

Dressed for Success

For 27 years Edward Teng has been designing gowns for everyone—from royalty to brides on a budget. He was the in-house designer for Saudi Arabia's Royal family, before he realized his dream of opening his own boutique, Edward Teng Collections.

It started small and with limited resources, but Teng's boutique now occupies a substantial office space that's always bustling with clients—from brides-to-be and their entourage, to moms and their debutante daughters—all looking to Teng for his fashion expertise and creative eye. As for the veteran designer, he considers pleasing the client as the constant challenge and the most important part of the business. Even when it comes down to budget, "we try to work with the client," says Zyndee Co, the in-house wedding planner of Teng.

While having satisfied clients may have contributed to Teng's longevity in the fashion industry, his devotion to his faith and family, he says, has kept him going. As to what keeps his business, or his name, buzz-worthy in an industry where so many new names and faces crop up every season, Teng acknowledges the importance of publicity.

It's such a sizeable role that they've consistently advertised in the usual bridal titles. However, Edward Teng

Collections has also recognized the importance of also making their presence felt in cyberspace. In this Internet age, the boutique has gone online enlisting in the top Philippine electronic directory listing searches in popular search engines, e-yellow pages (www.eypph.com).

As the most widely used online business listing in the country, **eypph** receives high online traffic, which for businesses mean more interaction with prospective clients. In a six-month period, 50,000 of the registered businesses were contacted directly online through **eypph** (this didn't include companies who were contacted by phone or fax).

With **eypph's** Business Showcase, potential clients can easily find Edward Teng Collections with its own webpage for inquiries on their services.

As the online yellowpages of DPC, the Philippines' premier directory listings authority for the past 50 years, **eypph** 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 **eypph** homepage; the 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, **eypph** makes registered businesses, like Edward Teng Collections, easily accessible to **eypph's**



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average of 150,000 visitors (1.5 million page views) every month.

With those numbers, Teng is confident that enlisting his services in **eypph** can only bring more potential clients that he can dress up. "It will certainly be of help."

**Connect with your customers now!
Sign-up at
www.growyourbusiness.ph**

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