

Just What A Business Needs

"Because I enjoy eating," answers physician Ning Aguilung with a laugh. This was the reason why Aguilung and his dentist wife chose to get into the food business when they decided to become entrepreneurs to supplement their income. However, they both knew that starting a business wasn't going to be that simple. "We were going into another field and we didn't have any know-how." So Aguilung enrolled in an MBA course and his wife took a short course in cooking. "We had to be prepared."

After all the culinary and management preparations, the husband-and-wife team opened A1 Catering and Food Services, Inc. They whipped up their first menu as concessionaire for a school. Then with the help of friends, the couple also got into food deliveries and catering, all while still maintaining their clinic duties.

To keep their business growing, the couple envisioned increasing their regular clientele. One way to do it was to promote A1 Catering. "Publicity is very important," says Aguilung. "To increase our clientele, potential clients need to know about us." That's when they decided to join e-yellowpages (www.eyp.ph).

"We have to go with the times and online presence is very important." Through the **eyp** website, potential clients can easily find the catering company's contact details for inquiries about their menu and services. And find it they have! From the number of page views A1 Catering and

Food Services has received on its Business Showcase, an impressive 50% has resulted in email inquiries.

Ranked first among Philippine Yellowpages services in popular search engines, **eyp** is the most widely used online business listing in the country. While its microsite, www.growyourbusiness.ph, is a place where companies can turn to—as the name suggests—grow their business by attracting more customers.

As the online yellowpages of DPC, the Philippines' premier directory listings authority for the past 50 years, **eyp** positions its digital expertise to boost the online exposure of its registered businesses. Through the Business Showcase, which serves as a webpage for the company that is immediately searchable from the **eyp** homepage; Premium Listing, which puts the client company at the top of the list for its category; and Banner Ads, which promote the company's visibility even on unrelated pages of **eyp's** site, **eyp** makes registered businesses, like A1 Catering and Food Services, easily accessible to **eyp's** average of 150,000 visitors (1.5 million page views) every month.

Starting out their catering business might have been a challenge for the Aguilung couple, but with their Business Showcase in **eyp**, "The inquiries really increased, both for our walk-in clients and inquiries through phone." **eyp** was just what their business needed.



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