

Catered To Your Business

Take a bite of a delicious mix of seafood wrapped in crisp phyllo pastry with lemon cream sauce, succulent Fish Kiev with stuffed spinach, or a slice of heavenly blue cheese pizza with porcini mushrooms. These are just some of the mouth-watering dishes that have established Barbara's in the food and catering business.

Established in 1972 as Admiral Manila Restaurant, it operated a modest café-restaurant before opening some employees' cafeterias in different companies.

After a decade, Admiral Manila's president and general manager, Barbara Gordon de los Reyes co-founded and organized the Makati Skyline Restaurant. In 1986, though the company divested from Makati Skyline, it continued its catering and canteen management operations under the new company name: Barbara's Food and Catering Services, Inc.

With this new name came new and exciting times for the catering company. They opened more notable cafeterias and began to manage banquet operations for many big-name establishments. Barbara's kept pleasing the taste buds of so many people it was no wonder the company kept expanding. It opened the Barbara's Restaurant Café and Sala Filipina Ballroom, and began managing the 3,200-square meter garden venue of Sitio Victoria, both in Intramuros. Hence, the name Barbara's has also become a part of many weddings, birthdays and other celebrations.

"Every client who comes to Barbara's is given our personal attention because we understand that no matter how small the occasion or limited the budget, the function is a special celebration in the client's life," says de los Reyes. This kind of service, not to mention Barbara's delicious menu, has lent the company its own kind of publicity. "By God's wonderful grace, our business has grown by the word of clients who were satisfied by the good food and service that we have extended to them."

Word-of-mouth has indeed played a big part in establishing Barbara's in the food service industry. However, de los Reyes recognizes that the company she has successfully built for several decades is now moving in an age where businesses need to keep up with the fast pace of technology.

Topping Philippine electronic directory listing searches in popular search engines, e-yellow pages (www.eypph.com) is the most widely used online business listing in the country. This accounts for more interaction with prospective clients. In a six-month period, 50,000 of the registered businesses registered were contacted directly online through **eypph** (this didn't include companies who were contacted by phone or fax).

Barbara's, which is registered under **eypph's** Business Showcase, receives between 3,000 to 5,000 page views in its category every month. Through the **eypph** website,



"We are in the Internet age and we acknowledge the increased advantages that this technology can bring in to the business. This is why we decided to register with eyp."

potential clients easily find Barbara's contact details to make inquiries about their menu and catering services. The Business Showcase also provides Barbara's with its own webpage that is immediately searchable from the **eypph** homepage. Aside from this, other **eypph** special packages are 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 **eypph's** site. These three packages make the registered business, like Barbara's, easily accessible to **eypph's** 150,000 visitors (1.5 million page views) every month.

De los Reyes is convinced that their choice to register in **eypph** will help Barbara's attract more customers—while they keep on serving more of those delicious dishes. "This move will only bring the best results."

**Connect with your customers now!
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www.growyourbusiness.ph**

MANILA
Head Office: 16F DPC Place, Chino Roces Ave. Extension
0788, Makati, Philippines
email: advertise@eypph.com
telephone: +63(2) 8434343
telefax: +63(2) 8871717



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www.eypph.com