



NEGOSYO CENTER Q

DIGITAL MSMES TOOLKIT -MADE EASY



• AURORA • BATAAN • BULACAN •
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The **DTI-3 NC Digital MSMEs Tool Kit-Made Easy** is an initiative designed to help micro, small, and medium enterprises (MSMEs) adopt digital tools and technology. This project aims to enhance MSME skills in utilizing online platforms through step-by-step guidance on:

- Email Setup: Creating and managing accounts on Gmail and Yahoo
- e-Payment Services: Setting up and using GCash and Maya for secure transactions
- Online Marketplaces: Conducting business on Facebook, Shopee, Lazada, and TikTok
- AI Tools: Use of ChatGPT for content creation and business insights, and Canva for designing marketing materials
- Business Registration and Information: Simplifying the registration process and helping users access important links and contact details through the Business Online pages

The platforms mentioned above were selected based on their accessibility and common usage among Filipino MSMEs. Their inclusion does not imply endorsement or commercial promotion.

By improving digital competence, the initiative empowers MSMEs to streamline business operations, connect effectively with customers, and expand their market reach, ensuring sustained growth and competitiveness in an increasingly digital economy.

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Email

Essential for efficient operations, marketing, and building professional relationships



Gmail

What is GMAIL?

Gmail is a free email service developed by Google. It is one of the popular email platforms in the world, known for its speed, reliability, integration with Google services, and user-friendly interface. Gmail is used by both individuals and businesses - especially through Google Workspace for professional and team-based email.

Why should MSMEs use GMAIL in business?

- Professional Communication
- Cloud-based access
- Integrated with Google Tools. These tools help MSMEs improve productivity and teamwork.
- Spam protection and security
- Large Storage. Free Gmail accounts include 15 GB of storage shared across email, Google drive, and Google Photos
- Brand Trust
- Free to Start



How to create a Gmail account?

Step 1: Go to Gmail. On Sign in Page, click “Create account.”

<https://accounts.google.com/lifecycle/steps/signup/>



Sign in

Use your Google Account

[Forgot email?](#)

Not your computer? Use a private browsing window to sign in.
[Learn more about using Guest mode](#)

[Create account](#) [Next](#)



English (United States) ▼

[Help](#) [Privacy](#) [Terms](#)

Step 2: Choose account type.



Sign in

Use your Google Account

[Forgot email?](#)

Not your computer? Use a private browsing window to sign in.
[Learn more about using Guest mode](#)

For my personal use

For my child

For work or my business

[Create account](#) [Next](#)

English (United States) ▼

[Help](#) [Privacy](#) [Terms](#)



How to create a Gmail account?

Step 3: Enter your details

1. Enter your:
 - First name
 - Last name (optional)
 - Date of Birth (mm/dd/yyyy)
 - Gender
 - Desired Username (this will be your email address)
 - Password (make it strong – include letters, numbers, and symbols)
 - Confirm your password
2. Click "Next".



Create a Google Account

Enter your name

First name

|

Last name (optional)

Next

English (United States)



[Help](#)

[Privacy](#)

[Terms](#)

Step 4: Verify Your Phone Number

1. Enter a valid mobile number (for security verification).
2. Click "Next" and wait for the verification code via SMS.
3. Enter the code and click "Verify".



How to create a Gmail account?

Step 5: Provide Recovery Info (Optional but Recommended)

1. Add a recovery email address (optional).
2. Enter your date of birth and gender.
3. Click "Next"

Step 6: Agree to the Terms

1. Read Google's Privacy and Terms
2. Scroll down and click "I agree"

Step 7: You're Done!

You'll be redirected to your new Gmail inbox.
Your account is ready to use!



Yahoo

What is Yahoo?

Yahoo is a web services provider and one of the pioneers of the internet. It started in 1994 as a web directory and search engine and eventually expanded into various services including Yahoo mail, Yahoo News, Yahoo Finance, Yahoo homepage.

Why should MSMEs use Yahoo in business?

- Free business email which is useful for communication and brand credibility especially for MSMEs that are just started
- News & Media Exposure
- Financial Tools. Yahoo Finance helps entrepreneurs track market trends, follow business news, and research competitors
- Advertising Opportunities
- Content Publishing
- Brand Credibility



How to create a Yahoo account?

STEP 1: Go to the Yahoo Sign-Up Page

- [Yahoo Sign up](#)

STEP 2: Fill Out the Registration Form. You will need to enter:

- First Name and Last Name
- Email Address (e.g., yourbusiness@yahoo.com)
- Password (use a strong, unique password)
- Mobile Phone Number (used for account verification and recovery)
- Birthdate
- (Optional) Gender

STEP 3: Click “Continue”

STEP 4: Verify Your Mobile Number

- Yahoo will send a verification code to your phone.
- Enter the code in the field provided.

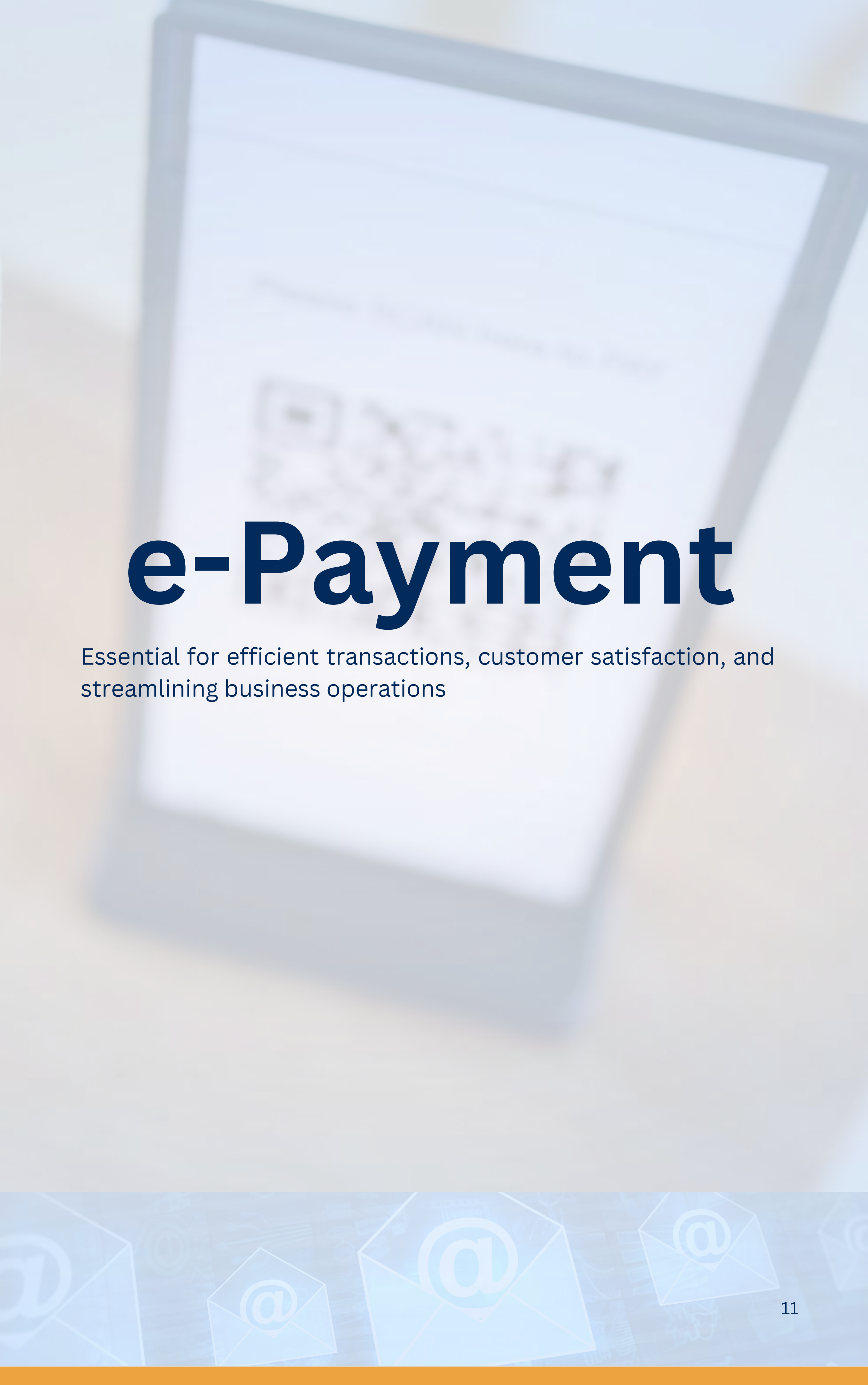
STEP 5: Confirmation

- Once verified, Yahoo will display a “Congratulations!” screen.
- Click “Done” to proceed.

STEP 6: Set Up Your Account (Optional but Recommended)

- Add a profile picture
- Create a signature for your emails
- Customize your inbox layout
- Explore Yahoo Mail settings

The screenshot shows the Yahoo account creation interface. At the top is the 'yahoo!' logo. Below it is the heading 'Create a Yahoo account' followed by the text 'Access all that Yahoo has to offer with a single account. All fields are required.' The form contains several input fields: 'Full name' with a person icon, 'New Yahoo email' with an envelope icon and a dropdown menu showing '@yahoo.com', 'Password' with a lock icon and an information icon, and 'Date of birth' with dropdowns for 'Month', 'Day', and 'Year'. Below these fields is a line of text: 'By continuing, you agree to our [Terms](#) and [Privacy Policy](#).' A large purple button labeled 'Next' is positioned below this text. Underneath the button is the text 'or create an account with' followed by two buttons: one with the Google logo and another with an envelope icon and the text 'My Email'. At the bottom of the form is a link that says 'Already have an account? [Sign in](#)'.



e-Payment

Essential for efficient transactions, customer satisfaction, and streamlining business operations



GCash

What is Gcash?

GCash is a mobile wallet app in the Philippines that allows users to pay bills, send and receive money, buy load, shop online, and perform various financial transactions using only a smartphone. It acts as a digital bank account where you can store money and make cashless payments safely and conveniently.

Why should MSMEs use GCash in business?

- Cashless Transactions – Reduce handling of physical money; safer and more hygienic.
- Faster Payments – Instant payments from customers via QR code or mobile number.
- Wider Reach – You can cater to customers who prefer cashless payments.
- Ease of Access – No need for a physical POS machine or complicated setup.
- Better Money Management – Track sales, transactions, and expenses digitally.
- Extra Services – You can use GCash for paying suppliers, bills, government contributions, and even getting a small loan via GLoan or GGives.



How to create a GCash account?

STEP 1: Download GCash

- Download the GCash app from Google Play Store or Apple App Store (it's free!).

STEP 2: Register an account

- Open the app and tap Register.
- Enter your mobile number (must be a Philippine number).
- Fill out your personal information.
- Create a 4-digit MPIN (PIN code).

STEP 3: Verify your account (KYC)

- Go to Profile > Verify Now.
- Upload a valid ID (UMID, Driver's License, Passport, etc.).
- Take a selfie for identity verification.

👉 *Why verify? A verified account unlocks full features like sending large amounts and using QR codes.*

STEP 4: Activate for business Use

- Once verified, you can generate a personal QR code to receive payments.
- You may also apply for GCash QR for Business for a customized merchant QR.

💡 Tips for using GCash in your business

- ✓ Display your QR Code prominently – So customers can easily scan and pay.
- ✓ Use GCash as a payment option for deliveries – Include it in your order forms.
- ✓ Transfer funds regularly to your bank account – For better cashflow management.
- ✓ Monitor transactions daily – Check notifications and transaction history.
- ✓ Use GCash to pay bills or suppliers conveniently – Avoid long lines.

Video Materials

Here are recommended videos for MSMEs:

1. [GCash for Business - YouTube](#)
2. [GCash Starter Guide - YouTube](#)
3. [How to register to GCash - YouTube](#)
4. [How to be GCash Verified - YouTube](#)
5. [Get Scan-to-Pay for your Business! - YouTube](#)

Is GCash Free?

YES! The app is free to download and use for basic transactions. However, some services may have minimal transaction fees (e.g., cash out via remittance partners, transferring to other banks).

Other details & reminders

-  Always keep your GCash PIN secure; never share it.
-  Use a verified account for higher transaction limits.
-  Check official GCash announcements for promos and updates.
-  Encourage customers to pay via GCash for faster and safer transactions.
-  You can also explore GCash Biz Solutions if you plan to scale your business digitally.



Maya

What is Maya?

Maya is an all-in-one digital banking and payment platform in the Philippines. It combines the features of a mobile wallet (similar to GCash) with a fully digital bank account where you can save, transfer, pay, and borrow – all from your phone. With Maya, MSMEs can accept cashless payments, manage funds, and access banking features without going to a physical bank.

Why should MSMEs use Maya in business?

- Cashless and Cardless Payments – Accept payments via QR code, card, or bank transfer.
- Digital Banking Features – Open a savings account, earn interest, and apply for credit.
- Free Business QR – Maya gives you a QRPh-compliant business QR code.
- Receive Payments from Any Wallet – You can accept GCash, GrabPay, ShopeePay, and more via Maya QR.
- All-in-One App – Pay suppliers, transfer funds, and manage business finances easily.



How to create a MAYA account?

STEP 1: Download the Maya App

- Available on Google Play Store or Apple App Store.
- Choose Maya for personal use or Maya Business for merchant accounts.

STEP 2: Register an account

- Tap Sign Up and enter your mobile number.
- Provide required information and create a password/PIN

STEP 3: Verify your identity

- Upload a valid government-issued ID.
- Take a video selfie for verification.

STEP 4: Apply for Maya Business Account

- For MSMEs, you can apply for a Maya Business QR via [Business.maya.ph](https://business.maya.ph) or through in-app referrals.
- Once approved, you'll receive a Maya QR kit to start accepting payments.



Tips for using Maya in business

- ✓ Use your Maya QR for payments – Accept money from any QRPh-compliant wallet.
- ✓ Save business earnings in Maya Savings – Earn interest monthly
- ✓ Monitor real-time payments via the app – Great for kiosks and pop-up stores.
- ✓ Set up recurring bill payments – For rent, electricity, internet, etc.
- ✓ Link your Maya to POS or E-commerce platforms – For online selling.

Video Materials

1. [Maya App Walkthrough - YouTube](#)
2. [Switching to Maya? Cash in for FREE via InstaPay! - YouTube](#)
3. [Cash in, fees out with Maya!](#)

Is Maya free to use?

Yes, Maya is free to download, and most services are free. Some actions (e.g., bank transfers via InstaPay or PESONet) may incur minimal fees.

Other Details & Reminders

-  Make sure to verify your account to enjoy higher limits and full features.
-  Maya QR can accept payments from multiple e-wallets via QR Ph.
-  You can request a physical Maya card for online and offline purchases.
-  Maya has promos and cashback offers that MSMEs can use to attract customers.



Online Marketplace

Essential for expanding reach, boosting sales, and connecting businesses



Facebook Page

What is Facebook Page?

It is a profile on Facebook used by business, organizations, brands, and public figures to connect with their audience.

Why MSME should use Facebook page?

- Professional online presence
- Massive audience reach
- Free marketing tool
- Customer engagement
- Product showcasing
- Access to insights. Facebook provides free analytics (like post reach, engagement, and audience demographics), helping MSMEs understand what works.
- Boosted visibility through Ads
- Builds community and trust
- Integration with Marketplace and Instagram. Facebook pages can connect with Marketplace, shops, and Instagram, creating a seamless multichannel presence.



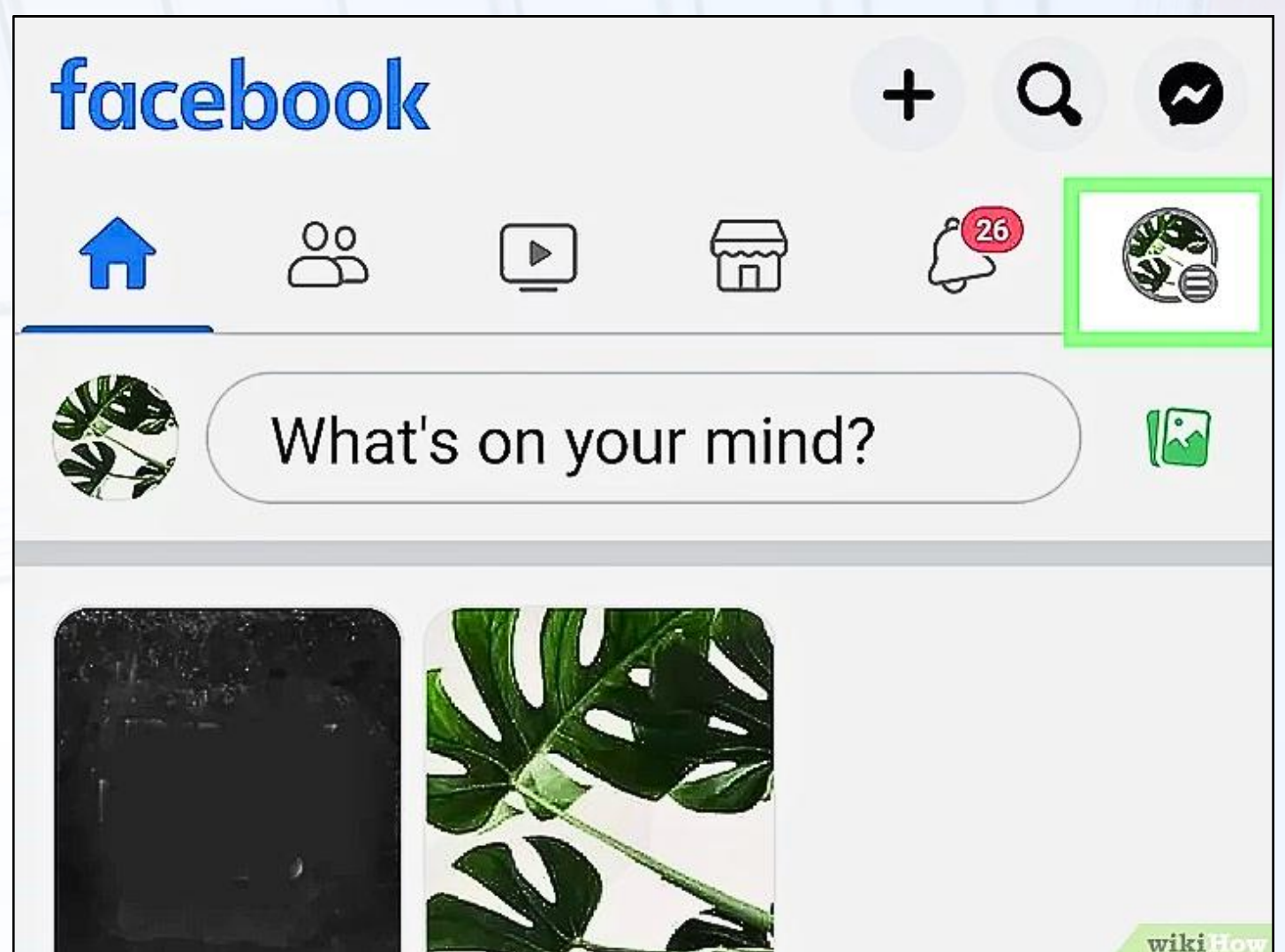
How to create a Facebook Page?

There are two ways to create a Facebook page:

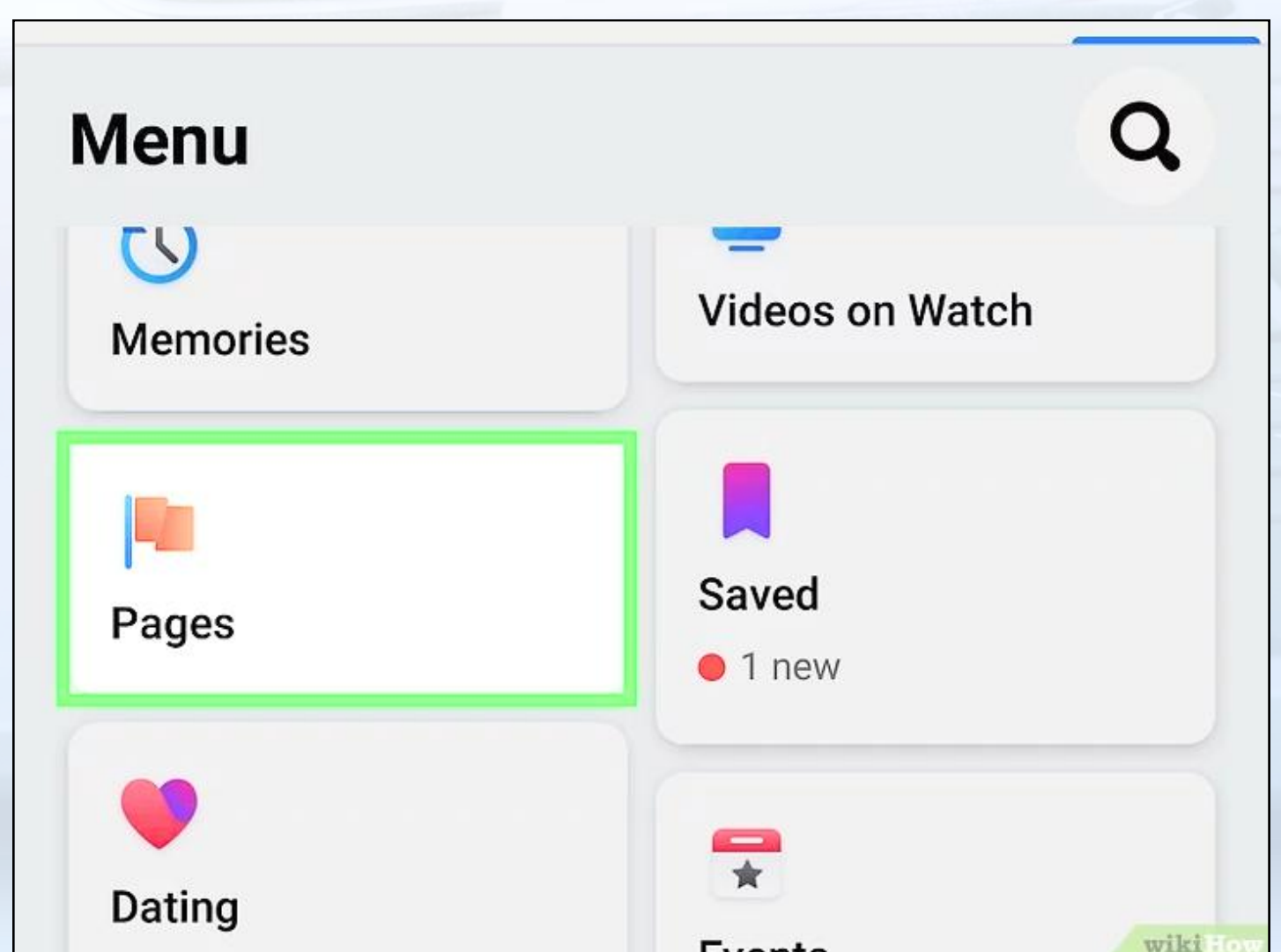
I. Create a Page from your mobile device

1. Open the Facebook app.

2. Tap your profile picture to open Menu.



3. Tap Pages.



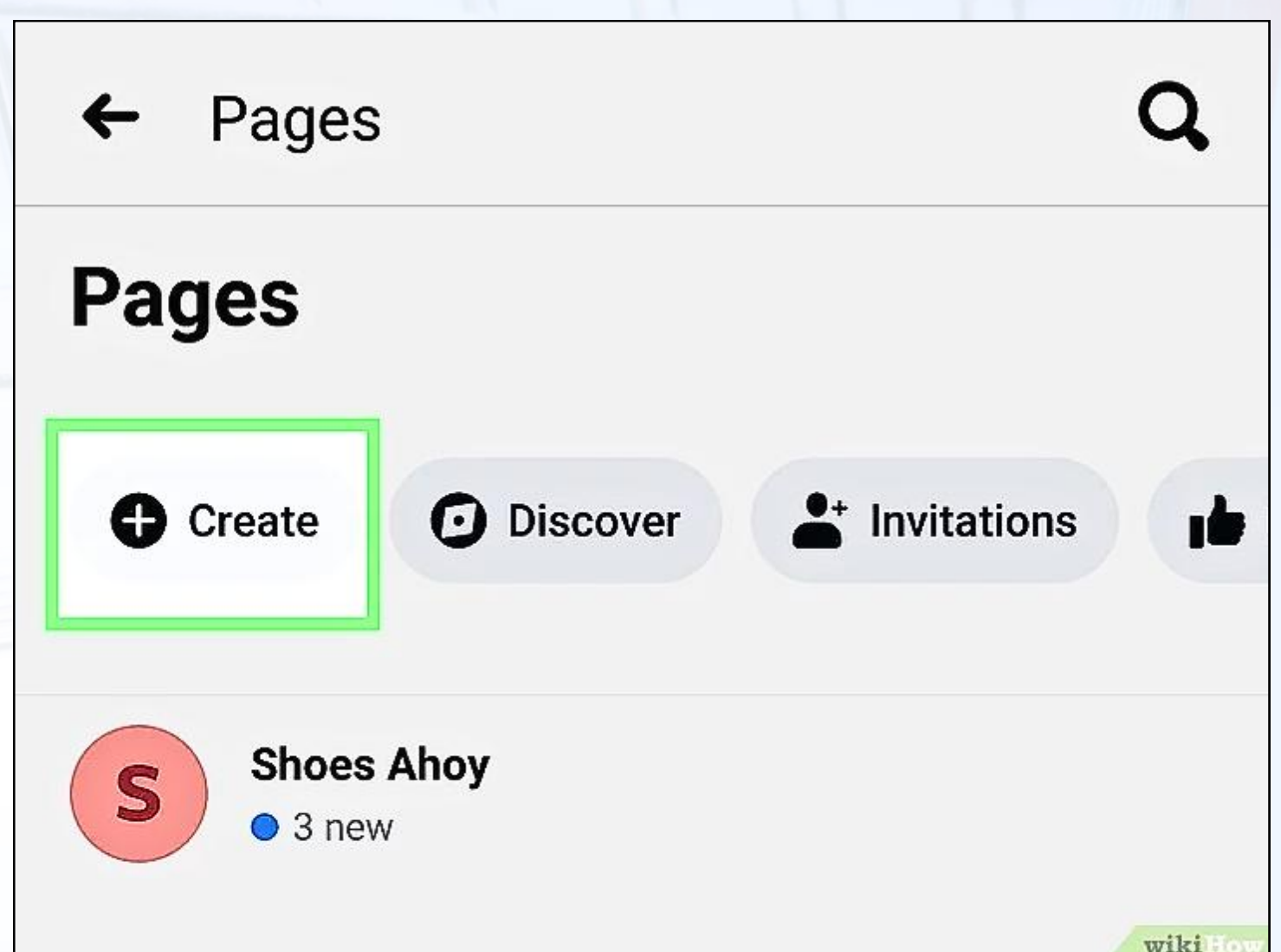


How to create a Facebook Page?

There are two ways to create a Facebook page:

I. Create a Page from your mobile device

4. At the top left, tap Create.



5. Enter your Page name, and click Next.

6. Search for a category or choose one of the Popular categories.

7. Tap Create.

What's the name of your Page?

Use the name of your business, brand or organisation, or a name that helps explain your Page.



How to create a Facebook Page?

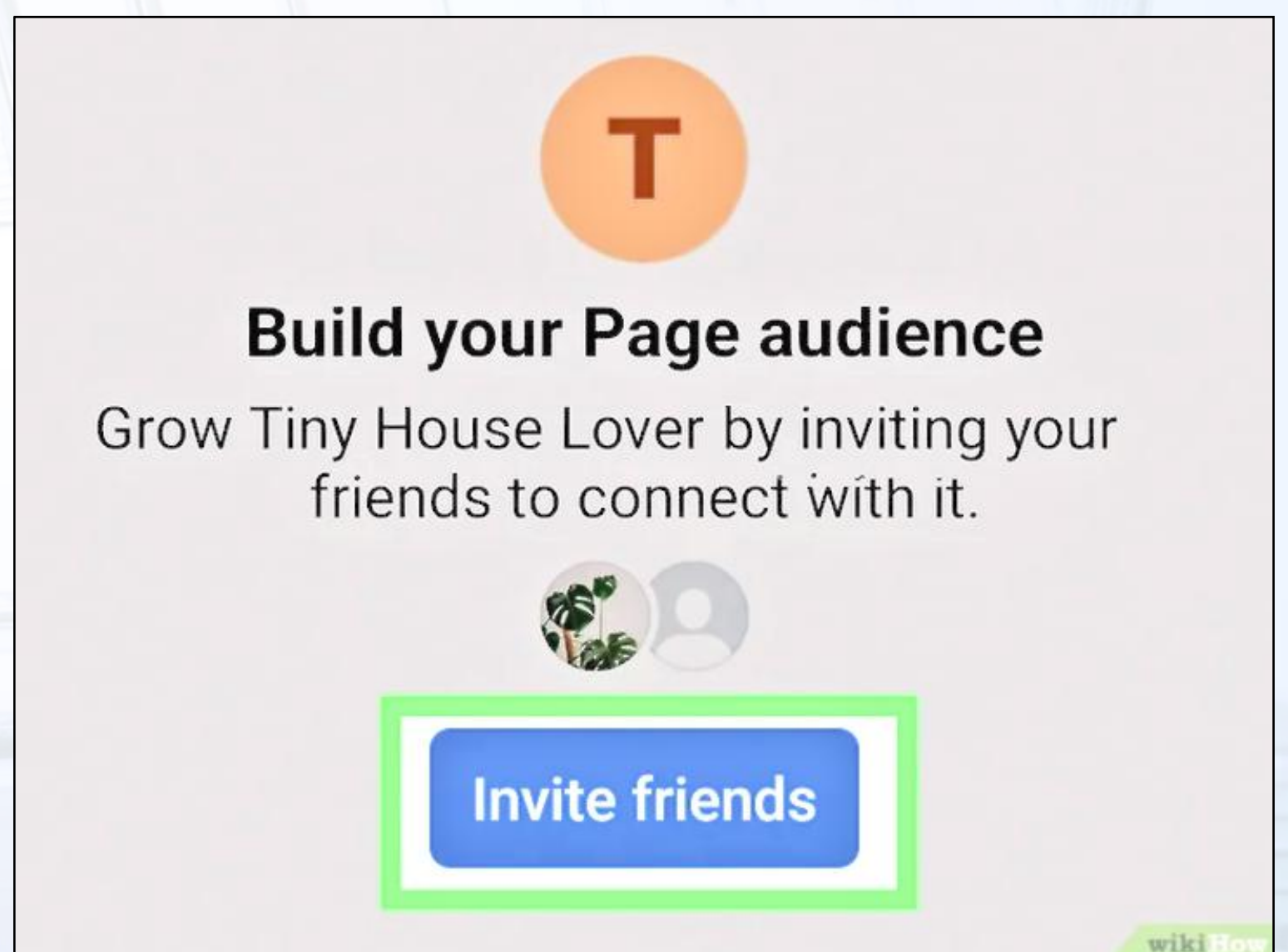
There are two ways to create a Facebook page:

I. Create a Page from your mobile device

8. To Finish setting up your Page, you can enter your Bio, Contact information, Location, and Hours.

9. To Customize your Page, you can add a profile picture and a cover photo.

10. To Build your Page audience, tap Invite friends.



11. If you want to get notifications about your page, turn on Page notifications on your profile.

12. Tap Done.



How to create a Facebook Page?

II. Create a Page from your computer

1. Log in to Facebook.
2. Click Pages on the left

facebook [Sign Up](#)

Email or Phone

Password [Log In](#)

[Forgotten account?](#)

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local business or place



Company, Organisation or Institution



Brand or product



Artist, Band or Public Figure



Entertainment



Cause or Community



How to create a Facebook Page?

II. Create a Page from your computer

3. Below Your Pages and profiles, click Create new Page.

4. Enter the Page name and Category.

Create a Page

Give your brand, business or cause a voice on Facebook. It's free to set up. Just choose a Page type to get started.

Local business or place

Choose a category ▼

- ✓ Choose a category
- Advertising/marketing
- Agriculture
- Airport
- Apparel & Clothing
- Arts & entertainment
- Automotive, aircraft, boat
- Aviation
- Bar
- Beauty, cosmetic & personal care
- Book shop
- Business Service
- Casino & gaming
- Cinema
- Design & Fashion
- Doctor
- Environmental service
- Event Planner
- Fashion
- Finance
- Home Improvement
- Home improvement service
- Hospital
- Hotel
- Hotel & lodging
- In-Home Service**
- Landmark & historical place

Local business or place

Choose a category ▼

Business or place name

Street address

City/County

Postcode

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started



How to create a Facebook Page?

II. Create a Page from your computer

5. Click Create Page.

6. If you want to customize your Page, you can add your Bio, a profile picture, and a cover photo.



VIDEO MATERIALS

[How to create a Facebook Page](#)

[How to Make a Facebook Page: Quick & Easy Step-by-Step Guide](#)

[How to create a page in Facebook](#)



Facebook Marketplace

What is Facebook Marketplace?

It is a feature within Facebook that allows users to buy and sell items locally. It's like an online classified ads section, integrated directly into the Facebook app and website. It is a convenient, low-cost platform for individuals and MSMEs to buy and sell goods in a trusted, familiar social media environment.

Why MSME should use Facebook Marketplace?

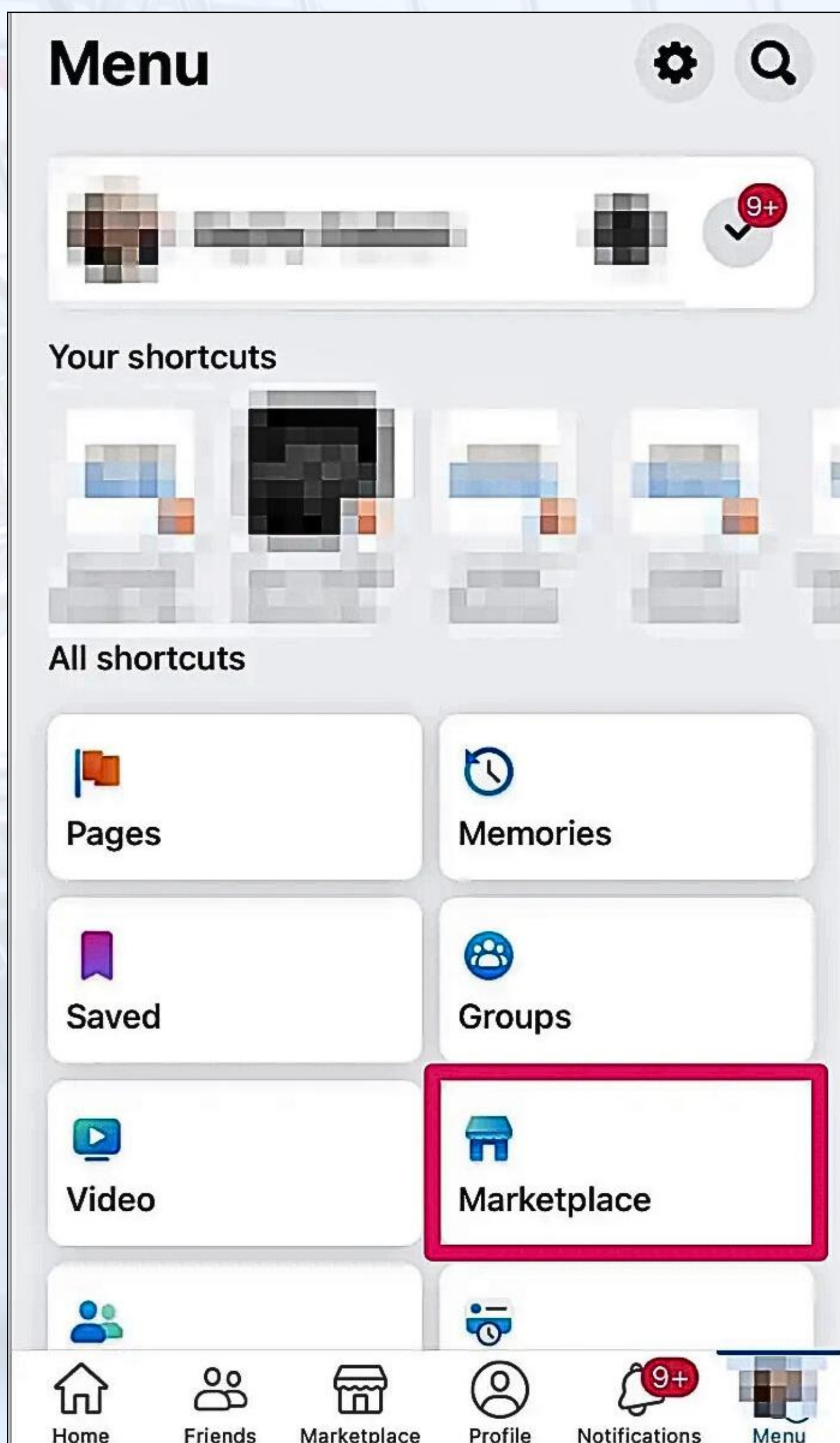
- Free to use
- Massive user base
- Local reach. Marketplace promotes listings to nearby users, which is ideal for MSMEs targeting their immediate community or region.
- Easy to Set up and manage
- Direct customer interaction
- Boosts visibility
- Integration with Facebook business page. Sellers can link their listings to a business page, increasing credibility and allowing them to build a following.
- Useful for testing products. It's a great platform to test new products or pricing strategies and gather market feedback before scaling up.



How to access Facebook Marketplace?

1. Access Facebook

Log into your personal Facebook account through the website (facebook.com) or the Facebook app





How to access Facebook Marketplace?

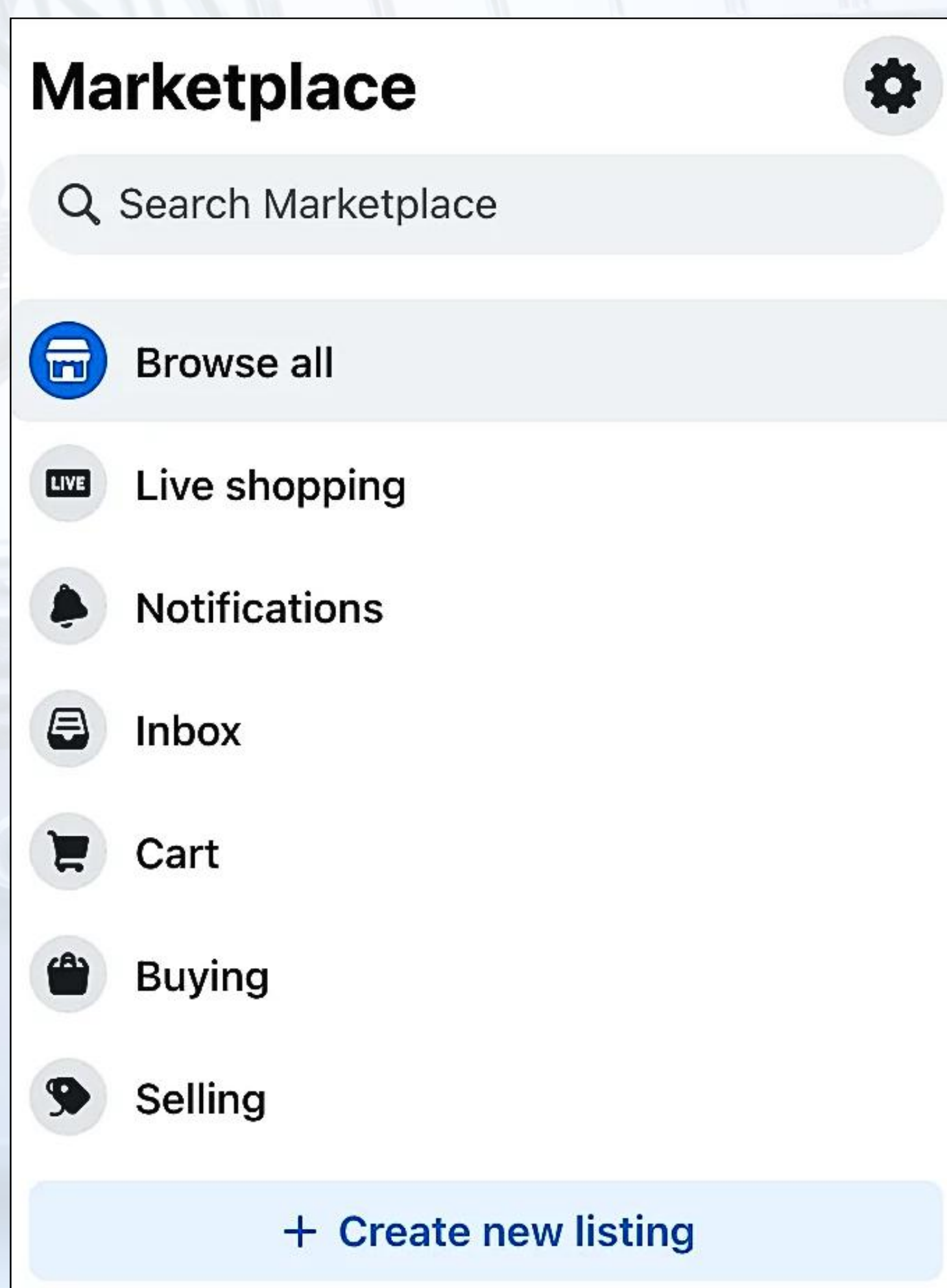
2. Locate Marketplace

Look for the Marketplace icon, which is often a shopping cart or a similar symbol.

If you don't see it immediately, try clicking on the 'See More' option from the menu bar to find it.

3. Start Browsing/Selling

Once you've accessed Marketplace, you can start browsing listings or create your own to sell items.





Shopee

What is Shopee?

Shopee is a leading e-commerce platform in Southeast Asia and Taiwan that allows users to buy and sell products online. It offers a mobile-friendly interface, integrated logistics, secure payment systems, and seller tools that make it easy for individuals and business, including MSMEs, to set up an online store.

Why should MSME use Shopee?

- Wide market reach
- Low entry barrier. It is free to register and set up a store.
- Built-in marketing tools. Shopee provides vouchers, discounts, flash sales, and sponsored ads that help MSMEs boost visibility and attract more buyers.
- Secure and integrated Payment System.
- Reliable logistics support
- Mobile-first platform
- Customer service and buyer protection
- Shopee University. It offers free online training and webinars to help sellers improve their online selling skills and grow their business.
- Cross-boarder opportunities



How to sell products using Shopee?

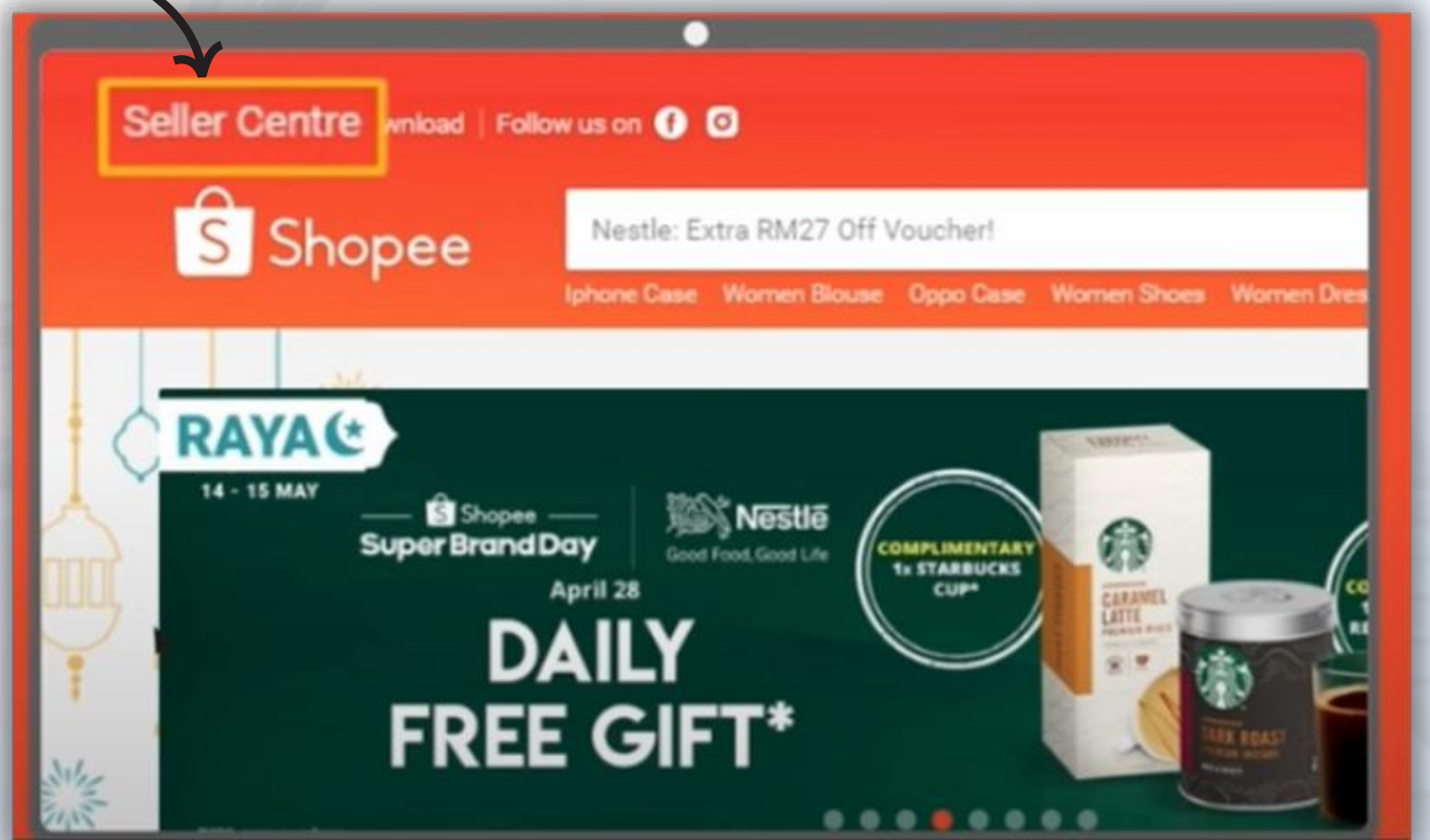
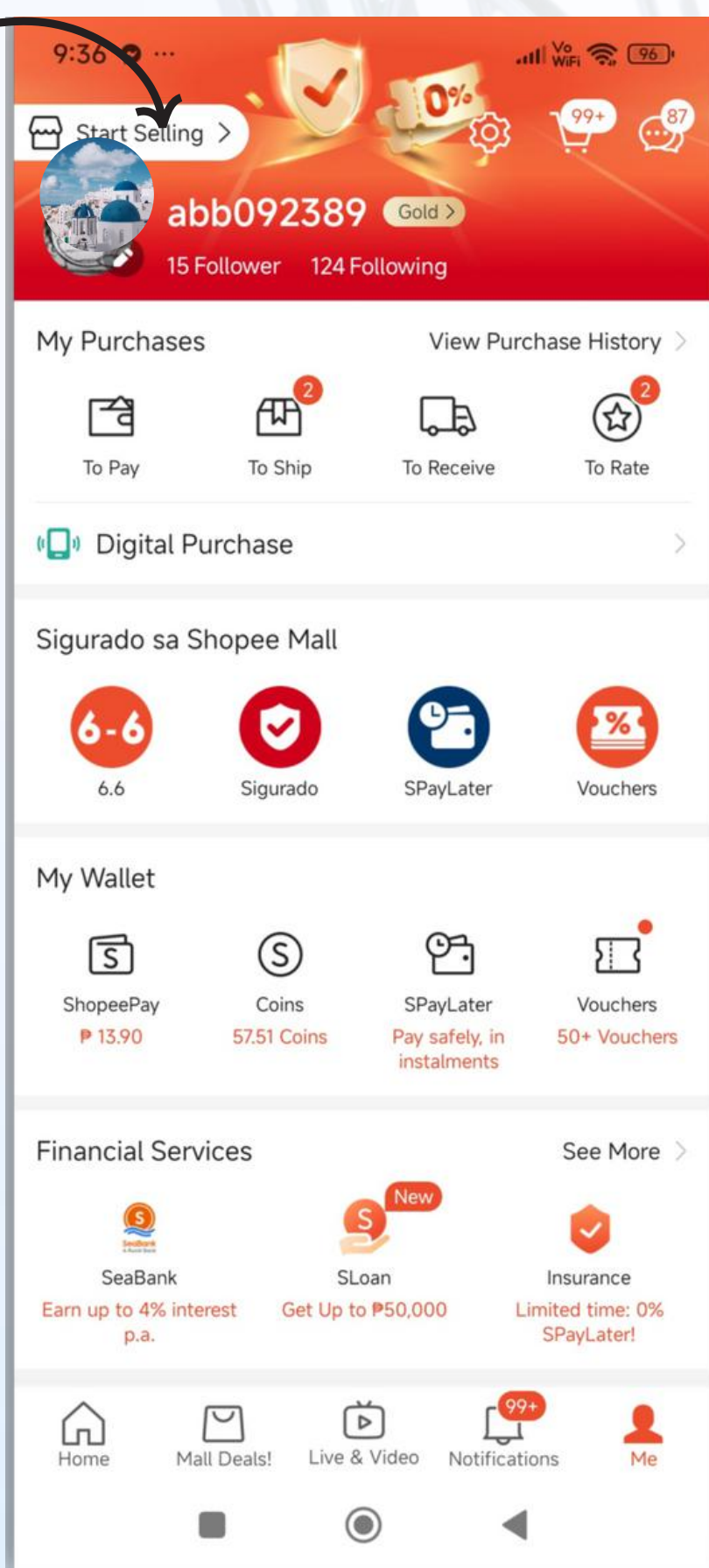
1. Create a Shopee Account

Sign up on the Shopee website or app using your mobile number or existing Facebook or Google Account. Verify your phone number and email

2. Log in to Seller Center

Log in to the Shopee Seller Center using your Shopee account credentials.

Alternatively, on the Shopee app, go to “Me” > “Start Selling”.





How to sell products using Shopee?

3. Set up Shop Information

Complete your shop profile in Seller Center, including shop name, images, and description.

You can also add your shop name on the Shopee app under “My Shop”.

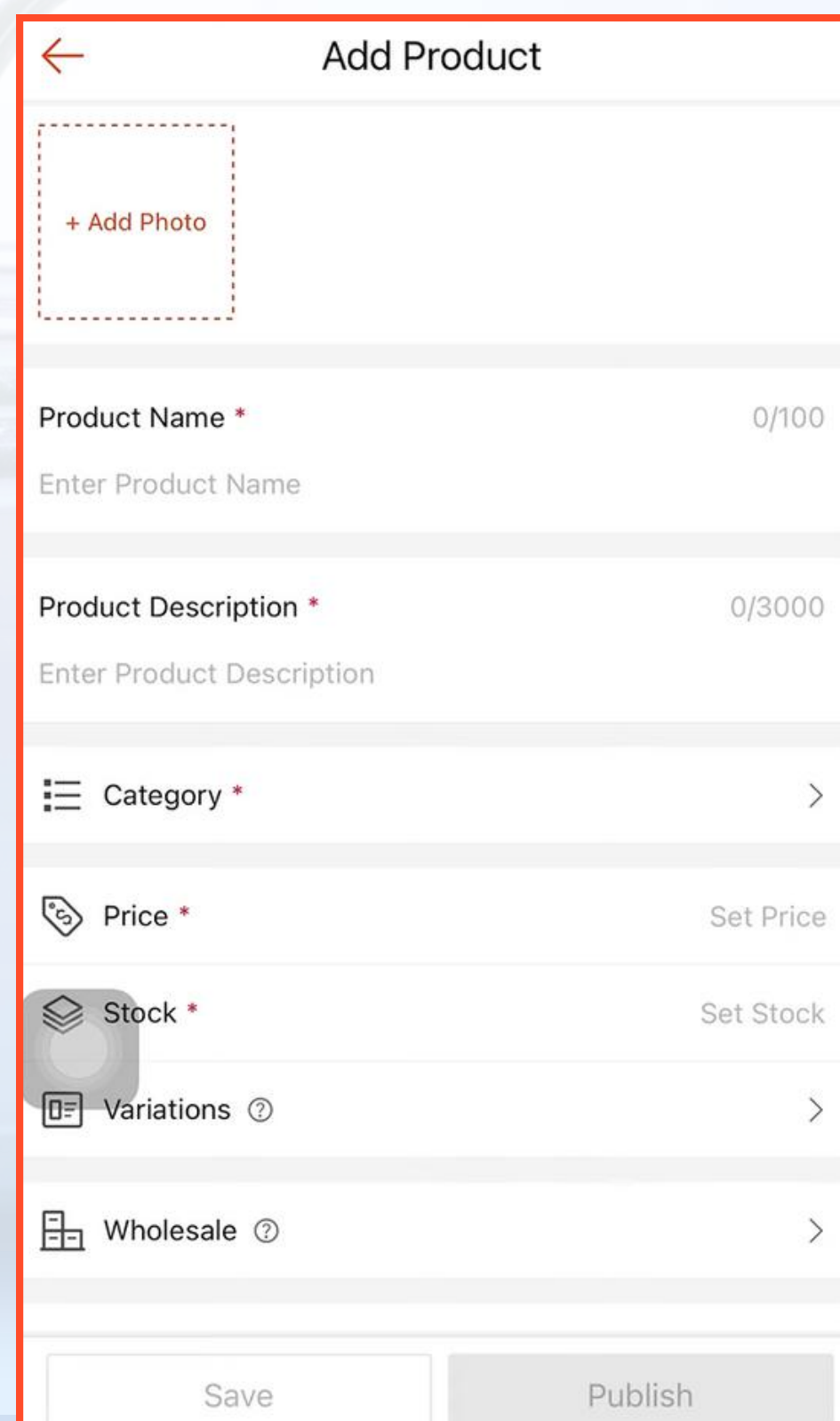
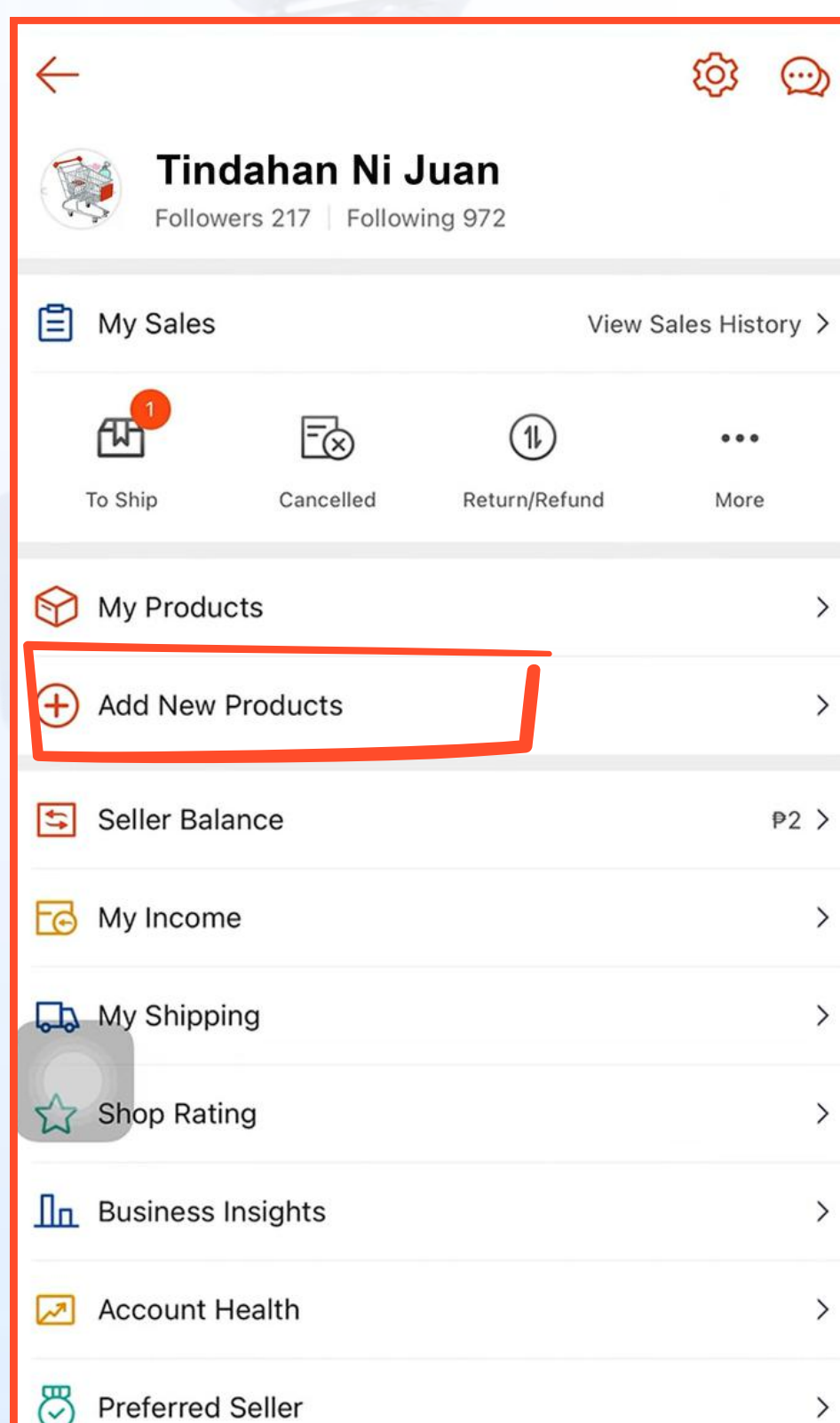
Ensure that the taxpayer information you input is reflected in your BIR Certificate of Registration (COR).

Ensure that the taxpayer information you input is reflected in your BIR COR.

4. Add Product Listings

In Seller Center, go to “My Products”, and click “Add a New Product”.

Provide product details like name, photos, price, dimensions, and description. Use high-quality images and descriptive titles to attract buyers.



5. Start Selling

Once your shop and products are set up, your shop will be visible to buyers on Shopee.



VIDEO MATERIALS

[How to be a Shopee Seller? Updated 2025 \(Step by Step Tutorial\)| Shopee Seller Tutorial](#)

[How to add product variation in Shopee](#)

[Things You Should Know Before Selling on Shopee!](#)

What to prepare in setting up your business at Shopee?

- Business Name Certificate of Registration
- Personal Bank Account for Sole Proprietorship
- New Bank Account for Corporation
- BIR Certificate of Registration (COR)
- Valid ID
- Mobile number (for verification)
- Email address (for verification)



DID YOU KNOW?

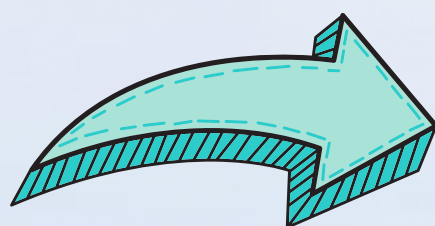
You can join the Shopee Affiliate Program?

How it works?

You generate unique affiliate links for Shopee products and promote them on your social media, blog, or other content platforms. You earn a commission for every successful purchase your followers make through the unique links you generate. You'll need at least 1,000 followers on a major social media platform.

Wanna know more? Browse here:

[Shopee Affiliate Program](#)





Lazada

What is Lazada?

Lazada is one of the largest e-commerce platforms in Southeast Asia, owned by Alibaba Group. It enables businesses and individual sellers to sell products online to a wide regional audience. Lazada provides sellers with tools for store management, logistics, and digital marketing.

Why should MSME use Lazada?

- Access to a large customer base
- Robust seller tools
- Logistics support
- Secure Payment System
- Lazada University
- Marketing and Promotion tools
- Participating in Mega Campaigns
- Mobile and Desktop access
- Customer service and dispute resolution
- Cross-boarder selling



How to sell products using Lazada?

1. Register as a Seller

Visit the Lazada Seller Center and click “Become a Seller”.

Choose your seller type: “Lazmall Seller” (for brand owners or distributors) or “Local Seller” (for small businesses).

Fill in your details, including account type, country, mobile number, email, and desired shop name.

Lazada Seller Center Marketplace LazGlobal Pilipinas English Need Help

Get a headstart with Lazada's

NEW SELLER PACKAGE

0% Platform Commission Fee for First 90 Days

0% Promo Pass Fee for First 30 Days

1200 PHP Free Ad Credits

Create your Lazada Store now
ENTER YOUR MOBILE NUMBER TO START SELLING

Phone number +63

[Send OTP via Voice Call](#)

[Verify with SMS](#)

By clicking Next, you agree to these [Terms & Conditions](#), [Seller Instant Messaging AI Terms and Privacy Policy](#)

— Sign In With Other Ways —

[Lazada App](#) [Google](#) [Log in](#)

2. Submit required documents

Provide business registration details and bank account information. You may also need a business license and a Payoneer card registered as an enterprise.

3. Complete Registration

Review and accept the Seller Agreement.

Complete the Lazada training for new sellers.

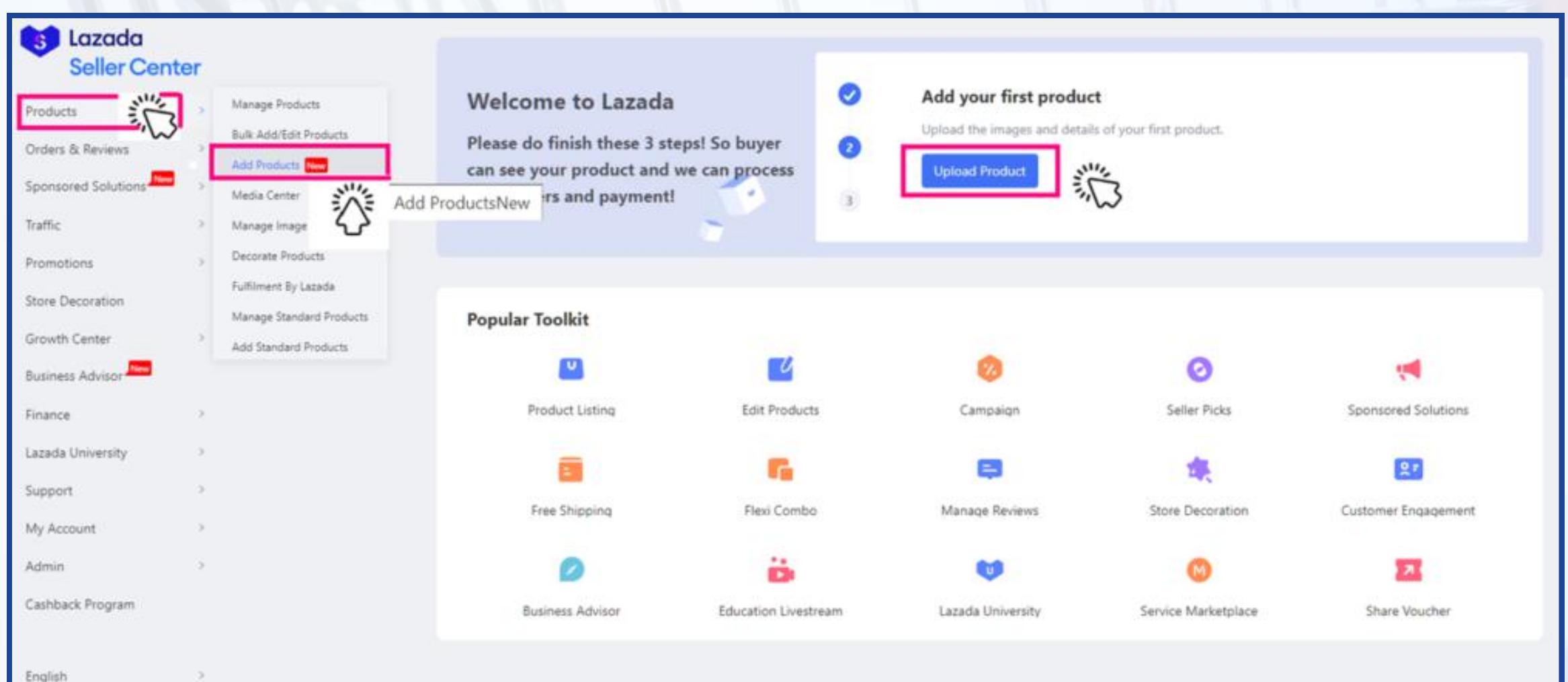
Verify your account after receiving an email confirmation



How to sell products using Lazada?

4. Start Selling

Once your account is approved, you'll be redirected to your Seller Center Profile page. Upload at least five products to your shop to start selling. Manage your inventory, promotions, and other store settings within the Seller Center.





VIDEO MATERIALS

[How to Create Lazada Seller Account 2024 \(Step by Step Tutorial\)](#)

[Paano Magset up ng Store sa Lazada? Step by Step Tutorial](#)

What to prepare in setting up your business at Lazada?

Local marketplace/individual seller

- Valid government issued ID
- Bank Account Details
- Active mobile number and email address

Corporate seller

- BIR 2303
- Business Permit / Certificate of Registration
- Corporate Bank Account

Business seller

- DTI Business Name Certificate (for sole proprietors) or SEC Registration (for partnerships or corporations)
- BIR Certificate of Registration (Form 2303)
- Valid government-issued ID of the business owner or authorized representative
- Bank Account Details

How it works?

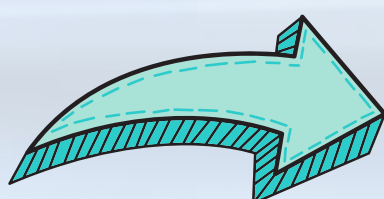


DID YOU KNOW?

You can join the Lazada Affiliate Program?

Lazada Affiliate Program provides thousands of creatives for your website or mobile app which can link to millions of products across various categories from Electronics, Lifestyle to Fashion with up to 10% commission for each product sold through your ads.

Wanna know more? Browse here:
[Lazada Affiliate Program](#)





TikTok Shop

What is TikTok Shop?

TikTok Shop is an e-commerce feature within the TikTok app that allows users to buy and sell products directly through videos, livestreams, and dedicated shop tab. It combines entertainment with online shopping - turning viewers into buyers in real time.

Why should MSME use TikTok Shop?

- Video-driven sales
- Massive and engaged audience
- All-in-one selling platform
- High conversion through entertainment
- Influencer and Affiliate marketing integration
- Built-in payment and logistics support
- Livestream shopping
- Mobile-first experience
- Trending product discovery
- Performance Analytics



How to create a TikTok Shop?

STEP 1: Register with your TikTok Account or with your Phone Number or Email

Log in to TikTok

Manage your account, check notifications, comment on videos and more.



Use phone/email/username

Last login: Phone



Continue with Facebook



Continue with Apple



Continue with Google



Continue with Twitter

By continuing, you agree to our [Terms of Service](#) and acknowledge that you have read our [Privacy Policy](#) to learn how we collect, use and share your data and to our [Cookies Policy](#) to learn how we use cookies.

Don't have an account? [Sign up](#)



How to create a TikTok Shop?

STEP 2: Set up your Store

- **Verify Qualification.** Choose your business type, set your shop name, upload your documents, provide your contact information, residential address & proof of address if needed.

2

Verify documents

Shop name

You can add a name now and change it later. Name requirements:
1. Avoid using "flagship" or "official"
2. Use letters only; no numbers or special characters

Name your shop

Select product category you sell

Choose the category that best describes the products and services you offer. This selection won't affect your future business activities and will only be used for registration purposes.

Select a product category

Tell us a bit about your company

For compliance purposes, we may verify your company information. This information will never be displayed publicly on TikTok Shop.

1

Verify documents

Your shop preference

Let's get started to create your shop.

Your shop preference

Business type

Individual

You're selling under your own name, not as a registered business.

Sole proprietorship

You own an unincorporated business by yourself.

Corporation

The legal entity of your business is independent from its owners.

Partnership

You and one or more people run a business together.

3

Verify documents

Please make sure the information you enter below is exactly the same as the information on the business registration document you upload, including spaces, spelling, and uppercase or lowercase letters.

Company Name

You will need to provide a valid payment account later in order to get paid, the name you enter here needs to be the same as the name on your payment account.

Enter the Company Name

Registered business address

This is the business address on any documents issued by the government or your bank.

Enter the street address

Select area

☒

The business operation address is the same as the registered business address

Registration date

Registration date

Company Registration Number

Enter the Company Registration Number

Certificate of Registration (COR): Bureau of Internal Revenue (BIR) Form 2303

All local online sellers must be registered with the BIR and have their COR. If you don't have a COR, you can apply for one at the [BIR NewBizReg website](#).

39

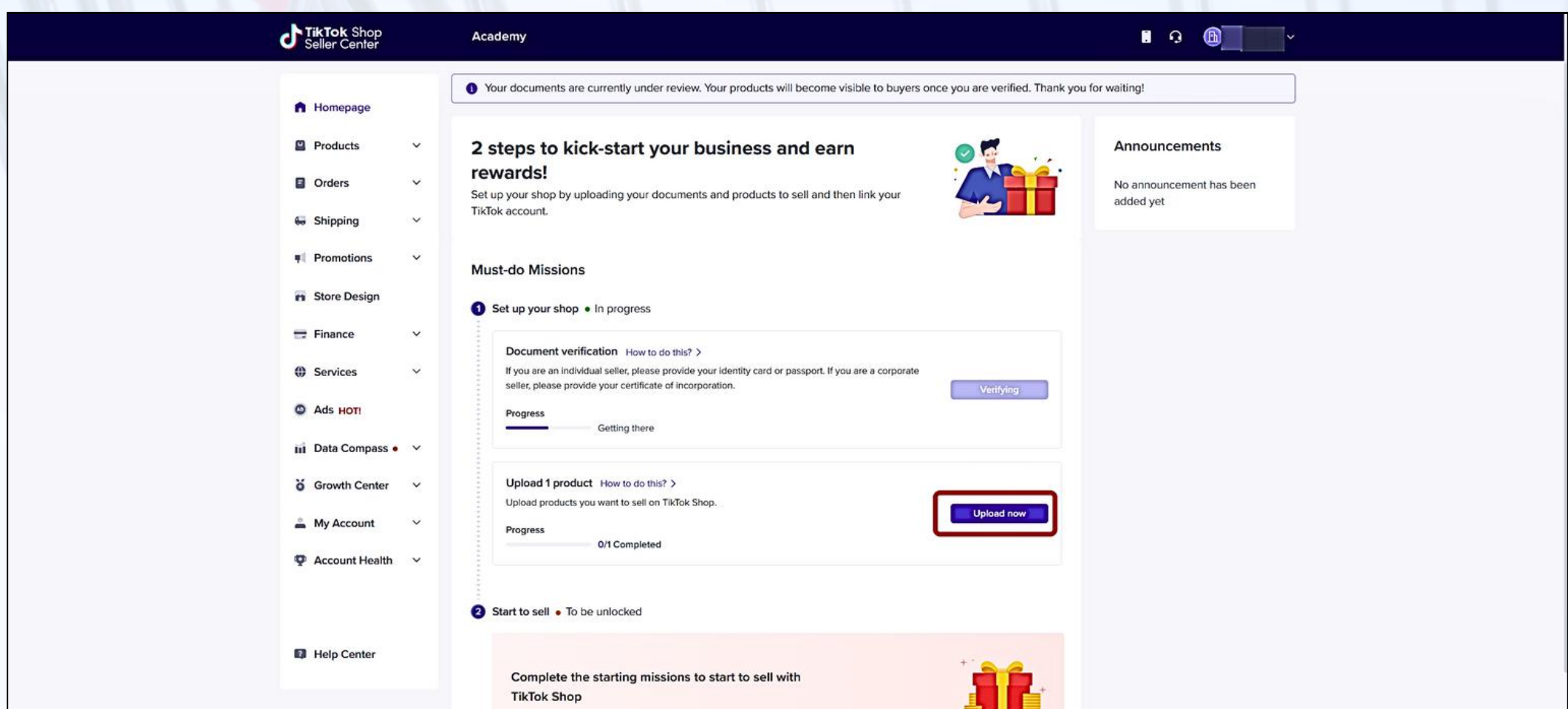


How to create a TikTok Shop?

STEP 2: Set up your Store

- **Upload 1 Product.** Upload 1 product to TikTok Shop by clicking the "Upload now" button.

Important: Product that has been added to TikTok Shop will not be visible until your qualification documents are verified.

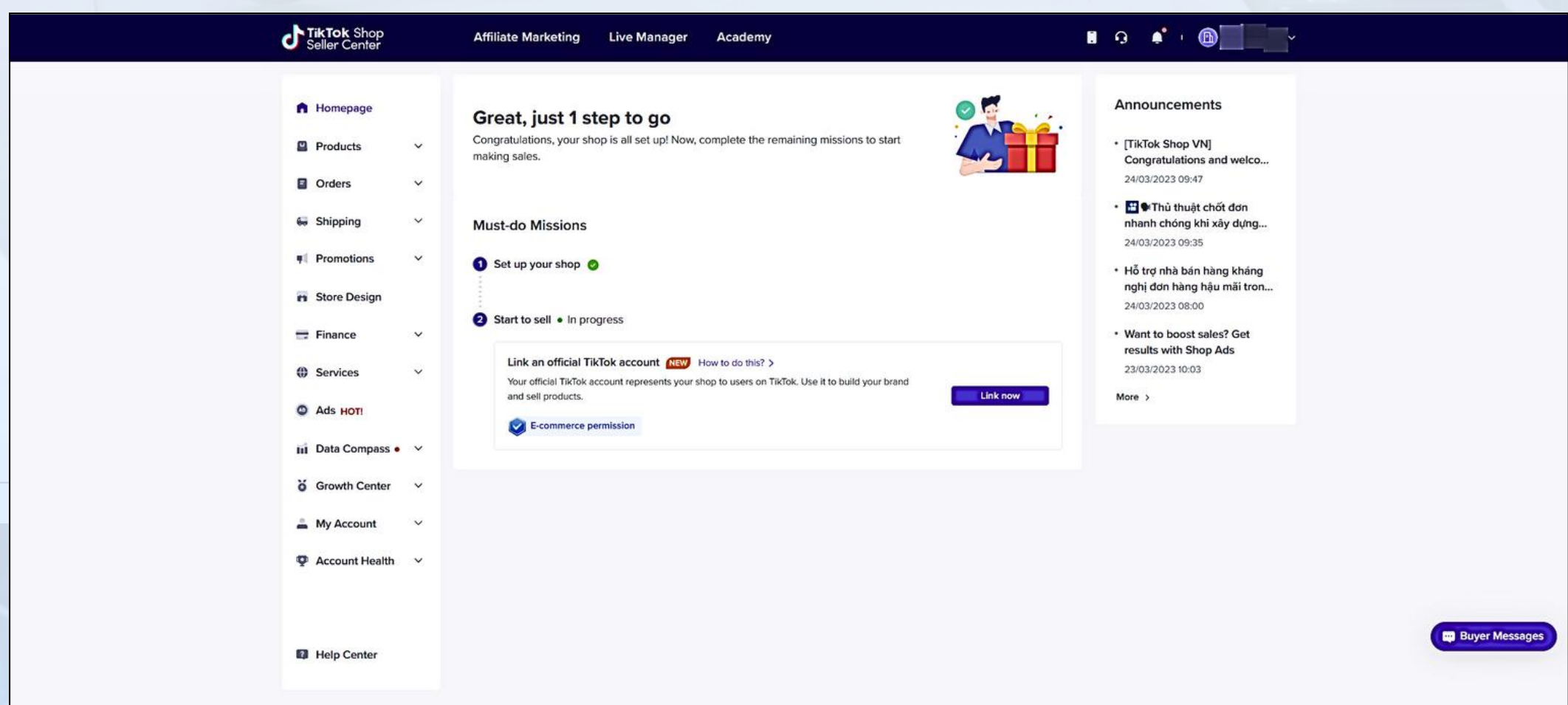


STEP 3: Link an Official TikTok Account

Link your official TikTok account by clicking the "Link now" button.

Important: TikTok accounts can only be linked after your qualification documents are verified.

Now your shop is all set up. Start selling on TikTok Shop and get your first order!





How to create a TikTok Shop?

STEP 4: 2nd Stage Verification of Qualification Information

There are some documents that will be collecting after onboarding onto the platform. You can conduct your business in TikTok Shop while this verification is ongoing.

Important note: This completion of this verification has to be done within 90D after Onboarding, else your payout will be restricted until you finish verification of these information. This information collected will remain confidential.

TikTok Shop | Seller Center

Qualification Center

Verify qualification

⚠️ Waiting identity qualification verification
Your identity qualification needs you verified because {{reason}}, Kindly note please update your qualification before {{expired_time}}.If you don't verify qualification in time, you will xxxxxxxx

Personal information

Nationality
The Philippines

Select product category you sell
Please select the product category you plan to sell. The category information filled in here will not affect product uploading.
Please select category

Upload (Passport)
To confirm your identity, please upload a picture of yourself holding the same ID you just verified next or below your face.
• Same ID as the one you verified in the previous step and the ID must match your face
• Both your face and the ID must be clearly visible and information on the ID must be easy to read
• No reflection or glare
Sample
 

Residential address
Street address
Philippines - Select a country/region

Cancel Submit



VIDEO MATERIALS

[How to be a TikTok Seller? Requirements & Registration](#)
[\(Updated 2024 Tiktok Seller Guide\)](#)

What to prepare in setting up your business at TikTok Shop?

- Valid government-issued ID (for individual sellers)
- Business registration documents (DTI/SEC, BIR COR)
- Bank account details (for receiving payments)
- Tax information



DID YOU KNOW?

You can join the TikTok Affiliate Program?

How it works?

To earn money as a TikTok affiliate, you'll need to sign up for the TikTok Shop Affiliate Program, find relevant products to promote, create engaging content, and then utilize strategies like adding affiliate links to your profile and videos to drive sales and earn commissions.

Wanna know more? Browse here:

[TikTok Affiliate Program](#)





AI Tools

Software applications that help automate tasks, improve decision-making, and enhance business efficiency



ChatGPT

What is ChatGPT?

ChatGPT is an AI-powered chatbot that can help small businesses with content creation, customer service, product ideas, writing assistance, translations, and more—just by chatting with it like a person!

Why should MSMEs use ChatGPT in their business?

- Write faster: Create product descriptions, ads, emails, and social media captions
- Get ideas: Brainstorm business names, promos, or new product lines
- Organize better: Draft business plans, basic contracts, and reports
- Translate: Convert messages into different languages for customers
- Support: Handle FAQs or provide basic customer service scripts



How to use ChatGPT?

1. Access ChatGPT

- Visit: <https://chat.openai.com>
- Sign up using Google, Microsoft, or email account.

2. Start a Chat

- Think of ChatGPT as your assistant.
- Simply type your request or question in the message box, like:
 - “Write a product description for my handmade soap.”
 - “Help me create a 3-day sale promo caption for Facebook.”
 - “Translate this message to Kapampangan.”

3. Refine the Output

- If the answer is not what you want, reply with:
 - “Make it shorter.”
 - “Use Taglish.”
 - “Add emojis.”

4. Copy and Use

- You can copy the output for your marketing posts, product listings, emails, or brochures.
- Examples Prompts for MSMEs:

Goal	Prompt Example
Social Media:	“Make a Facebook caption for a buy 1 take 1 milk tea promo.”
Product Descriptions:	“Write a short product description for an organic shampoo.”
Business Plans:	“Help me make a short business plan for a food cart selling lugaw.”
Customer Service:	“Write a polite reply to a customer asking about late delivery.”

Tips for Using ChatGPT Safely

- Double-check info for accuracy, especially on legal, health, or finance topics.
- Avoid sharing personal or sensitive business information.
- Use it as a helper—not a replacement—for critical decisions.

VIDEO MATERIALS

[ChatGPT Tutorial – A Crash Course on Chat GPT for Beginners](#)

[Learn How to Use ChatGPT in 10 Minutes](#)

[The ULTIMATE ChatGPT Tutorial: Crash Course for Beginners](#)



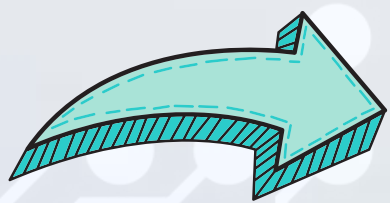
DID YOU KNOW?

ChatGPT is FREE but if you want more advanced tools, try the paid version.

The free version is powerful enough for daily MSME use. A paid version (ChatGPT Plus) is available with more advanced tools, but it's optional.

Wanna know more? Browse here:

[Chatgpt Pricing](#)





Canva

What is Canva?

Canva is a FREE online graphic design tool that helps you make posters, flyers, social media posts, menus, logos, presentations, and more, without needing design experience.

Why should MSMEs use Canva in their business?

- Create eye-catching visuals for Facebook, Shopee, Lazada, or your physical store
- Make social media posts with ready-made templates
- Design your own price lists, menus, and tarpaulins
- Make branding materials like logos, business cards, product labels



How to use Canva?

1. Sign Up for a Canva Account

- Visit: <https://www.canva.com>
- Sign up using:
 - Google or Facebook account
 - Email and password

2. Choose What You Want to Make

From the homepage, choose a design type:

- Facebook Post
- Logo
- Poster
- Product Label
- Menu
- Presentation
- Business Card

Or search for templates: “Milk Tea Menu”, “Lazada Product Ad”, “Tarp for Store Opening”

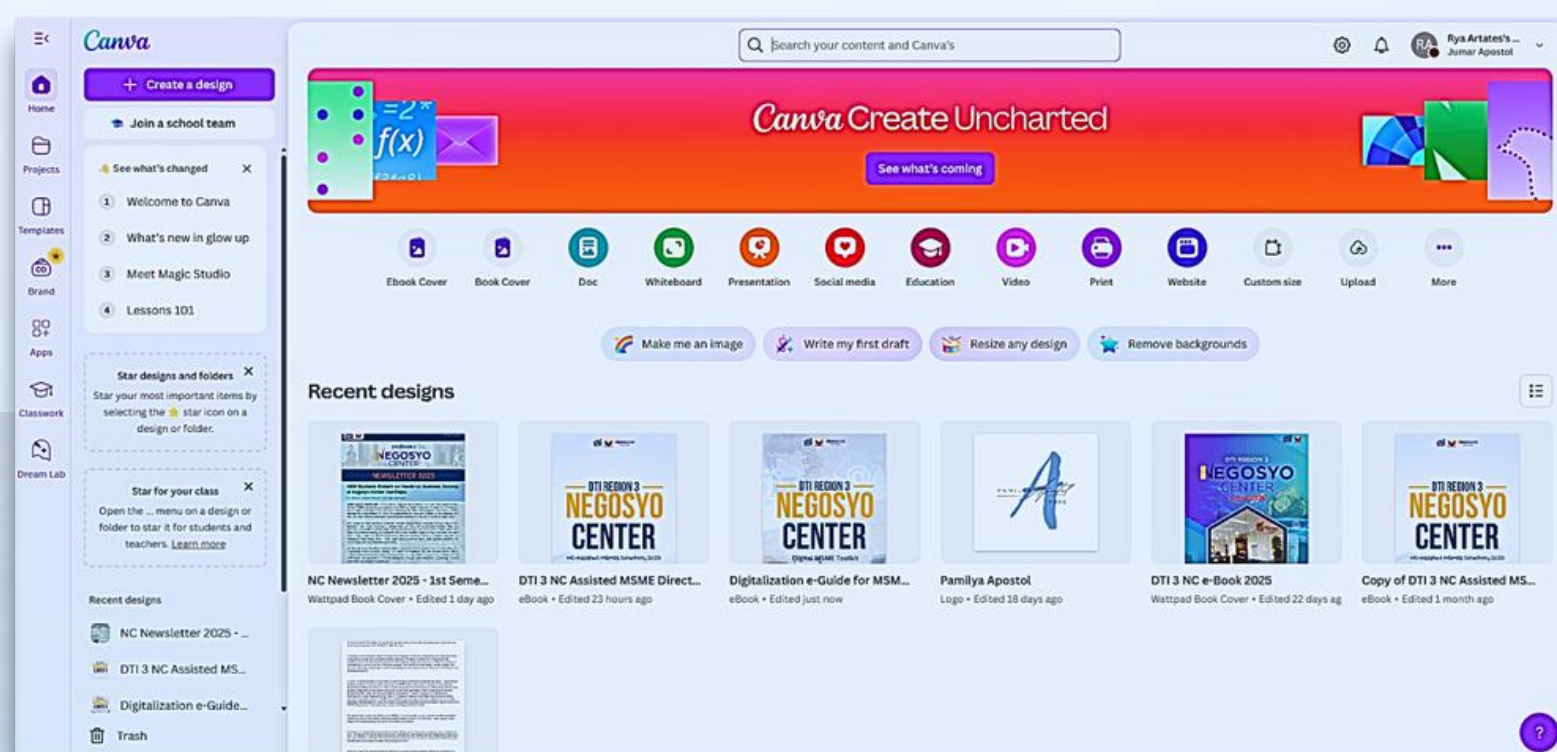
3. Edit the Template

- Click on text to change it
- Replace photos with your own product photos
- Change colors to match your brand
- Add your contact info, prices, and product details

📌 Tip: Drag and drop elements—very easy even on mobile!

4. Save or Print Your Design

- Click “Share” or “Download”
- Choose file type (PNG, JPG for posting; PDF for printing)
- Send to your printer or post on your business page



▶ VIDEO MATERIALS

1. Canva Design School – Tutorials

Link: <https://www.canva.com/designschool/tutorials>

2. How to Use Canva: A Beginner's Guide

Link: <https://www.canva.com/learn/how-to-canva-beginners-guide>

3. Canva for Beginners | All You Need to Know to Get Started

Link: <https://www.youtube.com/watch?v=fPSQb72t6i8>

4. 10 Essential Canva Tips and Features: Tutorial for Beginners

Link: <https://www.youtube.com/watch?v=HRD8EoH2mbo>



Canva is FREE but if you want more features, try the paid version.

Wanna know more? Browse here:

[Canva Pricing](#)





Business Registration and Information

Simplifies business registration and loan applications by providing a helpful guide and easy access to useful links and contact information through the Business Online pages

Business Name Registration



What is a Business Name?

Business Name (BN) shall refer to any name that is different from the true name of an individual which is used or signed in connection with her/his business on any written or printed receipts, including receipts for business taxes, duties and fees and withdrawal or delivery receipts; any written or printed evidence of any agreement or business transaction; and any sign or billboard conspicuously exhibited in plain view in, or at the place of her/his business or elsewhere, announcing his /her business.

How to REGISTER Your Business Name Online



Steps:

- 1. Go to the website bnrs.dti.gov.ph
- 2. Click on **BUSINESS NAME SERVICES**
 - a. **NEW REGISTRATION**, read the **TERMS AND CONDITION**, and click **I Agree**
- 3. Enter the required information and click **NEXT**
 - a. Click **“NO”** for **Stateless Person** and **Refugee**
 - b. Make sure to enter your **CITIZENSHIP**
 - c. Fill out all fields on owner’s basic information such as owner’s full name, date of birth, civil status and gender
 - d. Provide an active **EMAIL ADDRESS** to receive the **verification code** (check your inbox/spam/junk folders)
- 4. Choose the territorial scope of your business:
 - a. **Barangay** (P200 registration fee + P30 documentary stamp tax)
 - b. **City/Municipality** (P500 registration fee + P30 documentary stamp tax)
 - c. **Regional** (P1,000 registration fee + P30 documentary stamp tax)
 - d. **National** (P2,000 registration fee + P30 documentary stamp tax)
- 5. Enter your preferred **Business Name** in the **DOMINANT NAME** field, and choose or type the **BUSINESS NAME DESCRIPTOR** that fits your business.

Example: Proposed Business Name: **ABCD SARI-SARI STORE**
Dominant Name: **ABCD**
Business Name Descriptor: **SARI-SARI STORE**

Dominant Name *

ABCD

Business Name Descriptor *

SARI-SARI STORE

Q Advance Search

Proposed Business Name *

ABCD SARI-SARI STORE

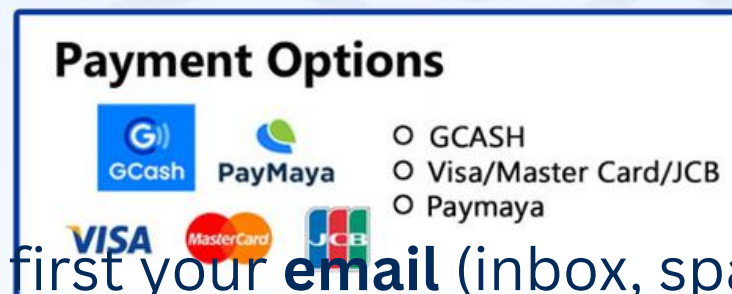
Check Name Availability

Note: Read the Reminders on Business Name Registration

6. Click **CHECK NAME AVAILABILITY** and **VALIDATE BUSINESS NAME**
7. Click **NEXT** if everything is marked as **PASSED**; if there is a **FAILED** status, enter a different dominant name
8. Take note of the **REFERENCE CODE** (e.g., ABCD123456789101) for future transactions and click **CONTINUE**
9. Enter the required information for **BUSINESS ADDRESS** and **PERSONAL INFORMATION**, then click **PROCEED**
10. Signify conformity to the Undertaking by clicking **“PROCEED”**. You may download the Undertaking for your files.
11. Click **PROCEED** and choose from the available payment options

Example:

- For Gcash, tick GCASH
- Click PROCEED PAYMENT
- Scan the QR CODE

Payment Options


The form shows three payment options: GCASH, Visa/Master Card/JCB, and Paymaya. The GCASH option is selected with a radio button. Below the options are logos for GCash, PayMaya, VISA, MasterCard, and JCB.

12. To download the certificate, check first your **email** (inbox, spam, or junk/trash folder) for the **verification code**
13. Download and print a copy of your **DTI CERTIFICATE** and **OFFICIAL RECEIPT**.



This certifies that

ALING MARIA'S SARI-SARI STORE
(BARANGAY)

PASIG, CANDABA, PAMPANGA, REGION III (CENTRAL LUZON)

is a business name registered in this office pursuant to the provisions of Act 3883, as amended by Act 4147 and Republic Act No. 863, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.

This certificate issued to

JUAN SANTOS DELA CRUZ

is valid from 28 May 2025 to 28 May 2030 subject to continuing compliance with the above-mentioned laws and all applicable laws of the Philippines, unless voluntarily cancelled

In testimony whereof, I hereby sign this

Certificate of Business Name Registration

and issue the same on 28 May 2025 in the Philippines.


MA. CRISTINA A. ROQUE
Secretary

Business Name No.7179104

This certificate is not a license to engage in any kind of business and valid only at the scope indicated herein.


FJUU319117740273

Documentary Stamp Tax Paid Php 30.00

How to RENEW Your Business Name Online

Steps:

1. Go to the website bnrs.dti.gov.ph
2. Click **BUSINESS NAME SERVICES**
 - a. Select **RENEWAL**, Read the **TERMS AND CONDITIONS**, then click **I Agree**
3. Select **“BY REFERENCE CODE”** and type the **reference code** which can be found below the QR code of the DTI Certificate
 - a. Click **SEARCH**
 - b. Click your **BUSINESS NAME**
4. The **BUSINESS NAME INFORMATION** will appear, then click **NEXT**
 - a. Click **RENEW AND UPDATE INFO** if you are **not changing** Territorial Scope of your DTI Certificate
 - b. Click **UPDATE SCOPE AND RENEW** if you wish **to change** the Territorial Scope
5. On the **PHILIPPINE STANDARD INDUSTRIAL CLASSIFICATION (PSIC)**, choose the **Business Name Descriptor** appropriate to type of business

PHILIPPINE STANDARD INDUSTRIAL CLASSIFICATION(PSIC) *

MANUFACTURE OF FOODS PRODUCTS, N.E.C.

Dominant Name *

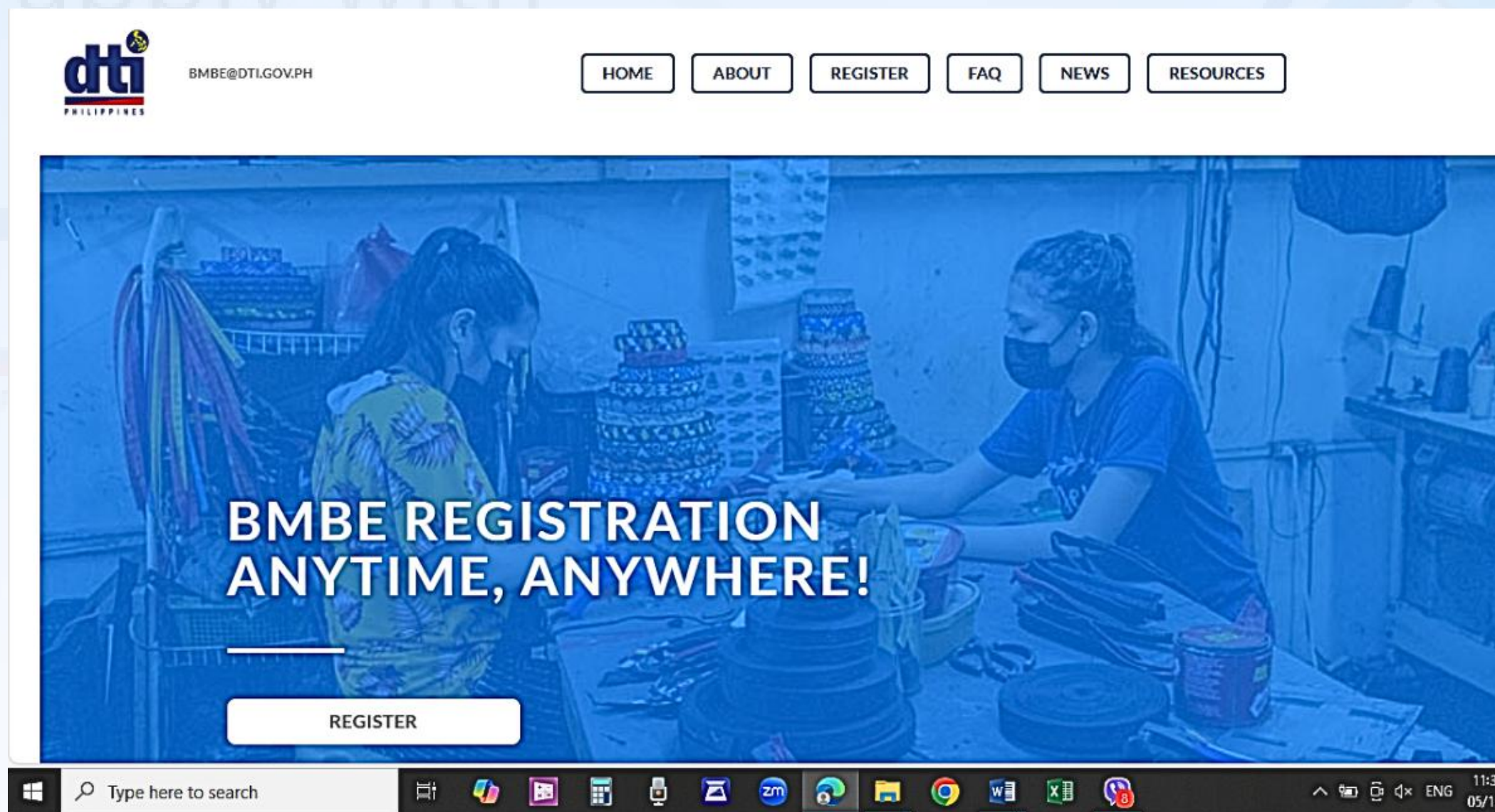
MARIA & MARTHA'S SWEET DELICACIES

Business Descriptor *

FOOD PRODUCTS MANUFACTURING

- Update information as needed, especially the email address in order to receive the verification code. Click **NEXT**.
6. Take note of the **Reference Code** (Ex: ABCD123456789101) for future purposes, and click **CONTINUE**.
 7. The Undertaking is shown. Click **PROCEED** and choose one among the payment options
 - Example:
 - If GCash, tick **GCASH**
 - Click **PROCEED PAYMENT**
 - SCAN **QR CODE**
 8. Check your **Email** (inbox, spam, or junk/trash folders) for the required **verification code** in order to download the DTI certificate and receipt
 9. Download and print a copy of your **DTI CERTIFICATE** and **OFFICIAL RECEIPT**

Barangay Micro Business Enterprise



What is BMBE?

A Barangay Micro Business Enterprise (BMBE) is a small-scale business registered under Republic Act No. 9178. BMBEs are entitled to various benefits, including tax exemptions and easier access to financing.

Who can register as a BMBE?

You may qualify if:

- Your business is engaged in production, processing, or manufacturing of products or commodities, including agro-processing, as well as trading and services.
- Your total asset size of not more than ₱3 million (such assets shall include those arising from loans but not the land on which the plant and equipment are located).
- Your business is not a professional service rendered by any one, who is duly licensed by the government after having passed a government licensure examination, in connection with the exercise of one's profession (e.g. Account, Lawyer, Doctor etc.).

What are the requirements in securing BMBE Certification?

Certificate of Business Name Registration issued by:

- Department of Trade and Industry (DTI), or
- Securities and Exchange Commission (SEC), or
- Cooperative Development Authority (CDA)

What are the incentives of BMBE?

Registered BMBEs can avail of the following incentives:

- Income tax exemption for income arising from the operation of the enterprise;
- Exemption from the coverage of the Minimum Wage Law (BMBE employees shall be entitled to the same social security and health care benefits as other employees);
- Priority to a special credit window set up specifically for the financing requirements of BMBEs; and
- Technology transfer, production and management training, marketing assistance programs for BMBE beneficiaries;

The LGUs are also encouraged either to reduce the amount of local taxes, fees and charges imposed or to exempt the BMBEs from local taxes, fees and charges.

How much will it cost to register?

The registration and issuance of the Certificate of Authority is FREE of charge.

What is the validity period of the BMBE registration?

The BMBE Certificate of Authority has a validity period of two (2) years commencing from the date of issuance. It is renewable every two (2) years subject to the applicant's continued compliance with the eligibility requirements prescribed by law and DTI Department Administrative Order (DAO) No. 16-01 Series of 2016.

How to register online?

Step 1: Visit the link: <https://bmbe.dti.gov.ph>

Step 2: Accomplish the BMBE Application Form and fill out all required information in the online registration system.

Step 3: The system will evaluate the eligibility of the application.

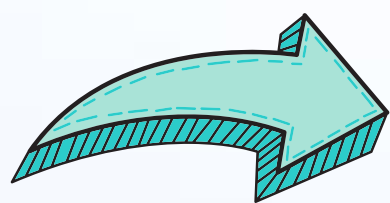
Step 4: If qualified, DTI shall issue the BMBE Certificate of Authority (CA) valid for 2 years.

Notes:

One (1) email address is required for each BMBE application. When downloading the CA, ensure your browser's pop-up setting is enabled to avoid redirection errors.

Wanna know more? Browse here:

[BMBE](#)



Small Business Corporation



Republic of the Philippines

Department of Trade and Industry

**SMALL BUSINESS
CORPORATION**

What is a SBCorp Borrower Registration System (BRS)?

The SBCorp BRS is an online portal designed to facilitate loan applications for Micro, Small, and Medium Enterprises (MSMEs) in the Philippines. It offers various financing programs aimed at supporting business growth, recovery, and sustainability.

Services Offered:

1. Purchase Order Financing Program

- **Purpose:** Provides funding to MSMEs to fulfill purchase orders from reputable buyers
- **Loan Amount:** ₱30,000 to ₱20 million
- **Interest Rate:** 1% monthly
- **Term:** 30 to 360 days
- **Eligibility:** MSMEs operating for at least one year with a minimum of three fulfilled purchase orders in the past two years
- **Requirements:** Government-issued ID, proof of bank account, Barangay Certification (for loans up to ₱100,000), Mayor's Permit or BMBE Certificate (for loans over ₱100,000), and relevant corporate documents

2. RISE UP Micro Multi-Purpose Loan

- **Purpose:** Offers financial assistance to microenterprises for various business needs.
- **Loan Amount:** Up to ₱300,000
- **Interest Rate:** 12% per annum based on diminishing balance
- **Term:** Up to 3 years with a grace period of up to 12 months on the principal
- **Requirements:** Government-issued ID, Barangay Certification (for loans up to ₱100,000), Mayor's Permit or BMBE Certificate (for loans over ₱100,000), photos and video of business operations and assets, and corporate documents if applicable

3. Enterprise Rehabilitation Financing (ERF) Program

- **Purpose:** Assists MSMEs affected by disasters like Typhoon Carina in recovery efforts.
- **Loan Amount:** Up to ₱300,000
- **Interest Rate:** Interest-free for the first year; 1% per month on diminishing balance for the second and third years
- **Term:** Up to 3 years with a 3-month grace period.
- **Eligibility:** MSMEs in areas declared under a state of calamity
- **Requirements:** Government-issued ID, proof of bank or e-money account, Barangay Certification (for loans up to ₱100,000), Mayor's Permit or BMBE Certificate (for loans over ₱100,000), and corporate documents, if applicable

4. Exporters' Shipping Cost Lending Facility

- **Purpose:** Helps SME exporters manage increased shipping costs
- **Eligibility:** SME exporters with assets not exceeding ₱100 million
- **Requirements:** Government-issued ID, DTI/SEC Certificate of Registration, Business/Mayor's Permit, at least three consummated Purchase Orders or Letters of Credit, bank account under the SME's name, Secretary's Certificate (for partnerships or corporations), and financial statements or alternative documents as specified
- **Application Process:** Applications are submitted online through www.bayanihancares.ph

How to apply via online:

1. Create an Account:

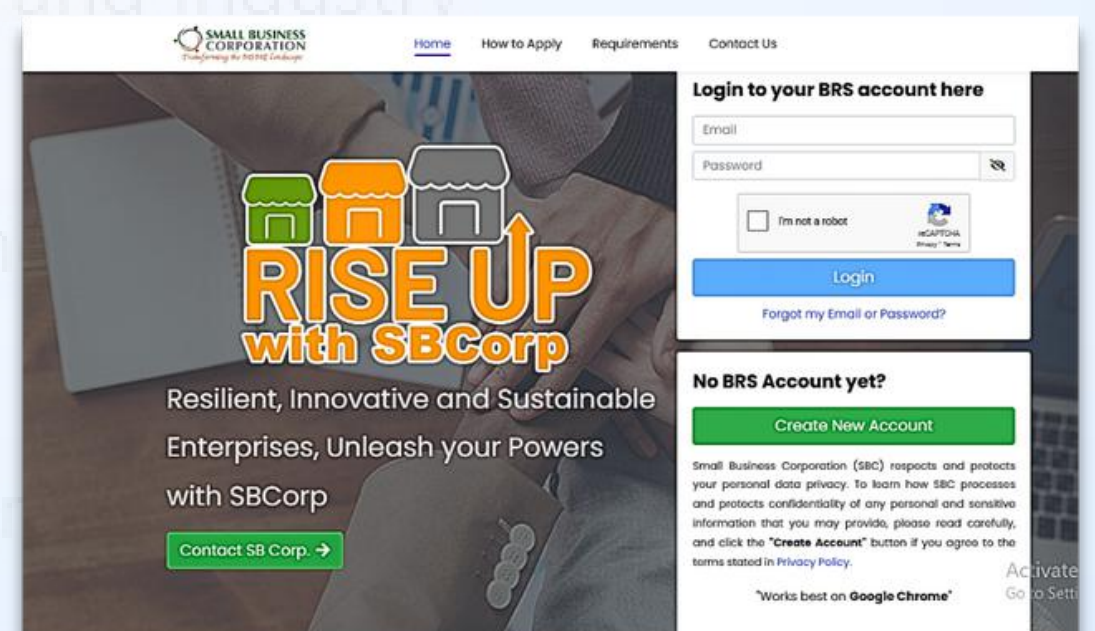
- Visit <https://brs.sbcorp.ph> and click on "**Create New Account.**"
- Fill in your personal and business information accurately.

2. Complete the Application:

- After account creation, log in to your dashboard.
- Select the appropriate loan program.
- Fill out the application form and upload the required documents.

3. Submission and Follow-Up:

- Submit your application through the portal.
- An SBCorp Account Officer will contact you for any additional information or clarification.



General Requirements for All Loan Applicants

- Duly accomplished online loan application form
- One (1) valid government-issued ID with photo
- Proof of permanent business address

Contact Information

- P3 Toll-Free Hotline: **1-800-10-651-3333**
- Email: [**sbcorporation@sbcorp.gov.ph**](mailto:sbcorporation@sbcorp.gov.ph)
- Website: [**www.sbcorp.gov.ph**](http://www.sbcorp.gov.ph)
- Facebook Page: [**Small Business Corporation**](#)

Credits and Acknowledgments

The creators of this **DTI-3 NC Digital MSMEs Tool Kit-Made Easy** acknowledge and extend their gratitude to the original content owners whose available videos and materials were referenced or featured in this project. All content still belongs to its rightful owners. They used publicly available materials to help inform and educate, and they give credit whenever they could, following fair use guidelines.

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Scan or click the QR code to search
the Negosyo Center nearest you



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Let's support our local businesses and entrepreneurs by promoting and sharing this

