fluency in English should provide a culture that is sufficiently international to deal with cross-border electronic commerce.

Ability and Willingness to Invest: having a business environment that is conducive to foreign investment.

Cost of Living and Pricing: the underlying assumption is that the wealthier the citizen, the more inclined he/she is to engage in e-commerce transactions. GDP per capita is taken as one of the indicators for wealth. There is a wide disparity in the purchasing powers across East Asian economies.

Philippines Scorecard:

Global Factor	Score	Ranking (out of 10)	Ranking for Thailand	Ranking for Indonesia
Knowledgeable Citizen	3.50	5	5	7
Access to Skilled Workforce	2.50	6	5	8
Macro Economy	2.33	7	5	8
Digital Infrastructure	2.20	6	7	9
Competitiveness	2.29	6	5	9
Culture	4.25	2	6	6
Ability, Willingness to Invest	2.00	6	5	7
Cost of Living and Pricing	2.67	4	3	3
Overall Ranking		7	6	10

Ranking for all East Asian APEC Economies:

Singapore	1
Hong Kong, China	2
Chinese Taipei	3
Korea	4
Malaysia	5
Thailand	6
Philippines	7
China	8
Viet Nam	9
Indonesia	10

13.3.2 Asian Development Bank:

Information and Communication Technology in Developing Countries of Asia (2002)

Philippines: “The ICT industry has a significant presence in the Philippines. Many of the ICT-related manufacturing activities are relocated production facilities of Japanese firms. SITC 75-77 goods constitute a huge part of Philippine exports (69% of total exports in 1998), and most of these go to the United States. The country has abundant educated and skilled personnel, but their potential has not been fully used for ICT development. There are 20 PCs per 1,000 persons and about 265 Internet users per 10,000. The availability of ICT-related infrastructure is limited and confined to Metro Manila and its neighborhood.”

Thailand: “In comparison with Singapore and Malaysia, Thailand has a relatively less-developed ICT sector, especially outside the urban metropolis of Bangkok. With 24 PCs per 1,000 persons and 266 Internet users per 10,000 persons, the use of PCs and Internet access are available to only a small segment of society. Aspirations for ICT development are high however, and the country produces significant amounts of PC components. The Government has launched the development of Phuket as Thailand’s cyber island. That the economy is still to recover fully from the 1997 Asian economic crisis constrains further ICT development to some extent, and inadequate numbers of high-level scientific and technical personnel also hamper progress.”

13.3.3 World Bank: IT Indicators (2000)

Indicator	PH	TH	ID	SG	JP
Telephone lines (per 1,000 people)	40	86	31	485	558
Mobile telephones (per 1,000 people)	84	44	17	684	526
PCs (per 1,000 people)	20	24	10	483	315
Internet hosts (per 10,000 people)	2.50	10.50	1.25	492	366
Internet users (per 10,000 people)	266	266	68	2987	3044

13.4 Appendix D: b2bpricenow Training Manual

B2B PriceNow Training Manual

Module I: Computer Parts and its Uses / Terms and Jargons

1. Introduction to Computers

What is a computer?

A computer is a device that:

- Accepts data
- Processes data
- Stores data
- Produces output

What kind of input can a computer use?

- Computer input is whatever is put into the computer system supplied by a person or another computer.
- An input device gathers and translates data into a form that a computer can process.
- The keyboard is the most commonly used device.

How can a computer process data?

- Data refers to the symbols that describe people, events, things and ideas.
- Computers manipulate data in many ways: This is called processing data. A Process is called a series of actions that a computer uses to manipulate data.
- Some ways computers can use data: performing calculations, sorting list of numbers of words, changing documents and graphics, and drawing graphs.
- A computer processes data in a device called Central Processing Unit (CPU) (ex. Pentium I, II, III)

Why does a computer store data?

- A computer must store data so that it is available for processing.
- Most computers have more than one place for storing data – one place while it is waiting to be processed and another place when it is needed for immediate processing.
- Memory is the area that holds data that is waiting to be processed. Often times it is referred to as RAM (Random Access Memory).
- Storage is the area where data can be left on a permanent basis while it is not needed for processing. Storage refers to either the hard drive or floppy diskette drives.

What kind of output does a computer produce?

- Computer output is the result produced by the computer.
- Examples of outputs include reports, documents, music, graphs and pictures.

What is Hardware and Software?

Hardware is the physical components of the computer. Software is the applications used on the hardware.

2. Overview of the Hardware Components of a Computer System

A Computer system can be broken down into several components: input device, output device, storage device, memory, and the microprocessor.

The input device, output device, storage device are peripheral devices as they are attached to the computer. Each component has its own function but most work in conjunction with the other components



Input Devices

- Keyboard – the typewriter look-alike that allows the user to input information into the computer
- Mouse – allows users to navigate around the operating system and the Internet.



How to Use the Mouse:

- Left Click
- Right Click
- Double Click
- Drag & Drop

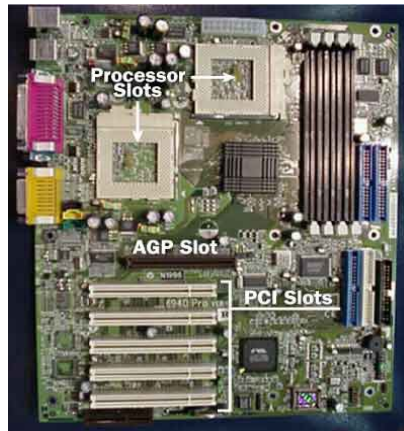
Output Devices

- Monitor – the TV-like object that displays information on the screen for the user.
- Printer – displays information on paper for the user.

Storage Devices

- Hard Disk – a large area of storage in your computer
- Floppy Disk – can permanently write and re-write data on diskettes. Today's 3.5 floppy disk can store 1.44 megabytes of data.
- CD ROM – a device that retrieves data from a CD ROM disk.
- CD Write – use for backing up programs.

What's inside the Computer Case?



- Motherboard – the main circuit board of a microcomputer. Contains the connectors for attaching additional boards. The motherboard contains the CPU, BIOS (Basic Input Output System), Memory, etc.
- RAM (Random Access Memory) – all memory accessible at any instant by the processor.
- Processor – a solid state central processing unit much like a computer on a chip.
- Video Card – responsible for producing visual input from your computer.
- Sound Card – an expansion board that enables the computer to manipulate and output sounds.

Other Peripherals

- MODEM (Modulator/Demodulator) – a device that enables the computer to transmit data over telephone lines.



3. Recommended H/W Specifications

- ASUS Motherboard
- Pentium III 500Mhz or faster
- 64MB RAM or larger
- 10GB Hard Disk or larger
- 24X CDROM Drive or faster
- 1.44MB 3.5" Floppy Drive
- 8MB Video Card or larger
- 16bit Sound Card
- 14" SVGA Monitor
- 56Kbps External Modem
- 500W AVR

Module II. Basic Operating System: Windows

Operating Systems

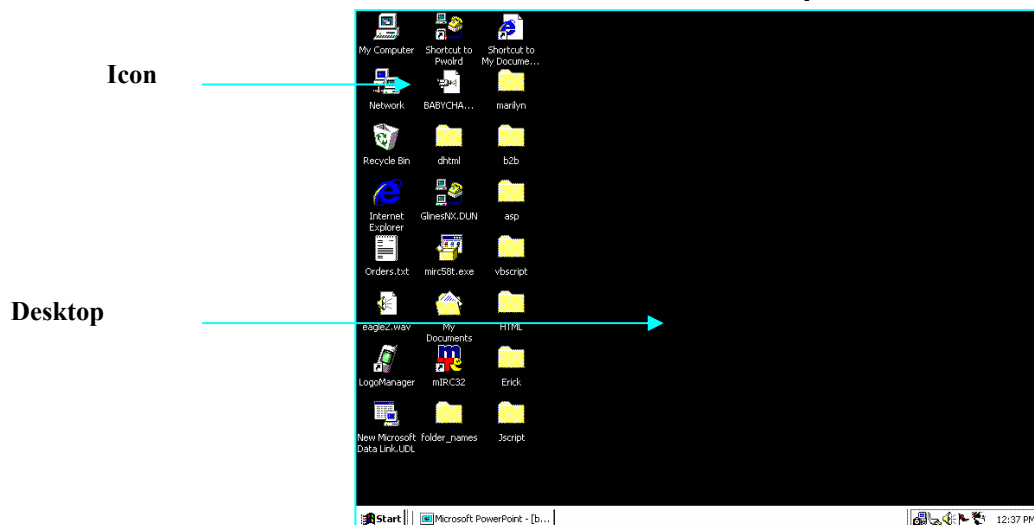
The main function of the operating system is to act as an interface between the user and the hardware components that have been outlined so far. The primary function is performed by coordinating and supervising the activities of the computer.

Windows is a big program that is called an operating system. It is the master program that runs all other programs you used on your computer. It is also the program you use to give your computer instructions and to make it do things.

Other Operating Systems

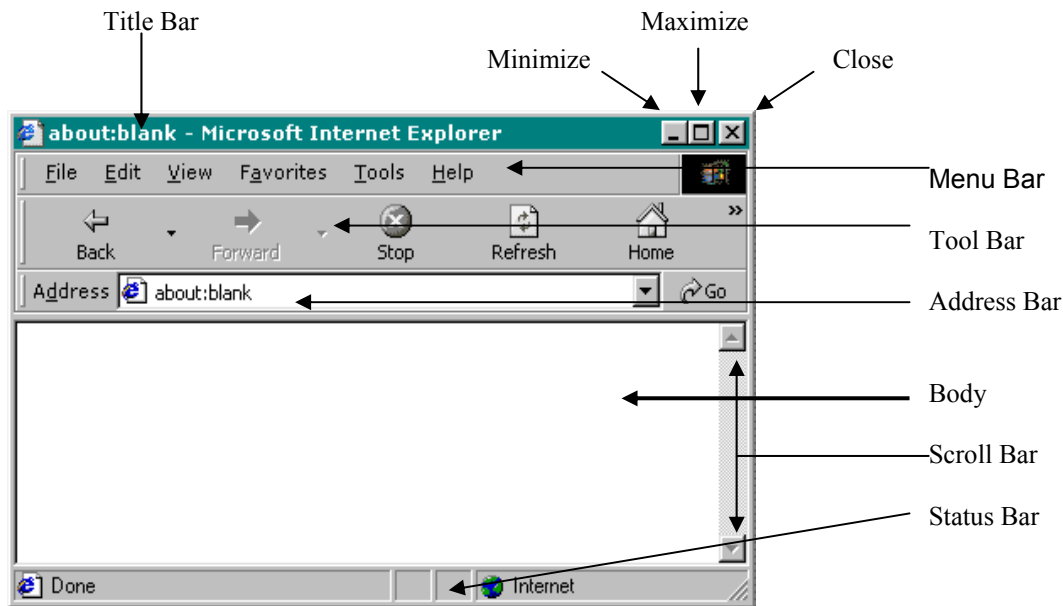
- UNIX
- LINUX

Windows Desktop



- GUI-Based (Graphical User Interface) as represented by “icons”.
- Multi-Tasking – can work on a program while running another one.
- Plug-n-Play – (describe)
- No need to memorize commands.

Parts of the Program Window



Module III. Basic Systems II: Internet, E-Mail, and Connectivity

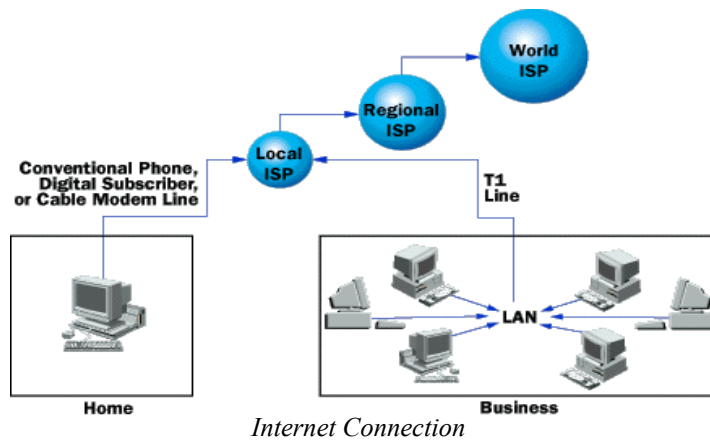
1. Introduction to the Internet

What is the Internet?

Breaking down the word Internet reveals exactly what the Internet is. The prefix “inter” means “Between” and the suffix “net” is short for “networks”. Therefore, the Internet is a virtual world that exists between computer networks located in different parts of the world.

It is also known as the World Wide Web or the Information Superhighway.

The most common uses of the Internet are Internet Surfing and E-Mail.



2. What Do You Need to Get Online?

2.1 Hardware

- Personal Computer (Monitor, CPU, Keyboard, and Mouse)
 - Pentium-based
 - 64Mb RAM (Memory)
 - 50Mb free hard disk space
- Modem - Speed of 56 Kbps (kilo bits per second)
- Telephone line

2.2 Software

- Windows 95 / NT / 98 / 98 Second Edition / 2000 / Millenium Edition
- Dial-Up Networking
- Internet Explorer

2.3 Internet Service Provider (ISP)

ISP – is an organization, such as America Online, Netcom, Infocom, and PhilWorld. They give you access to the Internet. All ISP's are not the same, and it is importance that you select one that meets your needs.

Things to Consider in Choosing an ISP

- Performance – An ISP's performance is determined by its accessibility and speed.

- *Accessibility* refers to the ISP's ability to actually get you online through multiple access numbers or trunk-lined phone numbers.
 - *Speed* refers to the rate at which the ISP connects you to the Internet. Most ISP's support a minimum of 28.8 Kbps. That's considered as the minimum speed you should be using for browsing the Internet.
- Technical Support – At one time or another, everyone needs assistance in setting up or maintaining their Internet account. Most ISP's have technical support staff available to assist you during these times.
- Tools – Of course you'll want to have access to the tools you need to use the Internet. At a minimum, you'll need the following:
- A browser to surf the Internet

A Browser is a program that allows a person to read and view the contents of a web page (ex. Internet Explorer, Netscape Navigator).
 - An e-mail software to communicate with others electronically

This e-mail software is where you read or delete received messages and send new messages (ex. Outlook, Eudora)
- Coverage of Operation (National or Local)
- National providers offer service to users across the Philippines (ex. Infocom). Businessmen or those who travel around the country prefer this.
 - Local providers operate in a specific geographical location only (ex. Manila only ISP's, Davao only ISP's). This is recommended for home users only.

3. What are the Types of Internet Connections?

3.1 *Dial-up PPP (point-to-point protocol) connections.* With PPP connections, you dial your computer into a host computer that's directly connected to the Internet. Dial-up connections are the most common ones used among home users.

- 3.2 *Dial-up terminal connections.* Just as in a PPP connection, in a dial-up terminal connection, you dial your computer into a host computer. Once you're connected to that computer, your computer simply acts as a "dumb" terminal.
- 3.3 ISDN connections. An ISDN (Integrated Service Digital Network) is a digital telephone service that works over existing telephone lines. ISDN supports very high data transfer rates and allows users to speak on the phone even while online. ISDN service is better suited for business than for home users. However, it's costly to set up and maintain and isn't available in every geographical location.
- 3.4 *Cable Internet.* Many cable TV companies now offer cable modem connections at fast transfer speeds. This technology uses a special external modem that translates signals from the TV cable to information that the PC can understand. This special modem is then connected to the PC with a network interface card (NIC) and a network hub.
- 3.5 Digital Subscriber Lines (DSL). DSL refers to all types of digital subscriber lines. Similar to ISDN, DSL technology uses copper telephone wires to transfer information over a short run (less than 20,000 feet) between a switching station and your home or office at very high speeds).

4. Internet Surfing Basics

- 4.1 *Browser* – a browser is a type of software, a sort of translator. With web browsers on our computers, we can see and understand digital data. For a browser to work, it must connect to the Internet through an Internet Service Provider or ISP.

Both Netscape (Netscape Navigator) and Microsoft (Microsoft Internet Explorer) offer free copies of their browsers to anyone who would like to use them. You can download this software from their websites at <http://www.netscape.com> and <http://www.microsoft.com> respectively.

- 4.2 *Uniform Resource Locators* - To go to a site on the Web, you must type their Uniform Resource Locator (URL) in the address bar. A URL is an address for a document or a website on the Internet. The format for the URL is:

Protocol://pathname.

Here's a sample URL <http://www.b2bpricenow.com>

http:// Most URL's begin with this prefix, which stands for hypertext transfer protocol. Other prefixes include ftp:// (file transfer protocol) and gopher://

www. The letter www tend to be a standard part of a web address, they stand for World Wide Web.

B2bpricenow.com This is the domain name or the name of the host computer where the site is located. The *com* (after the dot) of a domain name distinguishes the kind of institution or organization that provides you with the account. For example, if your account is provided by a commercial service like b2bpricenow, it will be "com". If your accounts originated with an educational institution, it will be "edu".

Common domain abbreviations:

- com - commercial organization
- edu - educational institution
- gov - government
- mil - military organization
- org - organization
- net - network
- int - international organization

4.3 *Searching the Internet*

One way to find information in cyberspace in by using search engines. Many different search engines are available on the web. Because there are millions of pages on the Web, search engines were created as a way of searching through all these pages to find the ones pertinent to your research or personal interests. At the most basic level, you enter words, called *keywords*, relevant to your search. Then, you tell the engine to search through its database of websites to find only those sites that contain the word or words you entered. When it finishes searching, the search engine provides you with a list of the sites found. This list not only identifies each Web Site by name, but it also provides a link so that you can go directly to that site.

Using Web Search Engines

Suppose you'll search for information on Manila Super Mango in the Philippines. The words you might use for the search are Manila, Super, Mango, and Philippines. There are several ways to phrase your search so you get the best results.

Here are three of the basic ways of searching that are simple and yield powerful results:

1. Boolean

The term Boolean refers to a system of logical thought developed by the English mathematician and computer pioneer, George Boole. In Boolean searching, and AND between two words, for example, “Manila AND Mango”, searches for the documents containing both of the words. An OR operator between two words, “Manila OR Mango”, searches for documents containing either of the words. Putting the operator NOT between two words, “Manila NOT Mango”, will give you documents that include the word Manila, but not the word Mango.

2. Double Quotes

Double quotes tell the search engine that you’re looking only for single phrases. A search for Manila Super Mango without quotes will yield very different results from a search for “Manila Super Mango” with quotes. The first search will find all the documents that contain these words; the second will yield only those documents that have the three standing together as a phrase.

3. The Plus Sign (+) and Minus Sign (-)

The plus sign (+) tells an engine what words must be included in the results, while the minus sign (-) tells the engine what words must not be included. For instance, if you’re looking for any mango other than Manila Mango, you could limit the search by typing mango-Manila. The position of the + and – signs should be adjacent with no spaces.

4.4 *Other resources on the Internet*

The Internet grows daily. Practically every company, every interest, every government entity has a site. If you need help with any aspect of being a consumer, the Internet is the place to turn.

4.4.1 Banking

You can access your account, check balances, transfer funds, and pay your bills all from the comfort of your home computer through the Internet. The next time you’re at the bank, ask about banking online.

4.4.2 Shopping

The number of stores and manufacturers with online sites grow daily. They range from clothing, CD's, and books to sending flowers via online. Search for products or business from which you would like to buy and see if they're available. You will have a virtual shopping cart where you can place all the products you wish to buy. Once you're done shopping, you will then enter your shipping and payment details. Your order will be brought to your doorstep.

4.4.3 Health

Telemedicine is increasingly popular. Many hospitals have web sites that describe their services and even provide health professionals to answer questions about sickness, health, and medicine that people e-mail to them.

4.4.4 Education

Most colleges and universities now offer some online programs and there are even a couple of reputable institutions that operate only in cyberspace. You can chat with your classmates and download course notes straight from the Internet.

4.5 On Privacy

These days, many reliable sites have published privacy statements. If you do offer personal information, see if the privacy statements are available and read what they intend to do with the information that you're about to give them. Having a privacy statement is no guarantee, of course, but it does indicate that the site has concern for its user's welfare.

4.6 On Security Measures

Whenever you transact online (ex. giving out credit card details), make sure that the protocol on the URL box is "https" or that the "lock" icon (drawing) at the bottom of the browser exists. This means the site is using the Secured Sockets Layer (SSL) protocol in passing the information you will be providing. This prevents intruders from accessing your very confidential and private information.

5. Electronic Mail or E-mail

Electronic mail or e-mail lets you communicate with people all over the world in matter of seconds. You can send unlimited-length messages to and receive messages from anyone with an e-mail account anywhere in the world. Like the postal service, messages are delivered to a “mailbox”, which the recipient then accesses at his or her own convenience.

5.1 E-mail addresses

Internet e-mail addresses generally take the following form:
[username@domain.com](#)

Username – The name you select as your account name. Most people try to select a username that’s easy to remember. Using parts of your real name is a good idea. For example, if your name is Juan dela Cruz, you might choose *juandelacruz* or *jdacruz* as your username.

Domain – is the name of the computer that “hosts” or houses your e-mail mailbox. This is generally the name of your ISP. For example, if Yahoo hosts Juan dela Cruz’s account, his e-mail address might be *jdacruz@yahoo.com*.

.Com – The last 3 letters (after the dot) of a domain name distinguishes the kind of institution or organization that provides you with your account.

5.2 Creating E-mail Account (*Using Yahoo*)

- 5.2.1 Type in the address box the URL of Yahoo for E-mail, that is, <http://mail.yahoo.com>, then press Enter.
- 5.2.2 Right click on the Sign In Portion. The application form for opening an e-mail account is flashed on the screen.
- 5.2.3 Fill out the form with the details required, then click "Submit".

5.3 Login/Sign In

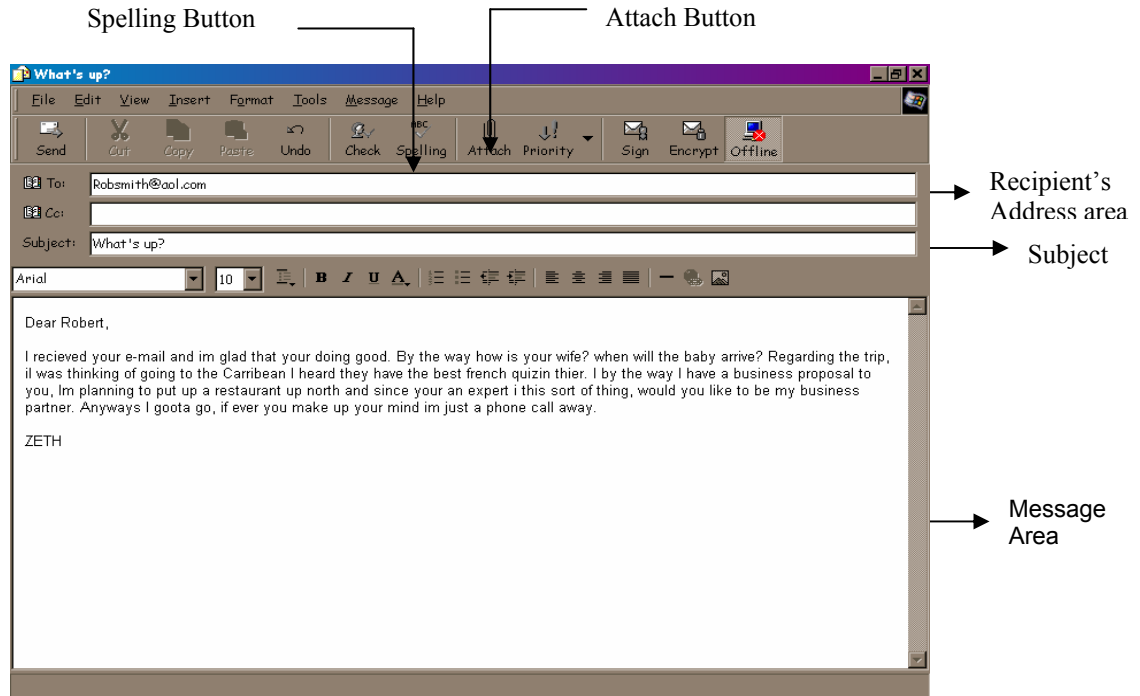
- 5.3.1 Enter your Yahoo ID (username) and Password
- 5.3.2 Click on [Sign In]

5.4 Writing New Messages

- 5.4.1 Login
- 5.4.2 Click on [Compose] or [New Message]
- 5.4.3 Enter the required fields:

- To - type the email address of the recipient
- Subject - type in the subject of your message
- Body - type in your message

5.4.4 Click on [Send]



A typical e-mail form looks like.

5.5 Reading Messages

- 5.5.1 Login
- 5.5.2 Click on [Check Mail] or [Inbox]
- 5.5.3 A list of messages will be displayed. Click on the Subject of the message you wish to read.
- 5.5.4 When done reading the message, you can go back to the list by clicking on [Inbox] or [Check Mail]
- 5.5.5 Note that a message that was read has a different color attribute than the unread ones.

5.6 Replying to Messages

- 5.6.1 Read the message
- 5.6.2 Click on [Reply]
- 5.6.3 Enter necessary fields similar to Writing New Messages
- 5.6.4 Click on [Send] then a confirmation that the message has been sent will be displayed.

5.7 Deleting Messages

5.7.1 Go to the list of messages

5.7.2 Check the box beside the message(s) you wish to delete.

5.7.3 Click on [Delete]

5.8 Logout/Sign Out - Click on the [Sign Out] link.

6. Connecting to the Internet

Procedures in connecting to the Internet

1. Secure an Internet Account
2. Connect the modem (Hardware)
3. Install the modem's driver (Software)
4. Create the Connection
5. Connect
6. Open Internet Explorer

6.1 Secure an Internet Account

6.1.1 Choose between Prepaid (preferred) or Plan

6.1.2 Choose an ISP

6.1.3 Get the following Internet Account Information:

- Username
- Password
- Access Number(s)
- Primary and/or Secondary DNS (optional)

6.2 Connect the Modem (H/W)

6.2.1 Connect the modem to the computer through the serial (COM) port.

6.2.2 Connect the modem to the phone line through the phone jack.

6.2.3 Connect the modem to the AC outlet through its adapter.

6.3 Install the modem's driver (S/W)

Note: Modems usually have CD's that automatically run when inserted in the CDROM drive. Choose [Install Driver]. If not...

6.3.1 Double-click the icons representing the [My Computer]-[Control Panel]-[Modems]; or if no icon, click on [Start]-[Settings]-[Control Panel]-[Modems]

6.3.2 Click on [Add...]

6.3.3 Follow the instructions in installing the modem driver. Choose the exact modem model as much as possible.

6.4 Create the Connection

6.4.1 Double-click the icons representing [My Computer]-[Dial-Up Networking]-[Make new connection]

6.4.2 Follow the instructions in creating the connection. Use access number(s) you gathered from "Secure an Internal Account".

6.4.3 Right click on the connection and choose [Properties]

6.4.4 Uncheck the "Use area code and Dialing Properties" box

6.4.5 Click on the [Server Types] tab above

6.4.6 Uncheck "Log on to network", "NetBEUI", and "IPX/SPX Compatible"

6.4.7 If your ISP did not give you DNS entries, skip to Step 11

6.4.8 Click on [TCP/IP Settings...]

6.4.9 Choose "Specify name server addresses" and enter the Primary and/or Secondary entries

6.4.10 Click [OK]

6.4.11 Click [OK]

6.5 Connect

6.5.1 Double click on [My Computer]-[Dial-Up Networking]

6.5.2 Double click on the connection you created (the icon)

6.5.3 Enter your username and password then click on [Connect]

6.6 Open Internet Explorer

You can open Internet Explorer through several ways:

6.6.1 Click on [Start]-[Programs]-[Internet Explorer]

6.6.2 Double click the [Internet Explorer] icon on the desktop

6.6.3 Click on the Internet Explorer (e) logo on the Quick Launch Bar

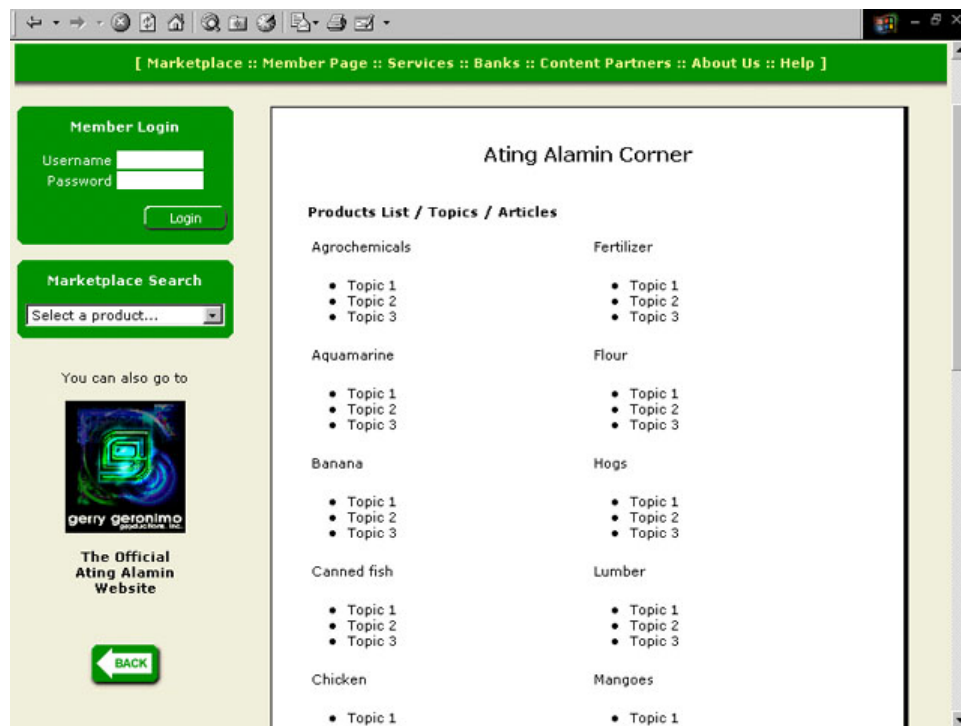
Module IV: B2BPRICENOW.COM

1. What is B2Bpricenow.com?

B2B	-	Business to business
Price	-	The most important marketing information
Now	-	Up to the minute price update
Com	-	Commerce or commercial

2. What are the things you can do at B2Bpricenow.com?

- 2.1 *Canvass Prices* - users, whether member or non-member, can browse the marketplace menu and preview the current prices of agricultural commodities of their interest as posted by member buyers and sellers.
- 2.2 *Research* - The 25-year program Ating Alamin provides the technology content from their researches and can be accessed by interested parties.



- 2.3 *Advertise* - Users can promote their organizations by placing an advertisement at the website.
- 2.4 *Sign-up* - Anybody can be a member for free just by filling out the application form. Certain privileges await the member once signed up.
- 2.5 *Sell* - Once a member, he can post his product for sale at the website.
- 2.6 *Buy* - A member can also register the products that he wanted to buy.

2.7 *On-line Trading* - A transaction, from posting to payment, can be completed at the website.

The flow of transaction generally follows these steps:

- Buyer (B) and Seller (S) meet in the market place
- Being interested in S products, B posts an inquiry
- S sees inquiry, then creates a contract with terms such as product, price, quantity, inspection, delivery, payment, etc.
- If B approves contract, B signs contract by entering Username and Password
- If not, B replies with counter offer
- S reviews B's counter offer and changes terms of contract if necessary
- B or S conducts product inspection (depending on the terms)
- B pays partial payment (depending on the terms)
- S delivers products
- B pays full payment
- B and S post feedback about transaction and rate each other

3. Opening the Website

Type in the URL of B2b in the address bar, that is, b2bpricenow.com, then press Enter (keyboard). You will then be prompted to the home or main page of b2bpricenow.com.

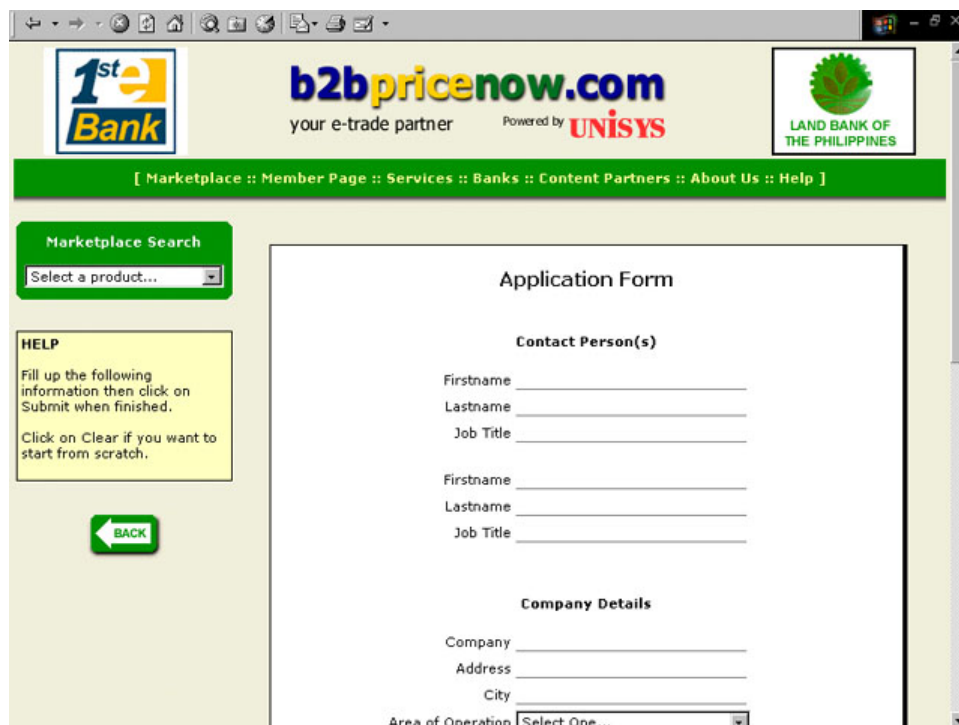


4. Sections of b2bpricenow.com

A. Sign-Up Link - Be a member for FREE!

A.1 There are several ways to sign-up or apply as a member:

- Click the sign-up link to give you the sign-up page or the application form
- Click the Member Page and click [Sign Up]



The screenshot shows a web browser window displaying the b2bpricenow.com website. The header includes the 1st Bank logo, the b2bpricenow.com logo with the tagline "your e-trade partner", and the Land Bank of the Philippines logo. A green navigation bar contains links: [Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help]. Below the navigation bar, there is a "Marketplace Search" section with a dropdown menu labeled "Select a product...". To the left of the main content area is a "HELP" box with instructions: "Fill up the following information then click on Submit when finished. Click on Clear if you want to start from scratch." Below the help box is a green "BACK" button. The main content area is titled "Application Form" and contains two sections: "Contact Person(s)" and "Company Details". The "Contact Person(s)" section has fields for Firstname, Lastname, and Job Title, each with a bolded label. The "Company Details" section has fields for Company, Address, and City, each with a bolded label. At the bottom of the form is a dropdown menu for "Area of Operation" with the text "Select One...".

A.2 Fill out the details being asked in the form, particularly the entries in **BOLD** as they are required fields.

Notes in filling out the form:

- The contact person(s) must be the official representative of the cooperative in all transactions, which are usually the Manager and the Chairman or the Information Officer of the Coop.
- Indicate full name of the cooperative; do not abbreviate.
- If the address is not a city, just type in the province.
- Username and passwords must be at least six (6) characters. The username to be registered should be that of the cooperative and the password should be known by the contact person(s). Please do not forget these!
- The coop must have e-mail address as this is where all communications will pass through.

A.3 Check if all required information is filled out; then, right click on the “Submit” button at the base of the form. A confirmation will appear on the screen when you’ve successfully signed-up.

A.4 If not, an instruction will appear on the screen on how to complete the application process. Failed application is may be due to one of the following situations:

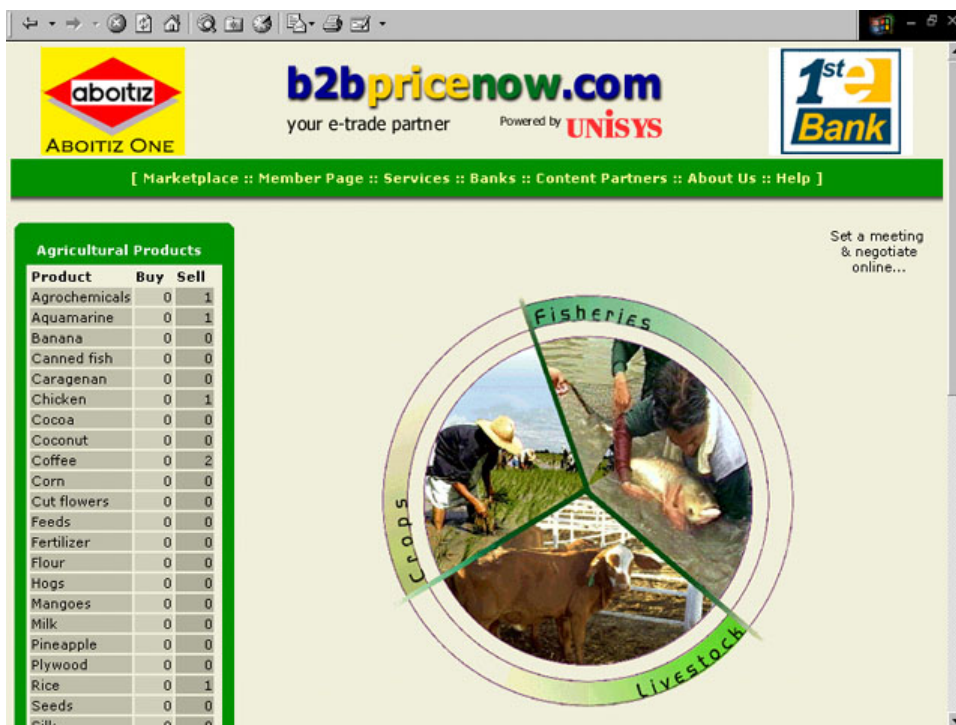
- There’s already a member with the same Username.
- Required entries (those in bold) were not filled out.
- Username and password are less than six (6) characters.

A.5 Once the application is successful, you are now an official member of B2Bpricenow.com.

B. Market Place Search – where products of the three (3) major categories (Agriculture, Construction, and Chemicals) traded in the website are located. This is where members can post products and canvass prices of commodities. Non-members, however, can canvass prices only.

B.1 To see the product group page of a particular commodity, you can do one of the following:

- Click the agriculture industry link to go to the Agriculture Industry Page, then click the category covering the product of your choice – Crops, Livestock, or Fisheries.



The Agriculture Industry Page

- Click the down arrow button of the Market Place Search link, then click to your selected product. You will then be prompted to that selected product group page.

The screenshot shows the b2bpricenow.com website interface. At the top, there are logos for Land Bank of the Philippines and UNISYS. A navigation bar contains links: [Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help]. Below this, there's a 'Pay Online...' section. The main content area is titled 'Agricultural > Coffee'. On the left, there's a sidebar with 'Agricultural Products' and a table listing various products with 'Buy' and 'Sell' counts. The 'Coffee' row shows 2 units for sale. Below the sidebar, there's a 'Sellers' section with a table listing products, companies, locations, quantities, and prices. The table has two entries: 'Native Coffee' and 'Ginger Tea'. A 'Post a new Offer to Sell' button is visible below the sellers table. At the bottom, there's a 'Buyers' section with a table that currently shows 'No record found.'

Product	Buy	Sell
Agrochemicals	0	1
Aquamarine	0	1
Banana	0	0
Canned fish	0	0
Caragenan	0	0
Chicken	0	1
Cocoa	0	0
Coconut	0	0
Coffee	0	2
Corn	0	0
Cut flowers	0	0
Feeds	0	0
Fertilizer	0	0
Flour	0	0
Hogs	0	0
Mangoes	0	0
Milk	0	0
Pineapple	0	0
Plywood	0	0
Rice	0	1
Seeds	0	0
Silk	0	0

Product Description	Company	Location	Qty	Price
Native Coffee	PRRM-Nueva Vizcaya Branch	Nueva Vizcaya	100	P100.00/box
Ginger Tea	PRRM-Nueva Vizcaya Branch	Bayombong, Nueva Vizcaya	100	P100.00/200 grams/

The Coffee Product Group Page

- B.2 Post a New Offer to Sell – To post the product you wish to sell, click the product group page concerned, then click “Post a New Offer to Sell” after the Sellers Area. The form for Offer to Sell is flashed on the screen.

The screenshot shows the 'Offer to Sell' form on the b2bpricenow.com website. The form is titled 'Offer to Sell' and includes instructions: 'Please provide the following information. Required fields are in bold letters.' The form fields are: Description (with example 'Malagkit Rice'), Qty (with example '1230'), Location (with example 'Cagayan de Oro'), Expiry Date (with example '8/10/2000'), Unit (with example 'sack'), Price (with example '999.50'), Remarks (with example 'Fresh from the farm'), Username, and Password. There is also a 'HELP' section on the left side of the form area with instructions on how to fill out the form.

Fill out the form with the details of the product you wish to sell. Again, all fields in bold letters are required. Click the submit button to post the product. It will be automatically registered to that product group page.

- B.3 Post a New Request to Buy – If you want to post a certain product you wish to buy, click the product group where it belongs, then click “Post a New Request to Buy” after the Buyers Area. The form for Request to Buy is flashed on the screen.

The screenshot shows a web browser window displaying the b2bpricenow.com website. The page header includes logos for 1st Bank, b2bpricenow.com (your e-trade partner, Powered by UNISYS), and LAND BANK OF THE PHILIPPINES. A green navigation bar contains links: [Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help].

On the left side, there is a 'Marketplace Search' section with a dropdown menu labeled 'Select a product...'. Below it is a 'HELP' box with instructions: 'Fill up the following information then click on Submit when finished. Click on Clear if you want to start from scratch.'

The main content area features a 'Request to Buy' form. The form title is 'Request to Buy'. Below the title, it says 'Please provide the following information. Required fields are in bold letters.' The form contains the following fields:

- Description** | _____ (Ex. Malagkit Rice)
- Qty** _____ (Ex. 1230)
- Location _____ (Ex. Cagayan de Oro)
- Expiry Date _____ (Ex. 8/10/2000)
- Unit** _____ (Ex. sack)
- Price** _____ (Ex. 999.50)
- Remarks _____ (Ex. Fresh from the farm)

Below the form fields, it says: 'Please check all your entries above. If they are correct, please provide the ff:'. At the bottom of the form, there are two more fields:

- Username** _____
- Password** _____

Fill out the form with the details of the product you wish to buy. Again, all fields in bold letters are required. Click the submit button to post the product. It will be automatically registered to that product group page.

- B.4 To check whether you're postings were accepted, click on the product group page concerned and check if registered.
- C. Login Window – where registered members enter their usernames and passwords to access their customized member pages.
- C.1 To login, click the box after the Username, then type the username registered by the member in the application form.
- C.2 Click the box after the Password and type the corresponding password.

- C.3 Click the Login button to go to the Member's Desktop in which the member's Canvass Page is displayed.
 - C.4 If the member forgot his password, a new password has to be acquired. Click on the Get New Password Button to reset password. The system will create a 10-character randomly-generated alphanumeric password and will send it to your e-mail inbox. Once you have your new password, you can use it to access your member page and change it to a more familiar password. To change password, refer to the Member Page Menu below.
- D. Menu Bar – This tool is used in navigating through the different pages of the website. Once an item is clicked, submenus will popup.

D.1 Market Place

- D.1.1 Home – click here to go back to the main or home page of the site
- D.1.2 Agriculture – click here to see the agricultural products traded in the site.
- D.1.3 Construction – click here to see the construction products traded in the site.
- D.1.4 Chemicals – click here to see the chemical products traded in the site.

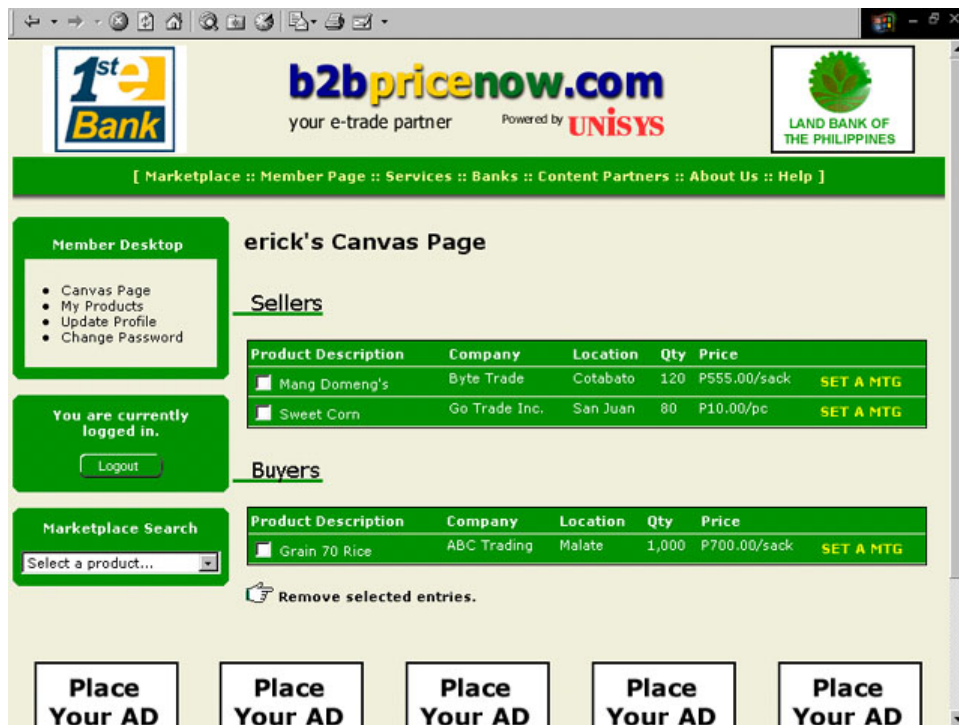
- D.2 Member Page – Exclusive for members' use only. Click the "Login to your account" if you're already a member otherwise click the "Sign Up!" if you wish to be a member.

Under this page, members are offered with the following features as reflected in the Member Desktop:

- D.2.1 *Canvass Page* – products that the member has pre-selected are seen on this page.

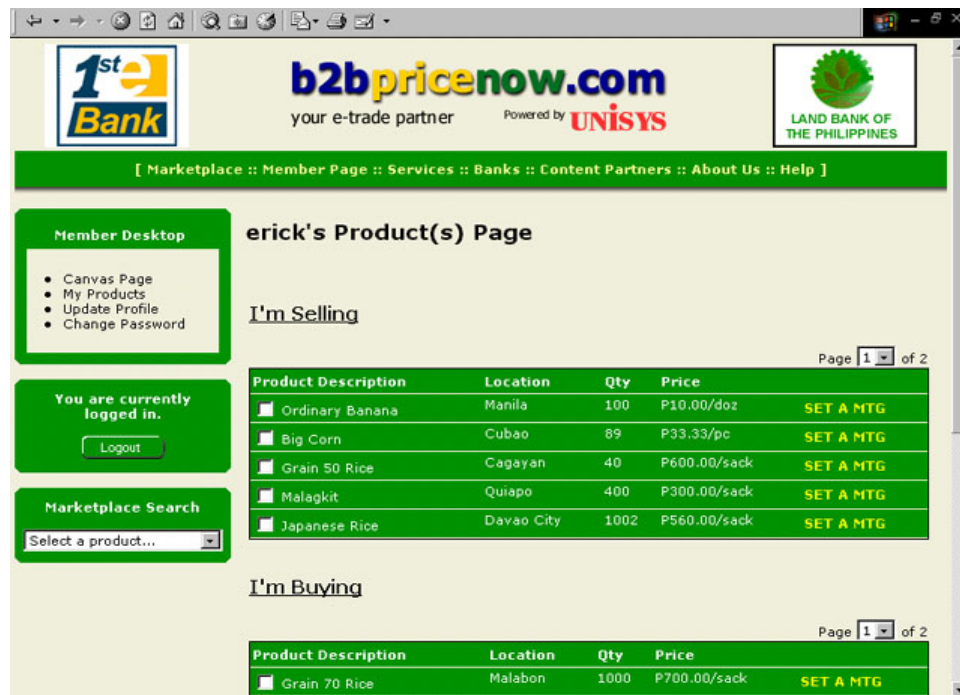
To add products, select in the market place search and click on the product group you wish to add, then click the boxes opposite the company you like to add then click "Add to my Canvass Page".

To remove, just click on the checkboxes you wish to remove, then click "remove selected entries".



A Member's Canvas Page

D.2.2 *My Products Page* – this is where the products being sold as well as being bought by the member can be seen.



A Member's Product Page

To add products to sell or buy, go to that particular product group page, then click the “Post a New Offer to Sell” or the “Post a New Request to Buy” whatever is appropriate.

To remove products, just click the checkbox corresponding to the product you wish to delete, then click “remove selected entries”.

To update or change product details, click the product you want to change and the product detail form will appear on the screen.

The screenshot shows a web browser window displaying the b2bpricenow.com website. The page title is "Update/Change Product Details". The form contains the following fields and values:

Company	testme
Product ID	259
Description	Test Product
Unit	pc
Price	56.00
Location	
Quantity	100
Expires	8/1/01
Remarks	

At the bottom right of the form, there are two buttons: "Update" and "Back". A green sidebar on the left contains a "Logout" button and a "Marketplace Search" dropdown menu. The top navigation bar includes "Marketplace :: Member Page :: Service Providers :: Services :: Partners :: About Us :: Help".

Make the necessary changes in the form (A) then click “Update” (B).

D.2.3 *My SMS (Short Message Service) Page* – this is similar to canvass page, the difference is that the products to be selected are limited.

To add products, select in the market place search and click on the product group you wish to add, then click the boxes opposite the company you like to add then click “Add to my SMS Page”.

To remove, just click on the checkboxes you wish to remove, then click “remove selected entries”.

To inquire or canvass prices using SMS of a Cellphone:

➤ Go to Write Message, type

B2B <username> <password>

and send to 2333 for Globe users, 211 for Smart users.
Wait for reply.

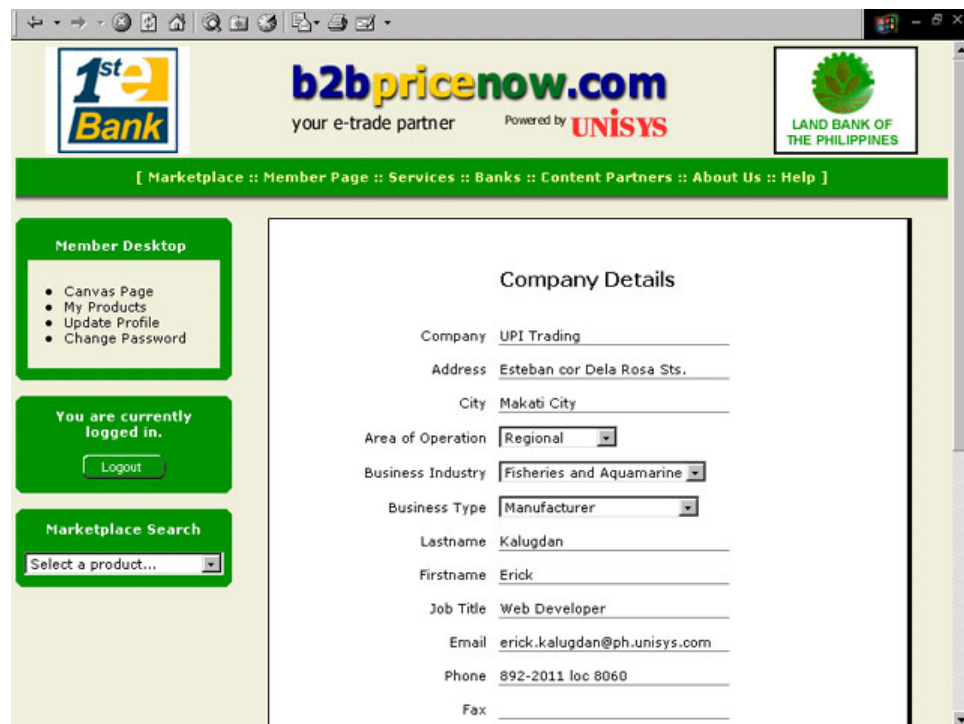
To update prices using SMS of a Cellphone:

➤ Go to Write Message, type

B2B >username> <password> <product id> <new price>

and send to 2333 for Globe users and 211 for Smart.
Wait for reply.

D.2.4 *Update Profile* – the member's profile can be updated through this page.



The screenshot shows a web browser window displaying the 'b2bpricenow.com' member page. The page header includes logos for '1st Bank', 'b2bpricenow.com your e-trade partner Powered by UNISYS', and 'LAND BANK OF THE PHILIPPINES'. A green navigation bar contains links: [Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help].

The main content area is titled 'Company Details' and contains a form with the following fields:

- Company: UPI Trading
- Address: Esteban cor Dela Rosa Sts.
- City: Makati City
- Area of Operation: Regional (dropdown menu)
- Business Industry: Fisheries and Aquamarine (dropdown menu)
- Business Type: Manufacturer (dropdown menu)
- Lastname: Kalugdan
- Firstname: Erick
- Job Title: Web Developer
- Email: erick.kalugdan@ph.unisys.com
- Phone: 892-2011 loc 8060
- Fax: (empty field)

On the left side of the page, there is a 'Member Desktop' sidebar with a menu: Canvas Page, My Products, Update Profile, and Change Password. Below this is a 'You are currently logged in.' section with a 'Logout' button. At the bottom of the sidebar is a 'Marketplace Search' section with a dropdown menu labeled 'Select a product...'.

Make the necessary revisions on the update profile form then click "Update".

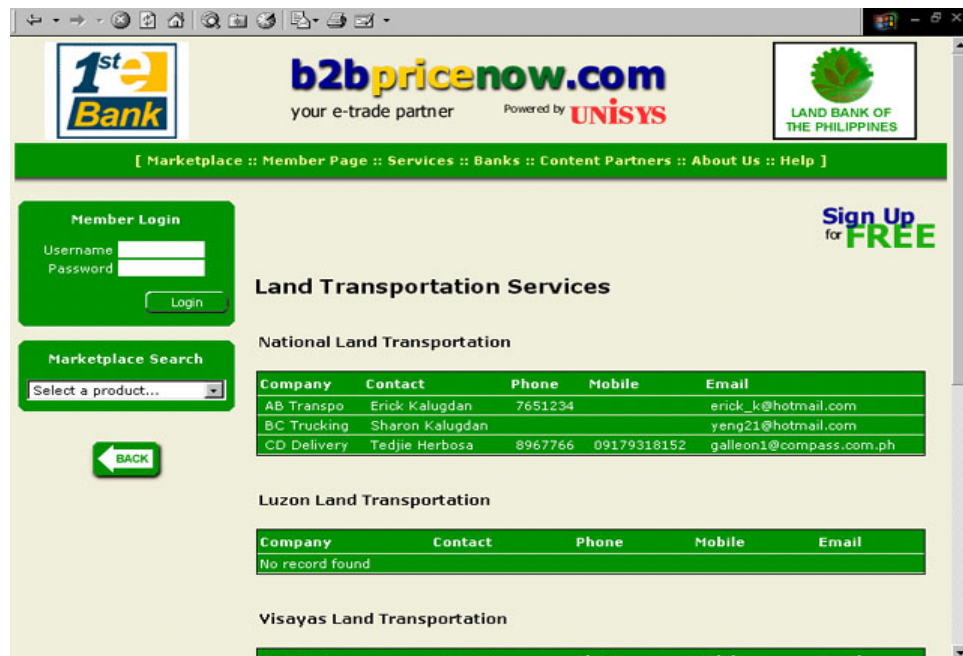
D.2.5 *Change Password* – the member, for security purposes, can change the personalized password using this section.



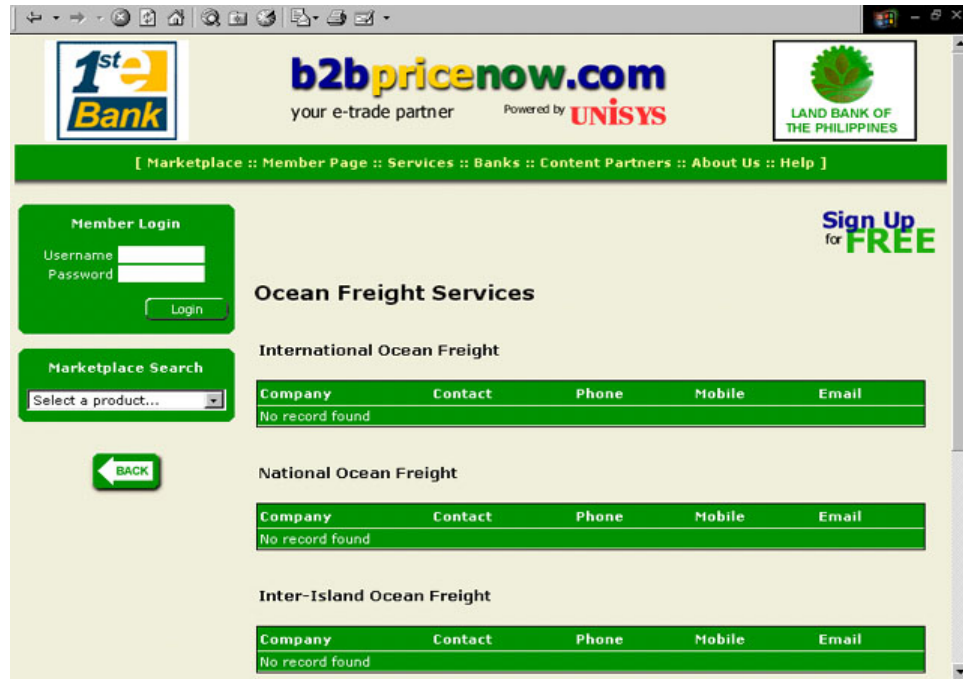
D.2.6 *Log-Out* - If you're in the member page, it's a must that you log-out so that information on your page could not be altered by anyone. Click the "Log-Out" button to exit your page.

D.3 Service Providers – the following service providers can be accessed in this sub-menu. An end-to-end solution is being provided by the website through these services.

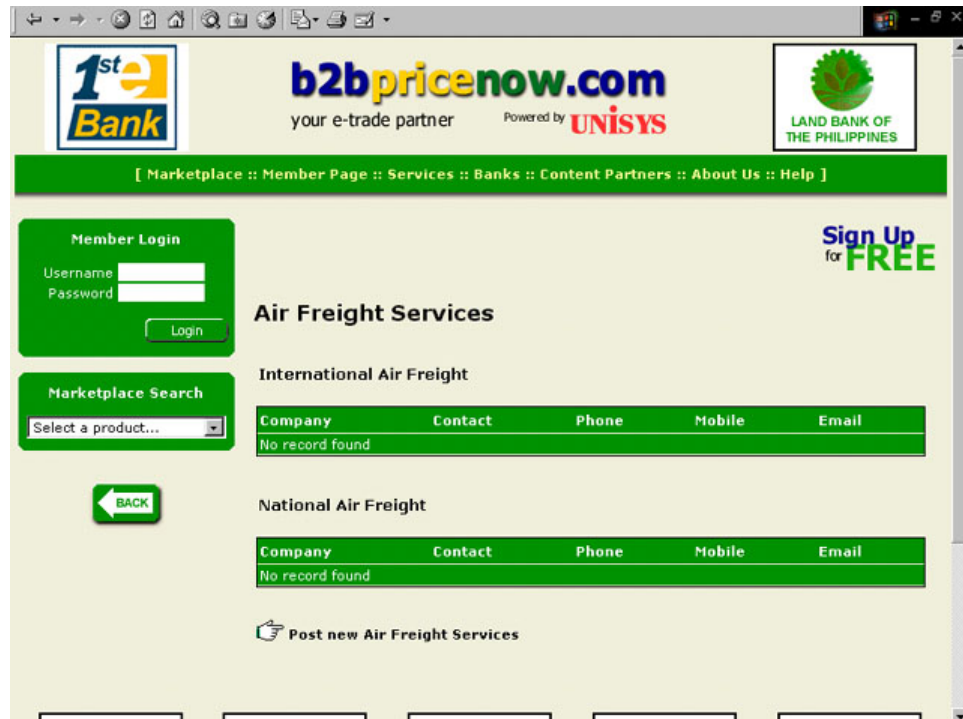
D.3.1 *Land Transport* – hauling and other land transport services can be seen in this section.



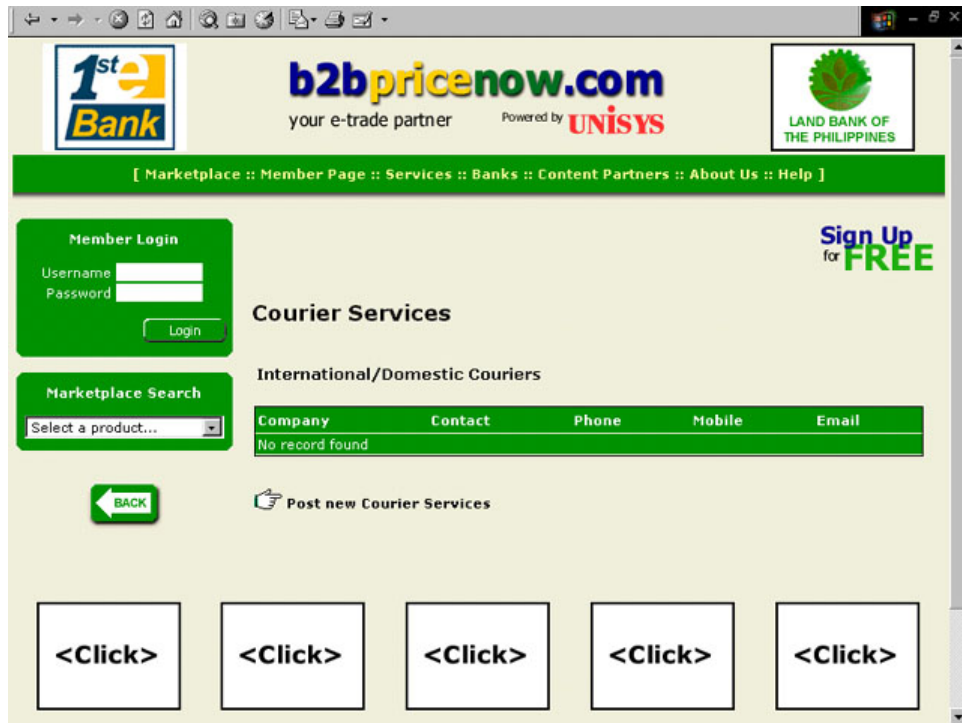
D.3.2 *Ocean Freight* – shipping vessels/freight are listed in this section.



D.3.3 *Air Freight* – air cargoes/freight providers can be accessed in this section.

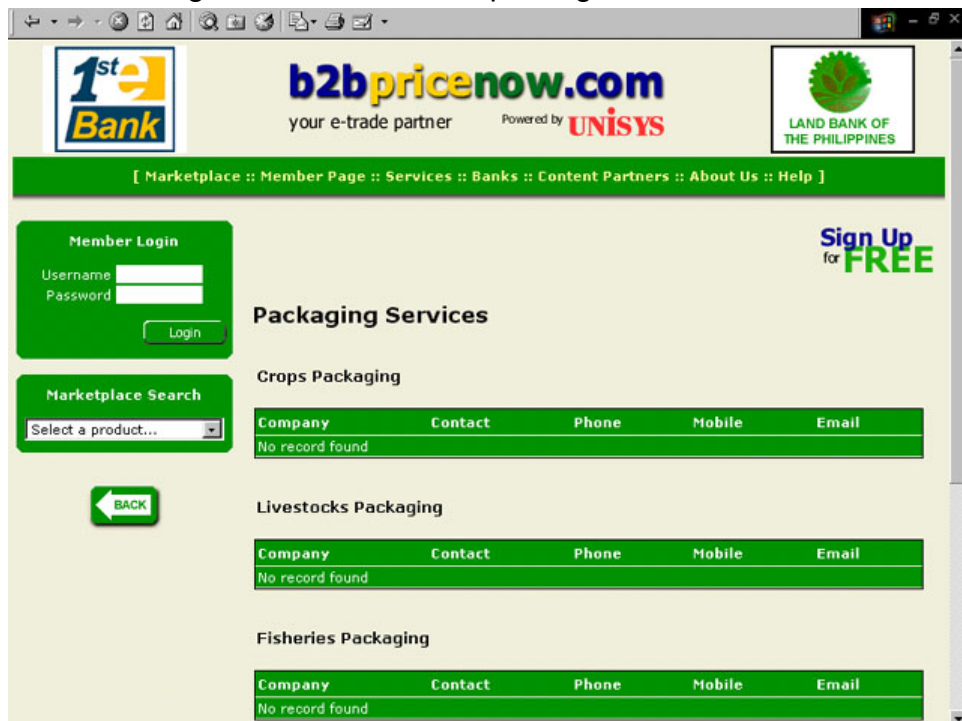


D.3.4 *Courier* – couriers are listed in this section.

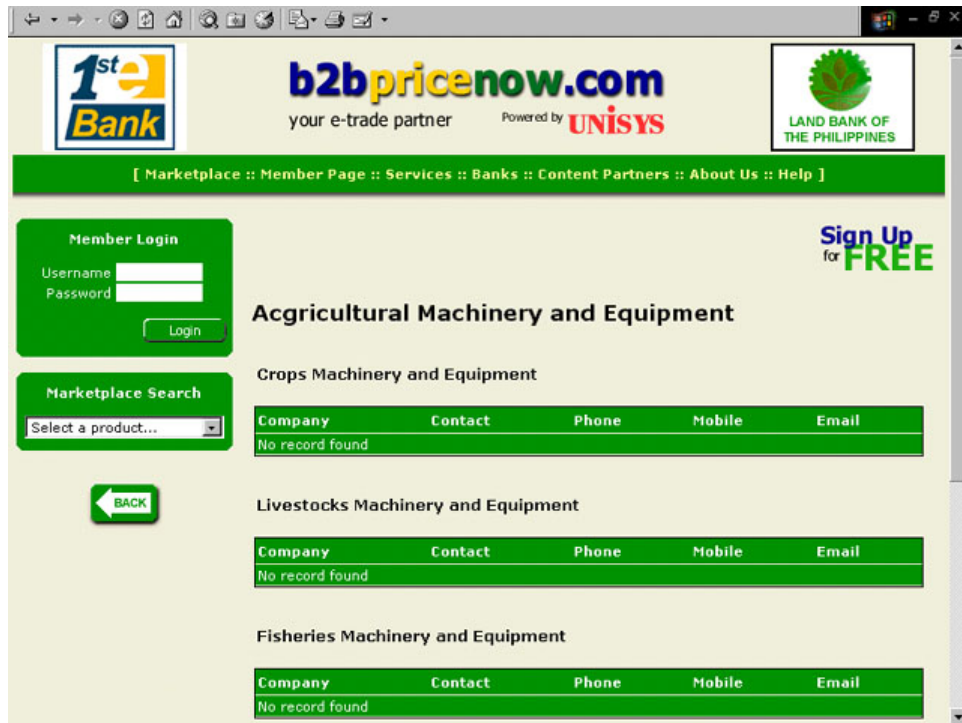


D.3.5 *Insurance* – insurance for cargoes/produce can also be done here.

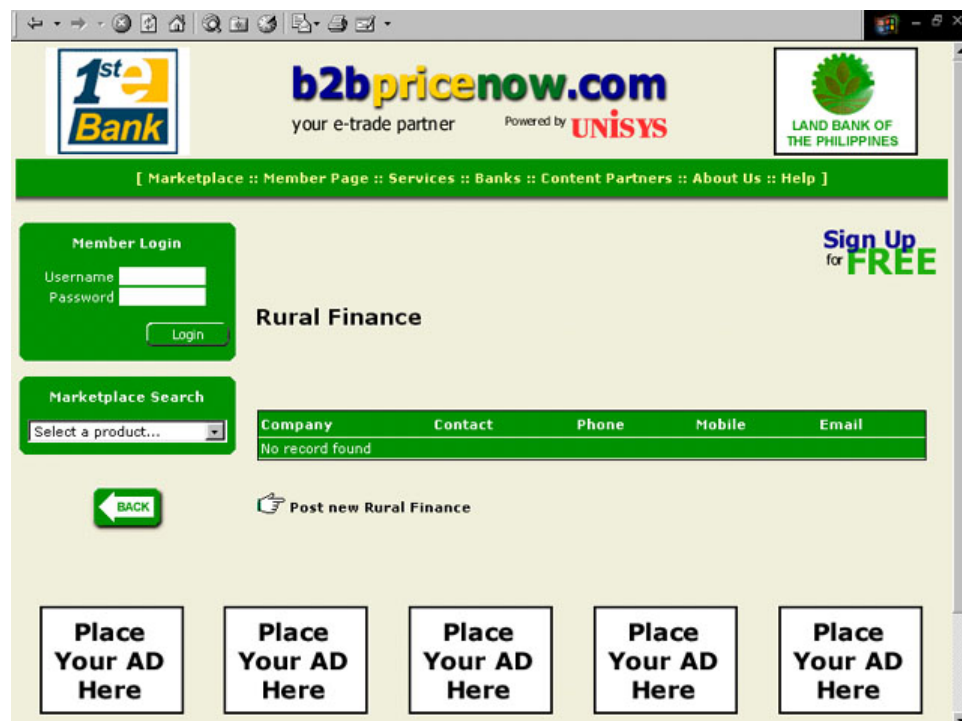
D.3.6 *Packaging* – packaging of produce can also be done through contracts of listed packagers.



D.3.7 *Machinery & Equipment* – this section provides companies who leases the needed machinery and equipment.



D.3.8 *Rural Finance* – for those who needs additional financing, a list of rural financial institutions are listed in this section.



D.3.9 *Consulting & Management* – for consultancy and management services, members can access this section

D.4 Services – the website provides or earns through the following services:

D.4.1 Advertising – companies or organizations can transact their advertising needs through this section.

To be a member, click here (IT'S FREE!)

Member Login

Username

Password

Marketplace Search

Select a product...

Advertisers

You can advertise your products or services and place your ads in our website at a very minimal cost.

Listed below are the rates of our advertisements.

Ad Space	Dimensions	Price/Month
Left & Right Ear	120x90 pixels	Php 15,000.00
Left & Right Bottom Banner	280x80 pixels	Php 10,000.00
Product Buttons	120x90 pixels	Php 5,000.00

If you are interested in placing your ads in our site, you can inquire by providing the following information. Click on **Inquire** when done.

Contact Person

Email

Organization/Company Info

Organization/Company's Name:

Location:

Tell us something about your organization/company...

D.4.2 Mobile Phone – mobile phone charges can be seen through this section.

D.4.3 Web Development – the website provides service for development of web pages of interested companies or organizations.

To be a member, click here (IT'S FREE!)

Member Login

Username

Password

Marketplace Search

Select a product...

Web Development

We can develop your own website at a very minimal cost. Please provide the following information then click on **Submit**.

Contact Person

Email

Organization/Company Info

Organization/Company's Name:

Location:

Tell us something about your organization/company...

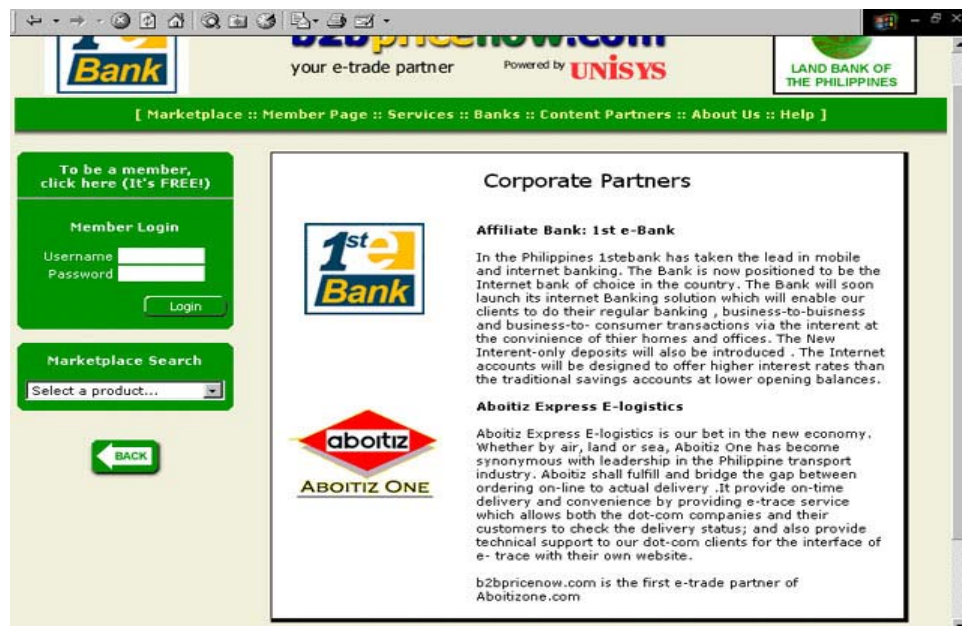
D.4.4 Transactions – the supplier or the seller is charged ¼ of 1% if the transaction is completed (from canvassing to payment on-line) through the website. However, transactions done outside the website are not charged.

D.5 Partners – the website also features the partners of the website.

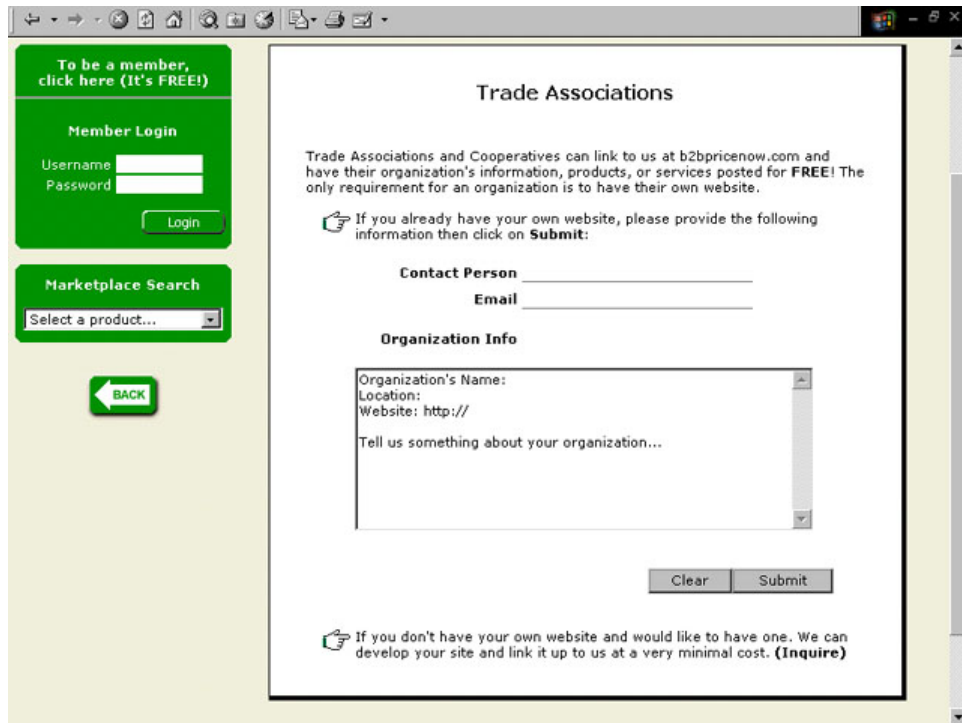
D.5.1 *Strategic* – partners that provide information and educational supports are featured in this section.



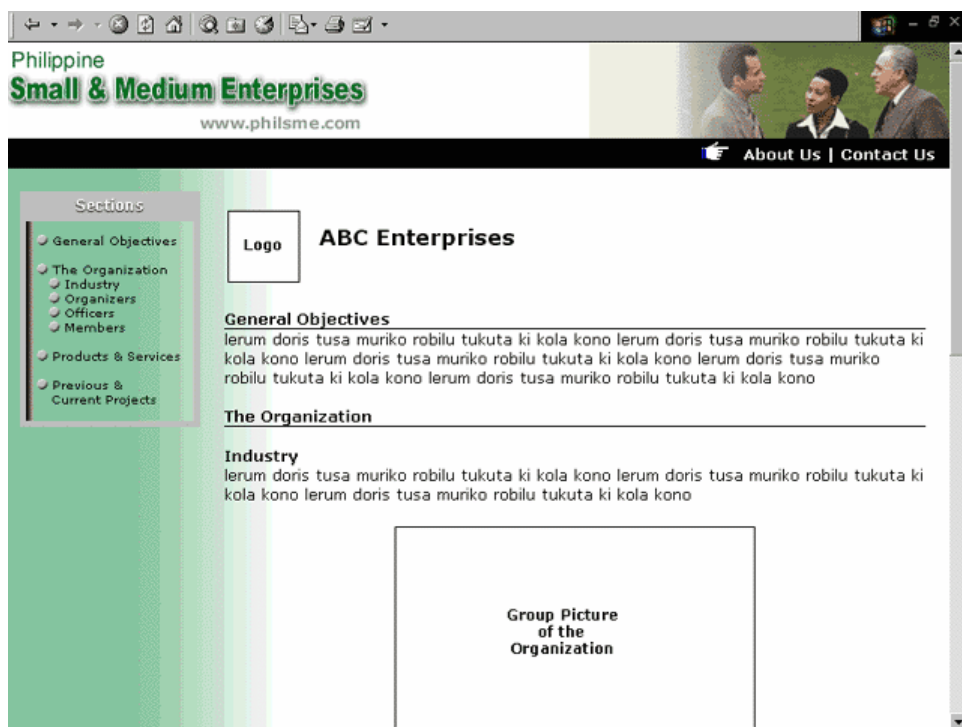
D.5.2 *Corporate* –partners like affiliate banks are listed in this section.



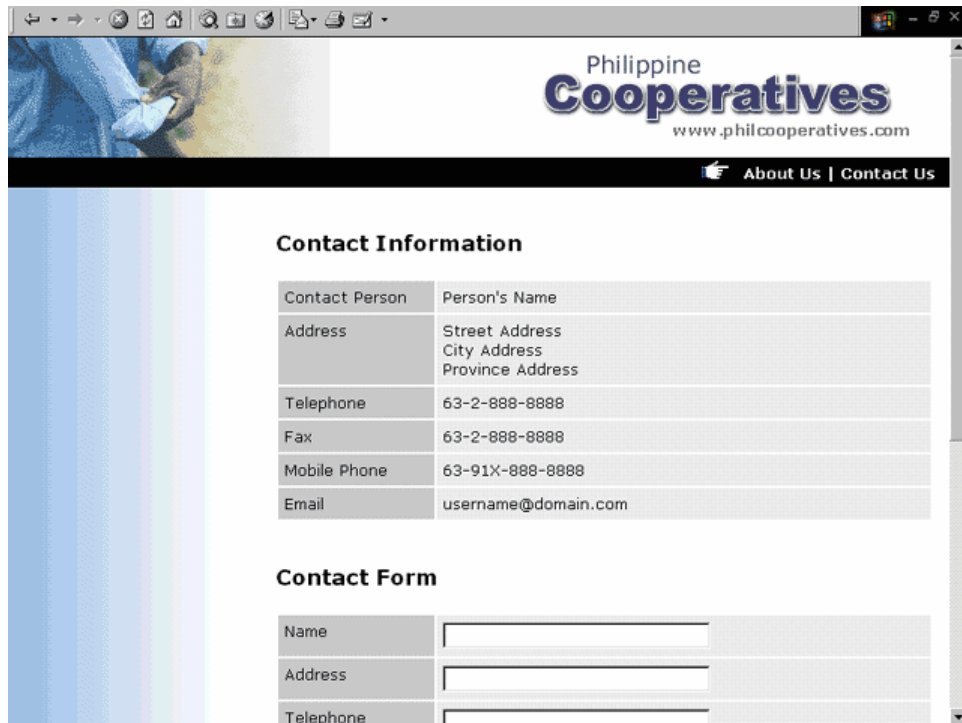
D.5.3 *Trade Associations* – associations that used the website to develop their webpage/site can be seen in this section.



D.5.4 *SME's* – Small and Medium Enterprises that utilized the service of the website to develop their webpage/site can be seen in this section.



D.5.5 *Cooperative* – cooperatives that employed the service of the website to develop their webpage/site are presented in this section.



D.6 About Us – refers to the person(s) behind the creation of B2Bpricenow.com. Brief backgrounds of each person are also indicated in this portion.

D.6.1 *Management Team* - this section previews the management team of B2Bpricenow.com.



D.6.2 *Senior Advisers* – advisers of the website are listed in this section.

The screenshot shows a web browser window displaying the b2bpricenow.com website. The page features a green header with the 1st Bank logo, the site name 'b2bpricenow.com', and the text 'your e-trade partner Powered by UNISYS'. A navigation menu includes 'Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help'. On the left, there is a 'Member Login' form with fields for 'Username' and 'Password', and a 'Login' button. Below it is a 'Marketplace Search' section with a dropdown menu labeled 'Select a product...' and a 'BACK' button. The main content area is titled 'Senior Advisers' and lists three individuals: Raul A. Boncan (former Undersecretary of the Department of Trade and Industry), Enrique M. Herbosa (former President and Chief Operating Officer of United Coconut Planters Bank), and Tomas I. Alcantara (former Undersecretary of the Department of Trade and Industry and former Ambassador to APEC). The footer contains copyright information for GalleonOne.com and contact details for erick.kalugdan@ph.unisys.com.

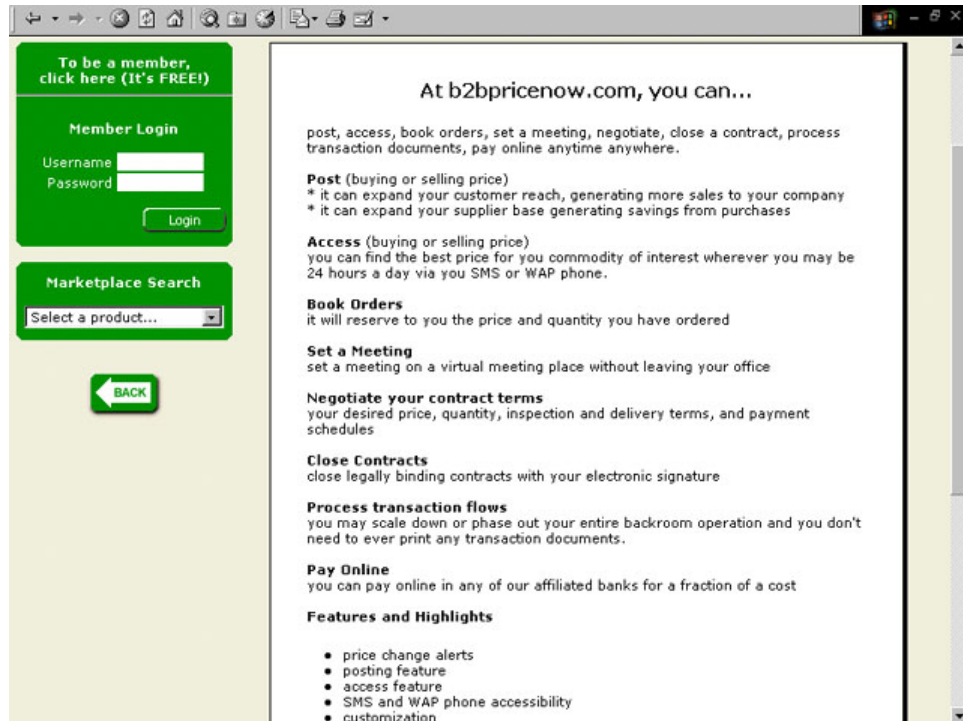
D.6.3 *Development Team* – those people who developed the website are featured here.

The screenshot shows the same web browser window as above, but the main content area is titled 'Web Development Team'. It lists two individuals: Gary Yaneza (Project Manager at UNISYS Philippines, Inc., with email gary.yaneza@ph.unisys.com) and Erick Kalugdan (Web Developer at UNISYS Philippines, Inc., with email erick.kalugdan@ph.unisys.com and website http://erick-k.com). The rest of the page layout, including the header, navigation menu, login form, search section, and footer, is identical to the previous screenshot.

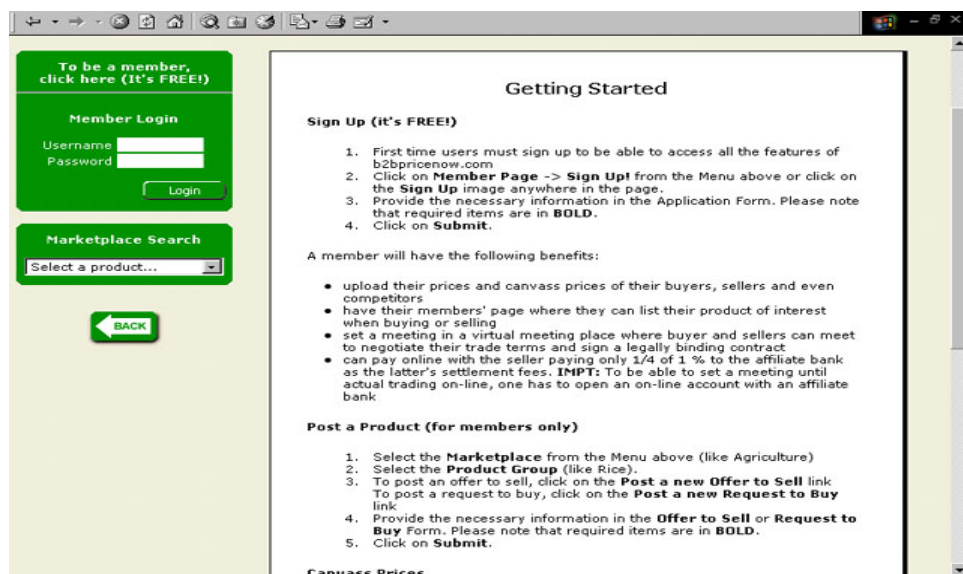
D.6.4 *Press Releases* – news articles regarding the website / company / development are seen in this part.

D.7 Help – for those in need of assistance, a help menu is provided in this section.

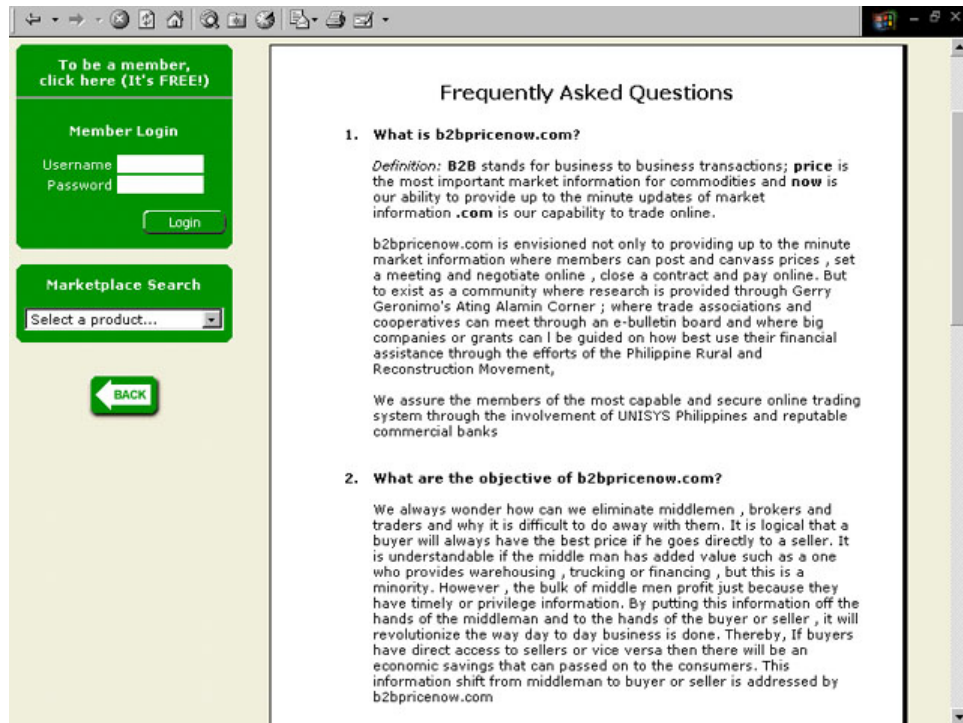
D.7.1 Website Features – the website's sections and uses are detailed in this section.



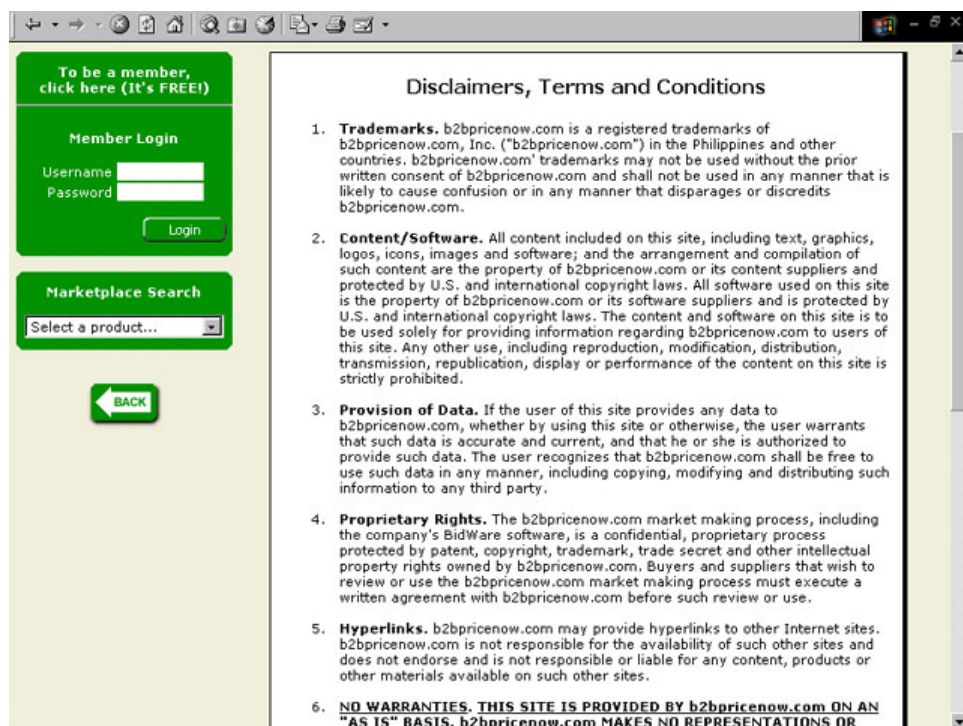
D.7.2 Getting Started – a getting started assistance is also provided by the website.



D.7.3 FAQ – frequently asked questions and their answers are featured here.



D.7.4 Disclaimer, Terms and Conditions – disclaimers, terms and conditions of the website can be viewed in this section.



- D.7.5 Suggestions – users of the system are encouraged to provide their suggestions/comments for further improvement of the website.

1st Bank

b2bpricenow.com
your e-trade partner Powered by UNISYS

LAND BANK OF THE PHILIPPINES

[Marketplace :: Member Page :: Services :: Banks :: Content Partners :: About Us :: Help]

Marketplace Search
Select a product...

HELP
Fill up the following information then click on Submit when finished.
Click on Clear if you want to start from scratch.

← BACK

Suggestions
Any suggestion for the improvement of the site or for us to give you a better service is always welcome.

Name
Email

Suggestion

Clear Send



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