

ding rally currencies

The peso led a rally in Asian currencies overcame fears of a broader crisis in the industry and sought bargains.

The dollar and euro, in a sign that at least some investors are willing to carry trades, the most popular of assets funded by relatively cheap yen. Through most of the past 3 weeks. A rally seemed to have ebbed last week but the mortgage sector and concerns this week and economic growth prompted fresh

rose .25 percent at 48.62 per dollar. It had a low of 48.30 per dollar and has fluctuated between 48.30 and 48.62 per dollar.

The rally is completely reflective of the market sentiment of the crisis in the U.S. subprime mortgage market, currency strategist at RBC Capital Markets said.

"In the short term, markets will be volatile as investor sentiment fluctuates at that point."

The market is expected to be recovering some poise on Monday, he said.

The Nikkei index was up 1.6 percent, recovering from a low of 15,320 on Wednesday.

The Hang Seng index was up .1 percent and traded around 15,320 on Wednesday.

The HSI index was down 9,200 per dollar, recovering from a low of 19,250.

As the rupiah, found support on Monday, but intervention by their central banks.

Investors are expected to be selective, preferring currencies with healthier current account balances.

The rupiah could be one such currency of choice.

Employment rate % in January

The employment rate in January 2007 followed closely by Zamboanga Peninsula (96.3 percent), Autonomous Region in Muslim Mindanao (96.2 percent), and MIMAROPA (96.1 percent).

The National Capital Region (NCR) recorded the lowest at 87.3 percent.

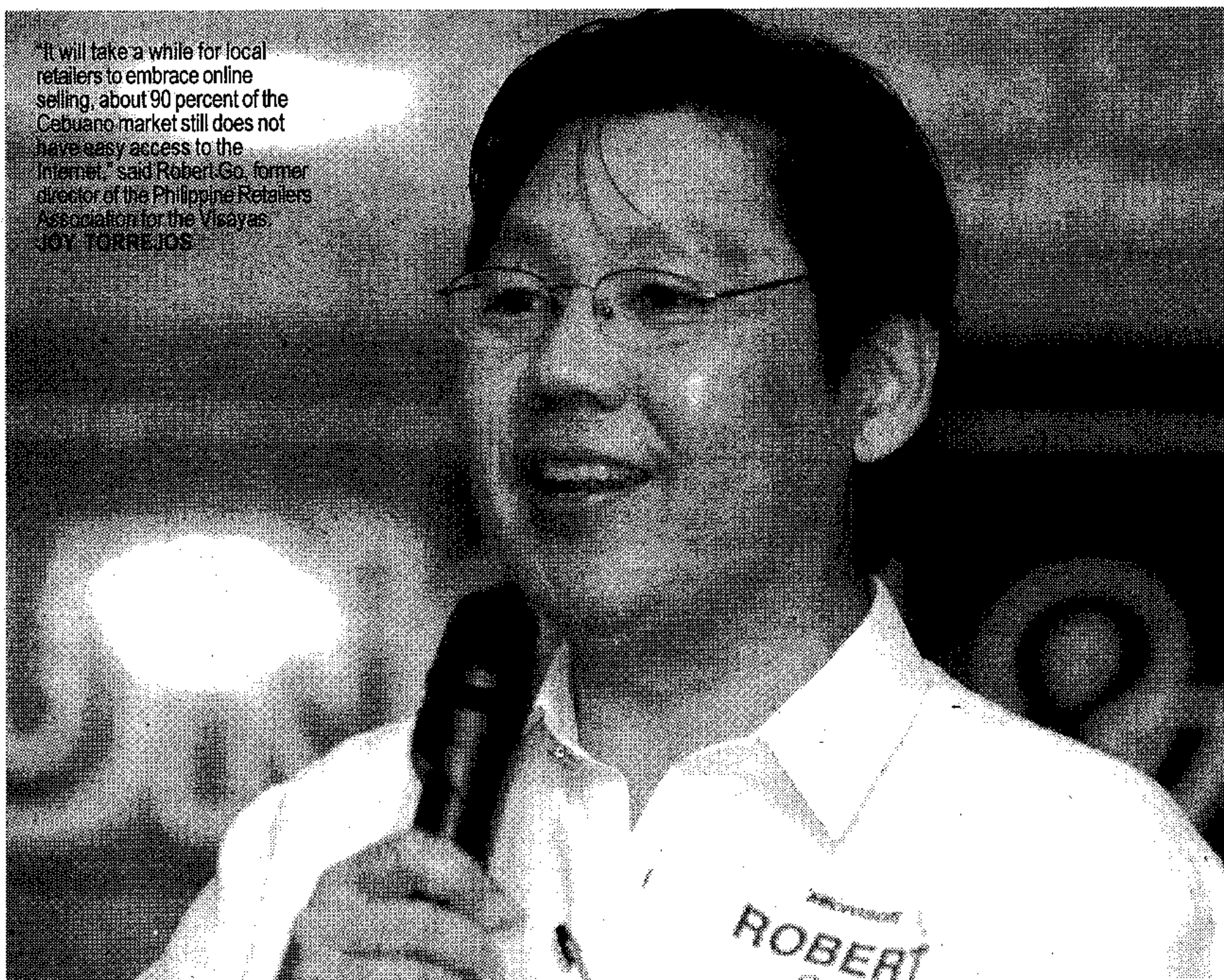
There were approximately 36.4 million Filipinos in the labor force in January 2007 out of the estimated 56.1 million population 15 years and over.

These numbers imply a labor force participation rate of 64.8 percent. The January 2007 employment rate of 92.2 percent translates into a total employed population of 33.5 million.

(From the wires)

"It will take a while for local retailers to embrace online selling, about 90 percent of the Cebuano market still does not have easy access to the Internet," said Robert Go, former director of the Philippine Retailers Association for the Visayas.

JOY TORREJOS



Cebuano retailers not keen on adapting online trading

By Ehda M. Dagooc

Although online selling is already part of retail trading, Cebuano retailers are still not keen on embracing this modern tool of retail mechanism.

"It will take a while for local retailers to embrace online selling, about 90 percent of the Cebuano market still does not have easy access to the Internet," said Robert Go, former director of the Philippine Retailers Association for the Visayas.

Go, was one of the resource persons to give insights in Cebu's retail industry during the second leg of the Entrepreneur Cebu Business Summit Series hosted by Microsoft Philippines held at the Formo Restobar, Wednesday. He said Cebu's mass

market, the C-D and E segments are not yet ready to engage into online buying, as access to Internet is still very limited.

However, he said retailers could take advantage of the online selling, targeting the high-end consumers, especially for hard goods, like fashion, furniture, housewares, and home decors.

But, for supermarket products, it is harder for retailers to engage in online selling because of thin profit margin, brought about by stiffer competition.

"Online selling is possible only for selected products, but for food stuff and other supermarket products, this is not possible at this point," said Go who also owns the chain of Prince Warehouse Club supermarkets, and department stores.

Moreover, online selling will require a retailer to jack-up the prevailing price of goods for the delivery cost. Thus, it is not yet feasible for Cebuano retailers to engage in online selling for majority of their product offerings.

"One retailer cannot absorb the cost of delivery. It will make his product more expensive and not affordable for the mainstream market," Go added.

During the mini-business summit, marketing expert Ruben Canlas Jr. dished out the opportunities and benefits of online selling to Cebu-based retail players.

Canlas said the web-savvy generation has brought several changes in retail trade, and online buy-and-sell is now an added opportunity for retailers to embrace modern techniques in retail.

Canlas mentioned the success of Amazon.com, as well as eBay online store, as few of the several successful online retailers today.

Meanwhile, during the Summit, Microsoft introduced its software products designed for retail businesses, the Retail Management Software, and Microsoft Dynamics—an Enterprise Resource Planning (ERP) software.

The Microsoft Dynamics Entrepinoy is a complete financial management solution tailored fit and priced to meet the unique requirements of medium-sized and growing retailers.