

Philippines E-Commerce Index

A Joint Project of



WITH THE SUPPORT OF



Philippines E-Commerce Index

AUGUST AND SEPTEMBER 2013 REPORT





**E-Commerce Index
Philippines measures
the extent of B2B
online engagement in
three industries –
manufacturing, retail /
wholesale, and
services.**



The report is released every month showing the extent of online activities in three industries during the prior month .

This report presents aggregate findings for August & September 2013.

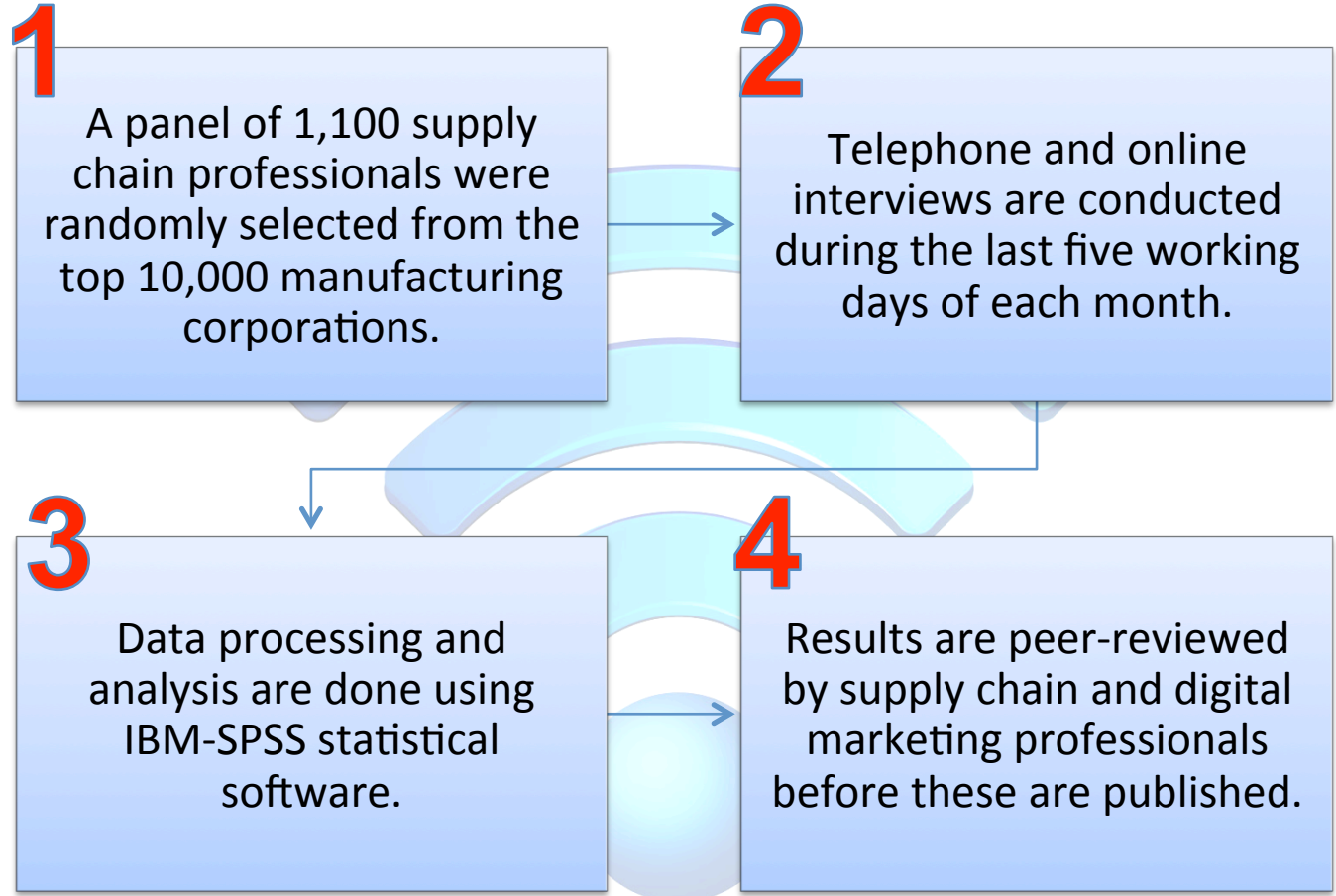


The Index is based on interviews with supply chain executives drawn from a randomly selected panel of supply chain executives.



**It is an
advocacy
project.**

**E-Commerce
Philippines
Index is an
advocacy
project of
DigitalFilipino.
Com and I-
Metrics Asia-
Pacific
Corporation.**





Country Index

Weighted average of derived index for manufacturing, retail/wholesale, and services using gross value added as weights.

Manufacturing

Index is derived based on the sum of all percentage mentions by manufacturers divided by the number of respondents.

R/W

Index is derived based on the sum of all percentage mentions by retailers/wholesalers divided by the number of respondents.

Services

Index is derived based on the sum of all percentage mentions by services divided by the number of respondents.



Country Volume

Sum of online engagements in manufacturing, retail/wholesale, and services.

Revenues

Percent of revenues derived online are multiplied with SEC reported annual revenues for each subject company.

Purchases

Percent of purchases done online are multiplied with SEC reported cost of goods sold for each subject company.

By Group

The same procedure is done for each respondent group – by employee size, export size, sector, and area.



- E-Commerce Index Philippines is a joint project of DigitalFilipino and I-Metrics Asia-Pacific Corporation.
- Its objective is to provide industry and government with relevant e-commerce data for planning and decision making.



- Results of E-Commerce Index Philippines 2013 are based on interviews with 500 supply chain executives drawn from a probability sample of 1,100 corporations representing the top manufacturing corporations in the Philippines.



E-Commerce Index

Extent of B2B Digital Engagement

Transactions	Manufacturing	Retail/Wholesale	Services
	%	%	%
Percent of Purchases Done Online	65.98	54.76	14.54
Percent of Revenues Transacted Online	51.10	35.57	15.75



E-Commerce Intensity Index

INTENSITY INDEX

(% of e-commerce transactions to GDP)

Purchases

13%

Revenues

22%



For details and or inquires, email to info@imetricsasia.com