

# Manila Standard

AFTER two years, it's back to the beach, back to exciting getaways, and back to summer fun in the sun. It's also back to great summer style at Surplus, your one-stop-shop for summer finds.

There are vibrant and colorful swimwear, as well as rash guards, as you're making waves in surf capitals. For guys, there are tropical tops, casual button-downs, and relaxed shorts, perfect for the beach strolling around the city. Surplus also has surfing shoes, state-

stylish bags, and candy-colored water bottles to complete your summer look.

**Manila Standard**  
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## Still feeling the scorching heat? Here's a collection of trendy summer wear

AFTER two years, it's back to the beach, back to exciting getaways, and back to summer fun in the sun. It's also back to great summer style at Surplus, your one-stop-shop for summer finds.

There are vibrant and colorful swimwear, stunning swimwear, as well as rash guards, and board shorts if you're making waves in surf capitals. For guys, there are tropical tops, casual button-downs, and relaxed shorts, perfect for the beach or just strolling around the city. Surplus also has surfing shoes, state-



Go casual with a button-down polo, printed shirt, chino shorts, and beach bag. Pack this pretty dress for your next summer getaway.



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## Renovating your home? Just add to cart

By Tet Defensor

HOME improvement need not be stressful. In fact, it can be as simple as tapping the "add to cart" button.

Renovating your home again? Order construction materials online. No need to visit the hardware store. Download *Amorok*.js and select the materials to be delivered.

Konstruk is an e-commerce platform that provides solutions to construction needs. With one click, the convenient app can help you find the materials you need, check the prices from the different suppliers and arrange immediate delivery.

Founder Rommel Balalacua describes it as the "Shopee" and "Lazada" of building materials. Konstruk is unique because it directly links users to the nearest supplier in the area for easy delivery. "For example, you can buy a bag of cement from Lazada worth P70, but the delivery price can go as high as P1000, depending on the location." The app is equipped with a system that consolidates all purchases, so buyers are not harassed with high delivery fees.

Mr. Balalacua has been actively part of the construction industry for 11 years. A civil engineer by profession, prior to the e-commerce app he worked for Palisades for 16 years. With the growing popularity of big boxes and construction warehouses, he cannot help but feel sad for neighborhood hardware stores, as consumers opt for the convenience offered by big stores.

"Bigger and bigger hardware stores were getting smaller because they were being replaced by big stores like Ace Hardware," he said.

Apart from the massive structure which allows buyers to instantly explore the variety of products available, big supply stores offer the convenience of credit card payments.

"Our industry is still 90 percent traditional. Most of the businesses still follow the mom-and-pop style, like accepting only cash payments," he said. And for contractors, credit card payments allow cash to be controlled, hence the preference of the established deposits.

The lockdown proved to be a challenge for neighborhood hardware stores as there were hardly any building activities that required construction supplies. Frequent online purchases brought tremendous growth to internet shopping sites.

"Studying the business landscape during the lockdown Mr. Balalacua knew that an e-commerce platform can give the industry a much-needed push. "It can digitalize the commercial trade with payment gateway and tags."



Konstruk links users with the nearest hardware suppliers.



Rommel Balalacua, founder and CEO of Konstruk, describes the platform as the Shopee and Lazada of building materials.

## Your food hero for eight years

By Patricia Taculao

WHEN food delivery services became popular in the Philippines, foodpanda was among the brands that earned the public's trust by providing consumers with food delivery services and, eventually, *pabili* solutions for people looking to buy from grocery stores, pharmacies, and markets.

Demand for such utilities heightened when the COVID-19 pandemic struck in 2019. However, foodpanda persisted and further solidified its position as an online food and grocery delivery platform in the country.

"The last few years were unprecedented. There's a lot of disruption in our lives, but foodpanda came up with a solution for us to make our lives a little more worry-free. Over the past couple of years, we expanded our contacts and services beyond food delivery," said foodpanda Philippines marketing director Rommel Rico.

According to Rico, the brand changed the food delivery game in the Philippines in 2014. Gone were the days when consumers had to save the delivery numbers of their favorite restaurants or scour the internet to find their delivery service. All that and more changed with just a single app.

Today, foodpanda has more than 170,000 partner restaurants in more than 325 cities across 13 territories in Asia and Central Europe. foodpanda Philippines currently operates in more than 30 cities across the Philippines and continuously expanding. It also offers dine-in discounts to its *pasapag* Club members.

Now, foodpanda continues to bring exciting surprises to the public through a campaign that runs until July 3. The campaign marks the company's eighth year in the country.

Coinciding with the festivities, foodpanda Philippines prepared a carnival in select malls where the public can enjoy surprises or participate in booths and raffles. Some exciting games the foodpanda team prepared include a giant hamster wheel and a human claw machine where participants can win exclusive merchandise and foodpanda vouchers.

Guests will also get a chance to pose with the official foodpanda mascot, *Pau Pau*, at the photo booth.

Aside from the exciting activities, foodpanda also has a big birthday raffle with several notable prizes. All foodpanda customers will get a chance to win an all-expense-paid trip for two to Boracay and Palawan, an Apple iPad Pro 11 (128 GB), Nintendo Switch, and eight hundred vouchers worth P800. Meanwhile, *pasapag* subscribers stand a chance to win a Cebu Pacific round-trip domestic flight tickets, Love Bonito gift certificates, Realme PH products, and Zalora gift certificates worth P2,000.

Participants need to register or log in to their foodpanda app. Upon the checkout page, they need to enter and use multiple-use voucher codes such as 88FOOD, 88GROCERY, 88PICKUP, and 88PROMO.

The raffle is open to new and existing users, including *pasapag* subscribers. The contest period runs from June 1 until June 30, 2022. Meanwhile, the raffle extraction will be on July 8, 2022, and winners will be announced on July 10, 2022.

After the event at the Gorieta Activity Center from June 17 to 19, foodpanda's 8th birthday celebration will continue from June 24 to 26 at the BHS amphitheater, and the final leg from July 1 to 3 will be announced soon on foodpanda's official Facebook page. foodpanda is free to download on the PlayStore and App Store.

## Your food delivery hero for eight years and counting



Foodpanda's carnival-themed celebration in select malls has various surprises in store for guests.



Fitness trainer Joanne Villablanca (right) with her daughter at the foodpanda 8th birthday event at Gorieta 4.

## Clark City businessman receives International speaker award

By Tet Defensor

Dr. Andreas Klippe (right), a Philippine resident, business expert and speaker receives an International Business expert award from Chairman and best-selling author Hermann Scherer (left). Held in Mauthausen near Frankfurt, Germany last May, he won the Excellence award as Best International Business Expert at the International Speaker Slam 2022 because the jury said "he really talks like a champion."

Dr. Klippe is based in Clark Freeport Zone in Pampanga where he is the President and CEO of Flood Control Asia RS Corporation. This unique Asian Center for flood protection has attracted several Asian customers even in the Middle East due to the modern German technology being used. Most notable was in Denaluphan, Batangas where the Jose G. Puyat Memorial Hospital was chosen by the German government for financial aid. Dr. Klippe and Flood Control Asia RS Corporation designed and installed German flood barriers to protect the hospital from severe flooding in the future.



Dr. Andreas Klippe (right), a Philippine resident, business expert and speaker receives an International Business expert award from Chairman and best-selling author Hermann Scherer (left).

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Konstruk links users with the nearest hardware suppliers.

With the success of internet shopping sites, he envisioned an e-commerce gateway catered to the construction industry. Anything is available online. But you cannot order a truckload of cement or steel bars of different sizes from Shopee," he said.

With Konstruk, users are linked to the nearest supplier like neighborhood hardware stores. These small businesses now strive to promote their items to online.

"The business model aims to be community stores nationwide. If you are from Laguna, the system will direct to the nearest store in the area for faster and cheaper delivery. It will not take you to a warehouse in Manila because delivery will be more expensive," he said. Their merchant list also includes wholesalers, distributors, and manufacturers of construction materials.

Konstruk also has an algorithm that determines the appropriate vehicle for the items purchased. Delivery is coursed through Transportify, Lalamove, Takki, and Ninja Van.

The site covers nearly every area that involves home construction. Categories range from building materials, roofing materials, cement, doors, and tools, to furniture, appliance, and home insurance, and the list can go on and on.

Just like a typical online shopping transaction, items are added to the cart, checked out, paid online via credit card or e-wallet, and delivered to your doorstep. Payments can be made via bank-to-bank transactions, credit cards, and e-wallet transactions.

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## SNAPSHOT

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foodpanda executives posing with Pau Pau, the brand's official mascot



Say Alonzo and her sons enjoying the festivities at foodpanda's 8th birthday celebration

and 8SPRO.  
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