



# Sustaining an E-Commerce Business

The Island Rose Experience

[www.islandrose.net](http://www.islandrose.net)

# Island Rose Growth Story

- Founded in 1983, started online operations in 2000
- Continuous growth since year 2000
- More than 80% of business revenue is now online
- Largest retailer of flowers in the Philippines



“If you do the same things  
you will get the same results”

# Be Original

- If you are always following, you will never become a leader
- Find your niche, be a leader in at least one product or service
- If necessary, change strategies to find an original position in your customers mind



# Keep Your Business Relevant

- Make changes to be ahead of the curve – do not be dependent on trends
- Continuously examine the relevance of your business proposition
- Excite your customers with new or updated products or services
- Always maintain a “fresh” look in your website and corporate materials

# Maintain Impeccable Service

- Say what you do and do what you say
- Create a customer service culture
- Build relationships through various media
- Always keep in mind that bad news travels fast in the internet
- Whatever industry you are in, hire good writers



# Watch Your Finances

- Acquiring the “best” is only good if it makes financial sense
- Maintain good credit and relationships with the bank
- Watch your overhead costs
- Always review your margins
- Get good analytics software

# Be a Moving Target

- Always create competitive advantages that your competitors cannot replicate
- Strive to be impenetrable to competition
- Always look invincible
- Remember that you will be hardest to catch if you are always moving or changing



# Identify Good People

- Know your best people and strive to keep them
- Let good people fill in your weaknesses
- Learn to differentiate loyalty from performance – there are advantages to both
- Have a good succession plan

# Simplify Everything

- Be systematic in all aspects of the business
- “Idiot Proof” your business processes
- Create systems that are transferable to new employees
- Create a culture of sharing knowledge
- Create a culture that breeds directness and simplicity



# Be a Brand

- Stand for something
- Make sure your business has a magnetic personality
- Be easily identifiable
- Be memorable
- Be visible