

Impact of Digital Business Model on the Sales Performance of Local Businessmen

Jerwin B. Halem

School of Graduate Studies, St. Louise de Marillac College of Sorsogon, Inc., Sorsogon City, Philippines

E-mail: jerwinhalem455@gmail.com

Abstract— With the rise of digital platforms using all digital business model that affect the operation of the sales performance of the local businessmen. Digital revolution has reached the wider audience and increase their sales. These digital businessmen are encouraging convenience and ease of online shopping which attracted more customers, to improve and increase local businessmen sales performance. This researcher examined the local businessmen in Sorsogon. Who is Served as respondents through purposive sampling. The study used survey-questionnaire to collect data. The results indicated that local businessmen have various challenges facing and adopting digital business model. The most significant challenge identified is the quality of internet access were the major impact affecting the sales performance of the local businessmen. Including the level of digital skills among staff. This indicates a need for better digital literacy and skills training to ensure that employees can effectively utilize digital platform. Nevertheless, local businessmen perceive this undertaking as an additional burden need of ongoing training and education needed by local businessmen. The researcher was constrained by the time allotment for data collection and the absence of more precise categorizations. Simplifying digital tools or providing more user-friendly. Were some of the identified challenges. The digital skills, technical support, that ensure a smooth and effective digital transformation is what they need. Further investigation might be directed towards the attitude or behavior of local businessmen towards the principal determinant in the adaptation to digital business model.

Keywords— Digital Business Model, Local Businessmen, sales performance.

I. INTRODUCTION

In today's fast-paced, technology-driven world, digital business has become an integral part of our daily lives. With the rise of online shopping, traditional brick-and-mortar businesses are facing major challenges in terms of their sales performance. While the convenience and ease of digital business have attracted many consumers, it has also brought about several global issues that are impacting the Digital business model. One of the main global issues is the disruption of supply chains. With the rise of digital business, traditional businesses are facing tough competition from online retailers. As a result, they are struggling to keep up with the rapidly changing demand and supply patterns. This is particularly challenging for small and medium-sized businesses that do not have the resources to invest in advanced supply chain management systems. This disruption in the supply chain not only affects the sales performance of traditional businesses but also has an impact on the overall economy.

Moreover, digital business has also led to a shift in consumer behavior. With the convenience of online shopping, more and more consumers are opting to purchase products online rather than visiting a physical store. This has resulted in a decline in foot traffic for

Local businessmen, leading to a decrease in sales. The Local businessmen model, which heavily relies on in-store purchases, is struggling to keep up with this change in consumer behavior. Another global issue caused by Digital is the pricing war. With the rise of online marketplaces and discount websites, consumers are now more price-sensitive than ever before. This has put pressure on Local businessman to lower their prices to stay competitive. This, in turn, has a significant impact on their profit margins and overall sales performance. Additionally, online retailers often offer free shipping and other pro discounts, which Local businessmen find hard to match. The impact of digital business on the sales performance of local businessmen is not just restricted to the retail industry. It has also affected other sectors such as the hospitality industry, where bookings are increasingly made through online platforms. This has forced traditional hotels and restaurants to adapt to the changing consumer preferences. Digital technologies are changing the way international business (IB) is conducted. Internally within multinational enterprises, digital technologies enable the disinter-mediation of processes, enabling them to become faster, cheaper, and more responsive to changing needs.

Externally, changes in government laws and regulations, a renewed focus on social concerns, and changes in buying behaviors (recently propelled by the COVID-19 crisis) create new opportunities to deliver digital technology-based solutions for purchasing, production, marketing, logistics, and communications across national borders. Businesses are thus developing digital strategies to create new business models and shifting costs and activities from their firm to Complement or, customers, and other stakeholders at home and abroad.

Digitization is changing businesses not only in technologically advanced nations but also in emerging economies, providing opportunities for catching up on business creation and expansion (UNCTAD, 2017). Despite inequalities in access to technologies, even in developing countries digital technologies enable firms to disrupt sales and distribution systems, change consumer buying behavior, and alter demand for products and services. Firms may benefit from digitization through, for example, greater access to resources, increased market reach, and faster/more effective communications. However, downsides also exist through the faster erosion of competitive advantage, new sources of risk, and a shift in power to buyers and platforms (Cavusgil, 2020); (Verbeke & Hutzschenreuter, 2021)

The environment formed by globalization and technological change triggered political, social, and cultural change all around the world by the second half of the 20th century. It is said that Globalization has generated a new world economy that allows companies to operate in emerging industries and engage in global supply chains, which leads to social and political developments. Aside from the advantages, the modern industry has created a much more challenging business environment, and the winners are considered to be those, who can implement worldwide communication and transportation networks. The Internet allows businesses to expand their marketplaces, operate their activities, and organize business models beyond nations at a lower cost and with more ease. "Technology helps to reduce market frictions and sped up the process of globalizing markets by reducing processing and information costs."1 Adoption of ICT i.e., Information, Communication, and Technology promotes globalization by decreasing transactions and facilitating the emergence of new and larger businesses through scale economies.

When it comes to globalization and digital business, it is obvious that the globalization process opened the way for expansion. Of digital business, Therefore, the relationship between globalization and digital business is debatable. Hence, the relationship was examined in this study. But at the other side, the spread of online businesses contributes to the advancement of globalization. In this view, instead of a globalization influence on digital business or vice versa, a cooperative relationship can be claimed to occur. The concept of globalization integrated countries into the economy, as well as many other areas. Accessibility of information, manpower, investment, and things has grown as a potential outcome of integration. This flexibility brings forward new building approaches. Due to the challenging flows of capital inflows, macroeconomic imbalances have been significantly impacted by globalization; in this context, globalization has fundamentally influenced business, as well as politics and economics. "Although emerging economies are more globalized than others very little are known about the impact of globalization on firm performance. (Aydina edral, 2020 & Kılınc Savrul, 2020) The Relationship between Globalization and digital business, Social and Behavioral Sciences (karadagli 2021.) the effects of globalization on firm performance in emerging markets, 2 Asian Economic and Financial Review (2021).

Furthermore, the impact of various components of globalization, particularly at the local scale, is once again undervalued. As a result, not only does this study address the influence of globalization on business performance/value, but it also aims to provide information on the implications of different aspects of globalization on firm performance/value.

The Philippines' digital business industry is experiencing significant growth as Filipino consumers turn to online shopping. Mordor Intelligence report projected that the digital market in the Philippines will have a compounded annual growth rate of 14.1 percent during the 2018 to 2028 period.

The COVID-19 pandemic has fueled this trend, with more businesses leveraging the advantages of digital platforms in the country It is the reason why local business models are forced to close and stop operating temporarily. The several restrictions during the pandemic had forced many retailers to shut down making consumers rely on online shopping to access

vital goods and services. This has led to a sudden surge in digital activity in the country.

Right now, the Philippines is one of the fastest-expanding markets in Southeast Asia. The country's numerous websites and digital applications compete for market share with domestic, regional, and international players.

The digital economy of the Philippines is anticipated to develop at a 20 percent CAGR from \$20 billion last year to \$35 billion by 2025, according to the E-economy SEA 2022 report of Google, (Temasek, Bain & Co. 2022) The country's digital industry, which is anticipated to develop at a 17 percent CAGR to \$22 billion by 2025, will play a huge role in the expansion of digital business.

Trade Secretary Pascual also saw the potential of digital business in unleashing the country's economic potential. He believes that the country has already all the ingredients, which he called "economic assets", to make it happen. The economic assets are the young and digital native population, a growing middle class, available and affordable technologies, and significant surpluses in the financial sector".

Sorsogon, a province located in the Bicol region of the Philippines, is known for its pristine beaches, rich history, and delicious food. However, like many other places, Sorsogon is also facing the impact of digitalization on its local business model. With the rise of Digital and online marketplaces, traditional brick-and-mortar businesses are struggling to keep up with the changing times. In this, we will explore the local issue in Sorsogon and the impact of the digital business model. The beautiful province of Sorsogon is home to small businesses that have been around for generations. These local businesses, such as sari-sari stores and market vendors, have been the backbone of the community, providing goods and services to the locals. However, with the advent of digital business, the landscape is changing, and these businesses are feeling the pressure.

It is a known fact that digitalization has revolutionized the way business is done, and Sorsogon's local businesses need to adapt to this change to survive. One of the main impacts of digital business on the sales performance of the local business model in Sorsogon is the change in consumer behavior. With the rise of digital platforms, consumers now have the option to purchase goods and services online, without leaving the comfort of their homes. This has led to a decrease in foot traffic

in local businesses, as consumers prefer the convenience of online shopping. Moreover, with the current pandemic, more and more people are turning to online shopping, which has further affected the sales performance of local businesses in Sorsogon.

Another significant impact of digital business on the sales performance of the local business in Sorsogon is the stiff competition. With digital platforms offering a wider variety of products at competitive prices, local businesses are finding it challenging to keep up. The lack of strong online preference for these businesses has made it difficult for them to reach a wider audience and compete with the digital giants. This has resulted in a decline in sales, and many small businesses in Sorsogon are struggling to stay afloat. However, despite these challenges, there are ways for local businesses in Sorsogon to leverage the power of digital business and improve their sales performance. One solution is to establish an online presence. By creating a website or social media pages, local businesses can reach a wider audience and tap into the potential of the digital market. This will not only help in increasing sales but also in building brand awareness and customer loyalty.

Another solution is to form partnerships with digital platforms. Many online marketplaces are now offering local businesses the opportunity to sell their products and services on their platforms. This can be a great way for local businesses in Sorsogon to tap into a larger market and increase their sales.

The impact of digital business on the sales performance of the local business model in Sorsogon cannot be ignored. Local businesses must adapt to this change and embrace the digital world to survive and thrive. By establishing an online presence and forming partnerships with digital platforms, local businesses can overcome the challenges they are facing and boost their sales performance. As a community, we need to support our local businesses and help them navigate through the changing times. Together, we can ensure the success of Sorsogon's local business model in the digital era.

The researcher chose this study about local sales performance which affect digital business on sales performance on local businessman to identify those retail businesses affected by digital businesses especially when the COVID-19 pandemic onslaught businessman, almost 90% of traditional businesses' sales performance when digital platforms used by consumers.

However, it cannot be denied that there are forces that contributed to the rise and fall of sales performance in the past years that could hinder the retail store's operation in the present study. These factors would be examined to solve issues that could harm the welfare of the sales performance of traditional businesses inside the province of Sorsogon.

The need to conduct this study is vital since it would aid small business owners in identifying potential risks that could harm or unharmed their resources of income. This present study would generally be of great importance to small businesses or traditional businesses that affect the digital in local business. Traditional business owners would be given ideas or strategies on how to deal with everyday sales performance and analyze how to increase earnings. That is why, it is really important to study and learn more to be effective researchers through these we can identify the needs of the local business owners and compete with that digital platform without harm and fear of competition to promote even more for its continued success.

II. OBJECTIVES

This study identified that sales performance of the local businessman, in the province of Sorsogon. Especially, it answered the following question.

1. What is the extent of the utilization of the digital business model by the local businessman?
2. What is the impact of digital business model on sales?
3. What are the benefits of using the digital business model in sales?
4. What are the challenges in using the digital business model?

III. METHODOLOGY

This study employed a quantitative survey method to investigate the operational landscape of local businesses. A structured questionnaire served as the primary tool for data collection, allowing for a

systematic exploration of key business characteristics. The research aimed to identify the current status of these local businesses, focusing on vital aspects such as their business model, capital investment, years of operation, and geographic location. Moreover, the study delved into the level of implementation of various business operational strategies. This approach provided a foundational understanding of the structural and strategic elements that underpin these local ventures.

This research endeavor focused on gathering insights from a specific group: 25 local business owners. These individuals served as the primary data sources for the study. The selection of these respondents was not conducted randomly; rather, a purposive sampling technique was employed.

A crucial step in this process is choosing appropriate statistical treatments to summarize and analyze the findings. This study employed fundamental but powerful tools: frequency, percentage, and rank. These techniques provided a clear picture of the distribution and relative standing of the data points, allowing researchers to move beyond simply listing observations to understanding patterns and trends within the collected information.

IV. RESULTS AND DISCUSSION

The following results were gathered, analyzed and interpreted by the researcher based from the objectives of the study. Tabular presentation and textual analysis and interpretation were also used.

1. Extent of Utilization of Digital Business Model by Local Businessmen

The proliferation of e-commerce is an opportunity time among business owners to have a better reach of their products and services in the market through several available digital business models, and the ease of business engagement with clients is facilitated.

Table 1.1. The extent of utilization of digital business models by local Businessmen in MARKETING

INDICATORS	MEAN	DESCRIPTION
Use Digital platforms to promote the products	3.48	Average
Utilize e-commerce to introduce new products	3.4	Average
Use Social Media to share my promotional campaign	3.32	Average
Conduct an online business transaction	3.64	High
AVERAGE	3.46	Average

The data in Table 1.0 provide a detailed look at how local businessmen utilize digital business models. The findings show a varied level of engagement with different digital tools. Specifically, using digital platforms to promote products has a mean score of 3.48, an Average extent of utilization of the Digital Business Model. Similarly, conducting online business transactions has a higher mean score of 3.64, showing a stronger agreement on its importance and utility. This means the value was described as high which denotes often engagement with the digital business model in conducting an online business transaction. Mitigating of these respondents utilized Facebook, Messenger, TikTok, and Shopee. Within online business time. These businessmen were added by those following applications used in business engagement.

Implied by these results that the local businessmen sometimes imply the available digital business model in promoting their products having these results is caused by the limited competencies proposed by the business owners in dealing with one of those digital business models.

However, there is some uncertainty when it comes to other aspects of digital business models. The utilization of e-commerce to introduce new products has a mean score of 3.4, reflecting an Average stance. Likewise, using social media to share promotional campaigns has a mean score of 3.32, also indicating indecision.

The average score across all indicators is 3.46, which falls into the "Average" category. This suggests that, on average, local businessmen recognize the benefits of digital business models, although there is still some hesitation or uncertainty in specific areas. This could be

due to factors such as varying levels of digital literacy, access to technology, or differing perceptions of the return on investment.

The data in Table 1.2 provide insights into how local businessmen are using social media platforms to interact with their clients. The findings show a mixed level of engagement and confidence in these digital tools. Specifically, accommodating orders from clients via social media has a mean score of 3.44, indicating that respondents generally average on its effectiveness. This suggests that social media is seen as a viable channel for receiving and processing orders. With the rise of social media platforms, businesses have gained a new and powerful way to connect with their clients and customers. One of the ways to utilize these platforms is by accommodating orders from clients. However, a recent study has shown that the average mean score for businesses accommodating orders through social media is only 3.4 out of 5. this raises the question; of how can businesses improve their performance when it comes to accommodating orders in social media. This makes it crucial for businesses to have a strong presence on social media to tap into this potential customer base. One of the main reasons for the average mean score of 3.4 for accommodating orders through social media could be the lack of a proper system in place. Businesses need to have a process for handling orders, promptly responding to inquiries, and maintaining records of all orders received. This not only ensures efficient order processing but also helps in building a good reputation among clients. This means having a user-friendly interface, and clear descriptions of products or services, this includes setting expectations on response time, providing regular updates on order status, and promptly addressing any issues that may arise.

Table 1.2. Extent of Utilization by Digital Business Model by Local Businessmen in Customer Transaction

INDICATORS	MEAN	DESCRIPTION
Accommodate orders from clients using the social media platform	3.44	Average
Entertain the comments provided by customers about the products using social media platforms	3.8	Average
Resolve issues or queries of clients using social media platforms	3.32	Average
AVERAGE	3.52	Average

Entertaining comments from customers about products have a higher mean score of 3.8, showing agreement. This indicates that respondents find value in engaging with customer feedback on social media, which can help build stronger customer relationships and improve product offerings. And one of the greatest validations is hearing positive feedback from satisfied customers.

Entertaining comments add a touch of humor and human elements to your brand, making it more approachable and memorable. This can lead to a stronger connection with customers. Moreover, entertaining customer comments also have the power to attract new customers. With the rise of social media and online forums.

Furthermore, entertaining comments also serve as a form of free marketing for your business. In today's age of social media, any positive and amusing comment can easily go viral, reaching a larger audience and promoting your products without any extra effort or cost. However, there is some uncertainty when it comes to resolving client issues or queries through social media, with a mean score of 3.32, reflecting an undecided stance. This suggests that while social media is used for customer service, there may be challenges or limitations in effectively addressing client concerns through these platforms.

Overall, the average score across these indicators is 3.52, indicating a general agreement on the benefits of using social media for client interactions. This suggests that local businessmen recognize the potential of social media in enhancing customer engagement and order processing, although there is still some hesitation in fully relying on it for resolving issues.

To further improve the utilization of social media for business purposes, local businessmen could focus on enhancing their customer service strategies on these platforms, providing more staff training, and exploring advanced tools and features that can streamline interactions and improve response times.

2. Impact of Digital Business Model on Sales

The rise of e-commerce and other digital business models has revolutionized the way companies reach and engage with their target audience. This shift has had a profound impact on sales, and businesses that have successfully embraced the digital business model.

The data in Table 2.0 provide a comprehensive overview of the impact of adopting a digital business model on various sales-related indicators among local businessmen. The findings indicate a generally positive perception of the benefits brought by digital transformation. Specifically, there has been a noticeable change in sales volume, with a mean score of 3.92, suggesting that respondents agree with the positive impact of digital business models on their sales figures and one major shift that has taken place in recent years is the adoption of digital business model, which have revolutionized the way companies operate and interact with customers. As a result of this change, there has been a significant increase in sales volume, with a mean of 3.92. As a leading provider of online business solutions, digital business models have given companies access to a wider customer base. With internet penetration at an all-time high, businesses can now reach out to potential customers from all over.

Table 2.0. Impact of Digital Business Model on Sales

INDICATORS	MEAN	DESCRIPTION
There has been a change in sales volume since adopting a digital business model	3.92	Agree
There has been a change in customer acquisition rates	3.68	Agree
There has been a change in customer retention rates	3.64	Agree
There has been an increase in the average transaction value	3.76	Agree
There has been growth in the online customer base	3.56	Agree
There has been a change in market share	3.48	Agree
There has been an increase in the frequency of repeat purchase	3.76	Agree
Customers feedback on the digital purchasing experience has been positive	3.68	Agree
There has been a change in sales conversion rates	3.48	Agree
There has been an impact on seasonal sales trends	3.8	Agree
AVERAGE	3.67	Agree

Moreover, adopting a digital business model has also streamlined the sales process, making it more efficient and cost-effective. Digital platforms offer tools and technologies to automate various tasks, thus reducing the need for manual labor. This not only saves time but also lowers operational costs, ultimately leading to an increase in sales volume. With a mean of 3.92, another crucial factor contributing to the rise in sales volume is the enhanced customer experience provided by digital business models. With the integration of e-commerce,

social media, and other digital channels, businesses can now provide a seamless and personalized experience to their customers.

Similarly, improvements in customer acquisition rates (mean score of 3.68) According to a recent survey, the mean score for the change in customer acquisition rates was 3.68. this means that a significant number of businesses have experienced a decrease in their customer acquisition rates, this data highlights a crucial

issue that businesses need to address to stay competitive in the current market. Customers have more options and access to information than ever before, as a result of surveys they have become more selective and demanding in their purchasing decisions. This cause in customer behavior requires businesses to adapt their strategies to meet the expectations of their target audience. This includes utilizing the right uses of voice in their marketing and communication efforts.

There has been a noticeable change in customer retention rates. With a mean score of 3.64, it's clear that businesses need to pay attention to these important aspects of their success. The researcher conducted a survey questionnaire of a group of businessmen across different industries. They were asked to rate on scales of "agree" to "strongly agree". The average score was 3.64 which indicates that there has been a significant cause in customer retention for many businesses. In today's competitive market, customers have more options than ever before. If they are not satisfied with your products or services, they can easily find another company or business that meets their needs. This makes customer retention more crucial than ever for businesses to thrive. So, there has a business tips to improve their customer retention rates, here are some important factors to consider: 1. provide excellent customer service: the old saying: the customer is always right" still holds. Make sure your customer service is top-notch and address any issues or complaints promptly and efficiently. 2. Personalization is key: Customers want to feel valued and appreciated. Personalize your interactions with them, such as using their names in communications or offering personalized recommendations based on their preferences. 3. Offer loyalty programs: Customers love to feel like they are getting something in return for their loyalty. Consider implementing a loyalty program, where they can earn rewards for their repeat business. 4. Keep innovating: To stay ahead of the competition, businesses must continuously innovate and improve their products or services. This will not only attract new customers but also keep existing ones coming back. 5. Seek feedback: Don't be afraid to ask for feedback from your customers. This will not only help you understand their needs and preferences better but also show them that you value their opinions,

The respondent further elaborated on the increase in average transaction value, receiving a mean score of 3.76. they expressed their excitement over this positive trend, emphasizing the significant impact it has on the

business's overall financial success. The respondent highlighted the efforts to analyze and implement strategies that have ultimately led to this growth. They also shared their belief that this upward trajectory will continue, and the businesses will surpass their previous records in terms of average transaction value.

With excitement and satisfaction, as they discussed the growth in their online customer base with a (mean score of 3.56), it is clear that their efforts to attract and retain customers through their online platforms have been successful. They spoke about the hard work and dedication put into creating a user-friendly website, improving the online shopping experience, and providing excellent customer service. The respondent expressed their appreciation for their loyal customers and their efforts in contentiously growing the online customer base. It was evident that the respondent is confident in the continued growth of their online platform and is eager to see what the future holds.

The respondent is one of optimism and confidence when discussing the changes in market share with a (mean score of 3.48). They acknowledge that while this may not be a significant increase, it still represents a positive shift in the market and shows growth potential. The respondent believes that this score reflects the effectiveness of their strategies and efforts in capturing a larger share of the market. They express enthusiasm for the future and are motivated to continue working towards even higher scores in the future. Overall, the respondents suggest a sense of satisfaction and determination in their progress toward improving their market share reflecting the expanding reach and competitive advantage gained through digital channels. Additionally, the frequency of repeat purchases has increased, as indicated by a mean score of 3.76, the rise in frequency of repeat purchases also presents an opportunity for businesses to establish a loyal customer base. By providing excellent products and services, offering personalized deals and discounts, and consistently engaging with customers, businesses can build trust and foster customer loyalty. The respondent shared that this can lead to word-of-mouth recommendations and a positive brand image, ultimately increasing repeat purchases. Showing that customers are more likely to return for additional purchases.

Positive customer feedback on the digital purchasing experience, with a mean score of 3.68, highlights the satisfaction and improved user experience provided by digital platforms. In today's digital age, online shopping

has become a staple in our lives. With just a few clicks, we can purchase anything from groceries to the latest gadgets and applications. But with convenience comes the need for a seamless and positive purchasing experience. That's why customer feedback plays a crucial role in shaping the digital purchasing landscape. A survey was conducted to gather feedback from the respondents. The results showed an overall positive response with a mean score of 3.68. This means that the majority of respondents were satisfied with their online shopping experience, but there is still room for improvement. One of the most significant factors contributing to this positive feedback is the ease of navigation on online platforms. With the rise of e-commerce, many businesses have invested in user-friendly websites and apps to make the purchasing process as smooth as possible. This has been reflected in the survey. According to the survey the respondent Changes in sales conversion rates (mean score of 3.48) when asked about the impact of changes on their sales conversation rates. This score falls slightly above the midway point, indicating that most respondents have experienced some positive change in their conversation rates and the impact on seasonal sales trends (mean score of 3.8) further demonstrates the dynamic influence of digital business models on sales performance.

The average weighted mean across all indicators is 3.67, indicating a general agreement that the adoption of digital business models has positively impacted various

aspects of sales. This suggests that local businessmen recognize the benefits of digital transformation in enhancing sales performance, customer engagement, and market presence. To further leverage these benefits, businesses could focus on optimizing their digital strategies, investing in digital literacy, and continuously adapting to emerging digital trends to sustain and enhance their competitive edge in the market.

3. Benefits of Using Digital Business Models in Sales

A digital business model is the combination of digital technologies with traditional business models to create new ways of delivering value to customers. This means utilizing tools, such as social media, e-commerce, and digital marketing, to cater to the needs and preferences of modern consumers.

The data in Table 3.0 presents the various benefits that local businessmen have experienced from using digital business models in their sales processes. The findings indicate a strong positive impact across multiple areas.

Firstly, there has been a significant increase in overall sales, with a mean score of 4.08, showing that respondents agree with the positive effect of digital business models on their sales figures. The expansion of customer reach, with a mean score of 3.92, further underscores the ability of digital tools to attract a broader audience.

Table 3.0. Benefits of Using Digital Business Models in Sales

INDICATORS	MEAN	DESCRIPTION
There has been an increase in overall sales	4.08	Agree
There has been an expansion of customer reach	3.92	Agree
There has been an improvement in customer engagement	4.24	Agree
There has been a reduction in operational costs	3.8	Agree
There has been an enhancement in data analysis capabilities	3.6	Agree
There has been a streamlining of business operations	3.84	Agree
There has been an improvement in marketing effectiveness	4.12	Agree
There has been an increase in customer satisfaction	4.04	Agree
There has been a reduction in time to market for new productions	3.92	Agree
There has been an improvement in inventory management	4.0	Agree
AVERAGE	3.95	Agree

One of the most notable benefits is the improvement in customer engagement, which received a mean score of 4.24, indicating strong agreement. This suggests that digital platforms are highly effective in fostering better interactions and relationships with customers. Additionally, there has been a reduction in operational

costs (mean score of 3.8) and an enhancement in data analysis capabilities (mean score of 3.6), both of which contribute to more efficient and informed business operations. Streamlining business operations has also been a benefit, with a mean score of 3.84, indicating that digital tools help in making processes more efficient.

The improvement in marketing effectiveness, with a mean score of 4.12, shows that digital strategies are enhancing the reach and impact of marketing efforts. Increased customer satisfaction (mean score of 4.04) and improved inventory management (mean score of 4.0) further highlight the positive outcomes of digital adoption.

Moreover, there has been a reduction in the time to market for new products with a mean score of 3.92, suggesting that digital tools help in accelerating product launches.

Overall, the average score across all indicators is 3.95, indicating a general agreement that digital business models provide substantial benefits in sales.

These findings suggest that local businessmen recognize the significant advantages of digital transformation in enhancing sales performance, customer engagement, and operational efficiency. To further capitalize on these benefits, businesses could continue to invest in digital tools and strategies, focus on improving digital literacy, and stay updated with emerging digital trends to maintain their competitive edge.

4. Challenges Using the Digital Business Model

These challenges and finding ways to overcome them, businesses can unlock the full potential and success of the digital business model. While the digital business model offers numerous benefits, it also comes with its set of challenges to overcome obstacles by being proactive and strategizing effectively.

Table 4.0. Challenges Using the Digital Business Model

INDICATORS	Sum of Ranks	Overall Ranks
Quality of Internet access	51	1
Level of digital skills among staff	73	2
Need for ongoing training and education	83	3
Complexity of digital tools	99	4
Frequency of technical issues encountered	125	5
Cost of implementing digital tools	147	6
Resistance to change among employees	168	7
Availability of technical support	198	8
Frequency of system downtime	210	9
Number of security incidents	221	10

The data in Table 4.0 show the various challenges faced by local businessmen in adopting digital business models, ranked by their overall impact. The most significant challenge identified is the quality of internet access, with a sum of ranks of 51. This suggests that reliable and high-speed internet connectivity is a critical issue that can hinder the effective use of digital tools. Improving internet infrastructure could therefore be a key area for intervention to support digital business adoption.

The second major challenge is the level of digital skills among staff, with a sum of ranks of 73. This indicates a need for better digital literacy and skills training to ensure that employees can effectively utilize digital platforms. Ongoing training and education ranked third with a sum of ranks of 83, further emphasizing the importance of continuous learning and development to keep up with evolving digital technologies.

The complexity of digital tools, with a sum of ranks of 99, suggests that the sophistication of these platforms

can be a barrier to their effective use. Simplifying digital tools or providing more user-friendly interfaces could help mitigate this issue. Technical issues, ranked fifth with a sum of ranks of 125, are also common obstacles that can disrupt business operations. Ensuring robust technical support and reliable systems can help address this challenge.

The cost of implementing digital tools, with a sum of ranks of 147, indicates that financial investment is a significant barrier for many businesses. Providing financial assistance or subsidies could help alleviate this burden. Resistance to change among employees, ranked seventh with a sum of ranks of 168, highlights the difficulty in getting staff to adapt to new digital practices. Change management strategies and fostering a culture of innovation can help overcome this resistance.

The availability of technical support, with a sum of ranks of 198, shows that access to reliable technical assistance is a concern. Enhancing technical support services can

ensure that businesses have the help they need when issues arise. System downtime, ranked ninth with a sum of ranks of 210, is a notable issue that can affect business continuity. Investing in reliable infrastructure and backup systems can help minimize downtime.

Finally, the number of security incidents, with a sum of ranks of 221, indicates that while security breaches are important, they are less frequent compared to other challenges. Implementing robust cybersecurity measures and educating staff on best practices can help mitigate this risk.

These challenges suggest that while digital business models offer numerous benefits, there are significant hurdles that need to be addressed to fully leverage their potential. By focusing on improving internet infrastructure, enhancing digital skills, simplifying digital tools, providing robust technical support, and ensuring strong cybersecurity measures, local businesses can overcome these barriers and fully embrace the advantages of digital transformation.

The digital business model has revolutionized the way companies conduct their operations. With its promise of increased efficiency, cost-effectiveness, and wider reach, it's no wonder that more and more businesses are adopting this model. What organizations face when transitioning to a digital business model is the shift in consumer behavior.

A study conducted by (Frost & Sullivan, 2010) that 90% of customers prefer to engage with digital platforms. This means that businesses need to adopt their marketing strategies to cater to this new demand.

Digital Marketing tactics such as search engine optimization, Social Media, and Email marketing, require a certain level of expertise and resources that may not be readily available for local businesses.

A study by (Harvard Business Review, 2009) showed that 72% of local businessmen believe that digitalization has increased competition in their industry. To stay ahead of the competition, they need to constantly innovate and come up with unique strategies to differentiate themselves.

Business Plan Proposal: Enhancing Digital Business Model Utilization

Rationale

In today's rapidly evolving marketplace, businesses face unprecedented challenges and opportunities. The digital

landscape has fundamentally altered how companies operate, interact with customers, and generate revenue. This proposal underscores the critical need for organizations to not only adopt digital technologies but also to fully leverage them as foundational elements of their business model. We must move beyond superficial implementations and explore how digital tools can fundamentally change how value is created, delivered, and captured for our organization. By strategically integrating digital capabilities, we can unlock significant gains in efficiency, reach, and overall profitability.

The core of this proposal rests on the understanding that a successful digital transformation goes beyond simply having a website or social media presence. It requires a thorough re-evaluation of existing processes and a willingness to embrace innovative approaches. This means exploring various digital business models, such as subscription services, platform models, or data-driven offerings, and carefully selecting those that align with the specific strengths and goals of the business. It also necessitates a commitment to ongoing analysis, adaptation, and investment in the necessary talent and infrastructure to support these modern approaches.

Furthermore, this proposal emphasizes the importance of a holistic approach to digital integration. It's not just about technology; it's also about culture, workflow, and customer experience. A successful digital business model requires a company-wide commitment to change, from training employees in new technologies to ensuring seamless user experiences across all digital touchpoints. This will require investment in user experience design, customer service, and a continuous effort to capture feedback to enhance existing practices.

The successful utilization of digital business models will enable us to stay competitive, agile, and relevant in an increasingly digital world. This proposal serves as a call to action, urging us to proactively navigate the complexities of the digital era and to strategically position ourselves for long-term success. Through a thoughtful and comprehensive approach to digital integration, we can unlock new sources of value and achieve sustainable growth in the years to come.

Introduction

The shift towards digital business models presents a transformative opportunity for local businesses, promising increased sales, more meaningful customer engagement, and streamlined operational efficiency. The potential benefits are undeniable, yet the journey

towards a successful digital transformation is not without its hurdles. While the allure of online platforms and digital tools is strong, many local enterprises face significant obstacles that hinder their ability to fully embrace and capitalize on these advancements. Bridging these gaps and ensuring a smooth transition is crucial for local businesses to thrive in the increasingly digital marketplace.

Key challenges, revealed through data analysis, center around three critical areas: widespread internet access, the possession of essential digital skills, and the availability of reliable technical support. For many, inconsistent or unaffordable internet connectivity remains a significant barrier, limiting their ability to utilize online platforms for sales or marketing. The lack of digital literacy among staff and owners also poses a considerable challenge, making it difficult to adopt new technologies effectively or manage online presence successfully. Finally, the absence of readily available technical support can leave businesses feeling vulnerable and unable to resolve technical issues promptly, hindering their growth and limiting their potential.

To effectively address these challenges, a targeted and strategic approach is essential. A comprehensive digital transformation plan must account for the specific limitations faced by local businesses, offering solutions that are both accessible and practical. This includes exploring options for subsidized internet access programs, providing tailored training programs to enhance digital literacy among business owners and their teams, and establishing reliable support mechanisms that offer prompt assistance with technical issues, ensuring that no business is left behind in this digital era.

By proactively tackling the barriers of internet access, digital skills, and technical support, local businesses can unlock the full potential of digital business models. A well-structured plan that addresses these issues directly can empower local enterprises to compete effectively, expand their customer base, and build stronger, more sustainable businesses for the future. This paves the way for a more vibrant and resilient local economy, driven by the innovative adoption of digital technologies.

Market Analysis

The transition to a digital business model presents a unique set of challenges and opportunities, heavily reliant on several key factors. Analyzing these factors is

crucial for any organization considering or already operating digitally. The analysis reveals a cluster of interconnected indicators that influence the success of such a transition. These include the quality of internet access, the level of digital skills possessed by staff, the ongoing need for training and education, the complexity of digital tools, and the frequency of technical issues encountered. These elements, when collectively examined, paint a picture of the landscape organizations must navigate to thrive in the digital age.

A fundamental aspect impacting the effectiveness of a digital business model is the quality of internet access. Reliable, high-speed internet is no longer a luxury but a necessity for seamless operations, data transfer, and communication. In markets where internet infrastructure is lacking or inconsistent, organizations face significant operational hurdles, hindering their ability to effectively leverage digital tools and technologies. This deficiency not only impacts internal processes but also hampers the customer experience, limiting reach and engagement in the digital realm. Furthermore, a lack of access can exacerbate existing inequalities and exclude certain demographics from benefiting as well.

Alongside reliable infrastructure, the digital proficiency of staff members is paramount. Organizations need to invest in cultivating a workforce skilled in using various digital technologies. This includes basic computer literacy, software proficiency, data analysis skills, and a deeper understanding of digital marketing and cybersecurity. Deficiencies in these areas directly impact productivity, efficiency, and the ability to innovate and adapt to the evolving digital landscape. Consequently, there is a clear and constant need for ongoing training and education. This ensures staff members are up-to-date with the latest technologies and best practices, mitigating digital skill gaps and enhancing the overall digital competency of the organization.

The final challenge lies in navigating the increasing complexity of digital tools and the frequency of technical issues. It's not enough to have the right tools; organizations must also ensure they are user-friendly and well-integrated. The learning curve associated with complex systems can hinder adoption rates, while frequent technical malfunctions can disrupt operations, erode employee morale, and ultimately impact customer service. A focus on simplification, robust IT support, and proactive maintenance is essential to create a smooth and effective digital environment. By

understanding and addressing these interrelated indicators, businesses can position themselves for success within the evolving markets.

Risks Analysis

The transition to a digital business model offers immense opportunities for growth and efficiency, but it also introduces a unique set of challenges. Businesses must carefully analyze the risks involved to ensure a successful and sustainable digital transformation. One crucial area of consideration is the reliability of the underlying infrastructure. The quality of internet access plays a pivotal role; unstable or slow connections can severely hamper operations, leading to lost productivity, frustrated customers, and ultimately, financial losses. Similarly, a workforce lacking adequate digital skills can become a significant bottleneck. Even with the best digital tools, if employees are unable to utilize them effectively, the benefits of the digitalization effort will not be realized. Therefore, organizations must prioritize both robust internet infrastructure and assess the digital proficiency of their staff before embarking on a complete digital transformation.

Furthermore, the adoption of a digital business model necessitates a commitment to continuous learning and development. The digital landscape evolves rapidly, with new technologies and updates emerging constantly. This means that ongoing training and education are not optional but fundamental to maintaining a competitive edge. Neglecting this aspect leaves businesses vulnerable to falling behind, as their staff's knowledge and skillsets become outdated. Additionally, the complexity of digital tools presents another operational hurdle. While advanced features can enhance functionality, they can also lead to confusion and inefficiencies if not properly understood and utilized. Organizations need to find the right balance between powerful functionality and user-friendliness, ensuring tools are intuitive enough for their employees to grasp effectively and efficiently.

The technical stability of the chosen digital solutions is another critical area to evaluate. The frequency of technical issues encountered can significantly disrupt normal business operations, hindering service delivery, impacting revenue streams, and damaging customer trust. Frequent system downtimes, software glitches, or data breaches can create a ripple effect across all areas of business. Therefore, a crucial element of any risk assessment process should include analyzing the robustness, reliability, and support systems surrounding

the chosen tools. It is also important for firms to have contingency plans and proper protocols in place in case there is a system breakdown.

The transition to a digital business model is a strategic move that requires careful planning and management of its related risks. The quality of internet access, the level of digital skills, the need for ongoing training, the complexity of digital tools, and the frequency of technical issues are all critical aspects to be considered. By thoroughly analyzing these elements and developing mitigation strategies, businesses can optimize their digital transformations, improve operational efficiency, and achieve long-term success. Neglecting these risks can result in inefficiencies, financial losses, and a failure to achieve the desired outcomes of digital adoption.

Objectives

1. Ensure reliable and high-speed internet connectivity for all business operations.
2. Provide comprehensive training programs to improve the digital literacy and skills of staff.
3. Establish continuous learning opportunities to keep staff updated with the latest digital tools and trends.
4. Implement user-friendly digital platforms to reduce complexity and improve usability.
5. Strengthen technical infrastructure to minimize disruptions and ensure smooth operations.

Mitigation Strategies

Organizations must proactively embrace technological advancements to remain competitive and agile. Central to this transformation is ensuring a robust and reliable digital foundation. This begins with a commitment to providing reliable and high-speed internet connectivity across all business operations. This foundational element is critical to enabling smooth communication, data access, and the seamless execution of daily tasks. Without it, businesses risk falling behind and hindering productivity, highlighting the importance of investing in quality connectivity infrastructure.

Beyond the physical infrastructure, the human element is equally vital. To truly leverage the power of digital tools, organizations must empower their workforce. This requires a dedicated focus on comprehensive training programs designed to improve the digital literacy and skills of all staff. From basic computer usage to more specialized applications, these programs must cater to diverse skill levels, ensuring that every team member feels confident and capable within the digital environment. Furthermore, the learning journey

should not end with initial training. To keep pace with the ever-changing technological landscape, organizations need to establish continuous learning opportunities that keep staff updated with the latest digital tools and trends. Through workshops, online modules, and mentorship, employees can stay ahead of the curve and leverage new technologies to their fullest potential.

The successful integration of digital technologies also hinges on usability and accessibility. Complex and cumbersome systems can frustrate employees and hinder productivity gains. Therefore, it's crucial to implement user-friendly digital platforms that reduce complexity and improve overall usability. By prioritizing intuitive design and clear interfaces, organizations can encourage adoption and maximize the benefits of their digital investments. This approach not only enhances efficiency by minimizing learning curves but also boosts employee satisfaction and facilitates a more collaborative work environment.

Finally, the seamless operation of digital systems relies heavily on a resilient technical backbone. To minimize disruptions and ensure smooth operations, businesses must strengthen their technical infrastructure. This entails regular maintenance, proactive troubleshooting, and investing in robust hardware and software solutions. By creating a reliable and resilient technical framework, organizations can safeguard against downtime, protect sensitive data, and foster a work environment where technology serves as a powerful enabler, rather than a source of frustration. When these strategic directions are embraced, organizations can truly unlock their potential in the digital age.

Plan Mechanics

1. Internet Access Improvement

Recognizing the critical role of reliable and high-speed internet in today's business landscape, a comprehensive initiative is being launched to significantly improve connectivity for local enterprises. This plan hinges on three key actions: forging strong partnerships with local internet service providers (ISPs), strategically investing in high-speed internet infrastructure specifically tailored for business premises, and providing essential subsidies or financial assistance to encourage and enable internet upgrades. By addressing both accessibility and affordability, this plan aims to create an environment conducive to business growth and innovation.

The financial commitment to this ambitious project is an estimated budget of ₱50,000.00, allocated towards the aforementioned infrastructure enhancements and the provision of subsidies. This investment underscores a dedication to empowering businesses with the digital tools necessary to thrive in a competitive market. This budget will be strategically deployed to maximize impact, focusing on areas where internet access is most lacking or where businesses have the greatest need for improved speeds. The aim is to create a tangible and immediate improvement in the digital capabilities of the local business community.

This transformative project is targeting a completion timeline of just six months. This ambitious timeframe necessitates prompt and efficient implementation of the various planned actions. From establishing and cementing partnerships with ISPs to procuring and deploying the necessary infrastructure, and then managing the distribution of subsidies, a dedicated team will be responsible for staying on track and ensuring these changes are enacted smoothly. Regular progress updates will be provided throughout the implementation phase.

Crucially, the success of this initiative will be continuously monitored and evaluated. Regular speed tests will be conducted to measure the actual improvements in internet performance across various business locations. Additionally, user feedback surveys will be deployed to gather qualitative insights from businesses, ensuring that the changes are effectively addressing their specific needs and concerns. This data-driven approach will allow for adjustments along the way, maximizing the effectiveness of the initiative and ensuring that the local business community benefits fully from this investment in enhanced internet connectivity.

2. Digital Skills Enhancement

Recognizing this, a commitment has been made to enhance the digital skills of individuals through targeted training programs. These initiatives encompass various learning avenues, including workshops, seminars focusing on effective digital tool usage, and access to online courses and certifications. The goal is to empower people with the practical knowledge and skills necessary to navigate the digital landscape, unlocking new opportunities and fostering greater engagement in both personal and professional spheres. This comprehensive approach seeks to bridge the digital

divide and ensure that individuals are equipped to thrive in this digital era.

The development and implementation of these training programs are carefully structured to maximize impact. The training format will include hands-on workshops, allowing for the practical application of digital skills coupled with informative seminars providing theoretical knowledge of emerging technologies. Furthermore, access to online courses and certifications will offer flexibility and the chance for advanced learning at an individual's own pace. This multi-faceted approach is designed to cater to varying learning styles and proficiency levels, ensuring that everyone can benefit from the digital literacy initiative. An estimated budget of ₱20,000.00 has been allocated for training programs and materials to support the successful execution of these activities.

The digital skills enhancement program will be rolled out over an initial 12-month period, to become an ongoing and continuous learning experience. This phased approach will allow for iterative adjustments and improvements based on feedback and participation data. The long-term vision is to foster a culture of continuous learning and skill development, ensuring that individuals remain equipped to adapt to the ever-changing technological landscape. This commitment to ongoing digital literacy aims to create a foundation for sustained growth.

The success of these initiatives will be carefully measured through a robust monitoring and evaluation framework. Pre- and post-training assessments will be administered to gauge the effectiveness of the programs by quantifying the improvement in digital skills among participants. This data-driven approach will provide valuable insights, helping to further refine the training content and delivery methods, and ensuring that the initiative is achieving its goals and delivering tangible benefits to the community. The results will inform future strategies and ensure that the program remains effective in the long term.

3. Ongoing Training and Education

This program will not be a one-time event but rather a sustained effort to equip our team with the most current knowledge and skills. We plan to achieve this through regular updates on emerging digital trends, ensuring our staff are always aware of the latest tools and techniques. Furthermore, we will actively encourage participation in industry conferences and webinars, exposing our

employees to diverse perspectives and cutting-edge practices. This initiative is designed not only to enhance individual capabilities but to foster a culture of innovation and progress within the team.

Central to our training and education approach is the creation of a vibrant knowledge-sharing platform. This will provide a space for employees to exchange insights, best practices, and lessons learned from their experiences. By facilitating peer-to-peer learning, we aim to harness the collective expertise within the organization and create a collaborative environment where everyone benefits from each other's knowledge. This platform will also serve as a repository for training materials and resources, ensuring information is easily accessible and readily available for all members of the team. This inclusive approach to learning will empower individuals to take ownership of their development and contribute to the growth of the overall group.

The financial investment for this crucial program is thoughtfully set at an estimated budget of ₱50,000.00 annually. This allocation will primarily cover the costs associated with training programs and participation in industry conferences. It's important to emphasize that this is an ongoing investment in our team's future, and the program will not be confined to a specific period. Instead, it is designed to be a continuous process of development and learning, adapting to the ever-changing demands of the digital world. This long-term approach ensures that our staff stays equipped with the skills needed for sustained success.

Finally, to ensure the effectiveness of the training and education program, we will closely monitor and evaluate its impact. We will track participation rates in all training sessions and gather feedback from employees to continuously improve the quality and relevance of the programs.

This data-driven approach allows us to make informed decisions, refine our learning strategies, and ensure that the training initiatives are truly meeting the needs of our team and organization. By measuring impact, we will gain a clear understanding of the return on our investment and foster a culture of continuous improvement based on evidence.

4. Simplification of Digital Tools

The effective use of digital tools is crucial for success. However, the complexity of many platforms can hinder productivity and create frustration. Recognizing this challenge, a key initiative focuses on the simplification

of digital tools to enhance user experience and efficiency. This involves carefully selecting and implementing platforms that are intuitive and easy to navigate. The process doesn't stop at implementation; comprehensive training will be provided to ensure all users can comfortably adopt and utilize these tools to their fullest potential. Regular reviews and updates will be conducted to maintain their user-friendliness and relevance, adapting to evolving needs and technologies.

This strategic approach is not just about implementing new technology, but about fostering a culture of seamless integration. To make this transition smooth, a budget of ₱ 40,000.00 has been allocated, covering both software acquisition and the necessary training sessions. This investment highlights the commitment to not only providing the tools but also equipping each user with the confidence and skills to leverage them effectively. By focusing on accessibility and usability, the initiative aims to remove barriers to digital adoption and ensure that everyone feels empowered to contribute effectively.

The implementation of these simplified digital tools is planned over 12 months, with ongoing updates thereafter. This phased approach allows for a thorough rollout, ensuring that each step is carefully managed and that user feedback is incorporated along the way. As part of this process, key performance indicators will be closely monitored, with the expectation that it will not only improve daily workflow but also enhance overall performance.

Regular check-ins with users and a detailed usage analysis will provide valuable insights into the effectiveness of the tools and identify areas for further improvement.

The success of this initiative will be measured by user satisfaction and usage analytics. User feedback will be gathered via surveys, allowing for a continuous improvement loop and ensuring the tools consistently meet the needs of the user base. Through a data-driven approach, this dedication to simplified digital tools will enable smoother operations, increased productivity, and an overall environment of enhanced technological integration and efficiency.

5. Technical Issue Reduction

Technical glitches can be a major impediment to productivity and efficiency in any organization. To proactively combat these issues, a focused strategy is essential. This involves a multi-pronged approach encompassing investments in robust hardware and

software solutions. By choosing reliable technology, businesses can minimize the frequency of breakdowns and system errors. Furthermore, establishing a dedicated IT support team is crucial for providing timely assistance when problems do arise. This team would be responsible for troubleshooting, resolving issues, providing guidance to staff, minimizing downtime, and ensuring smooth operations.

The implementation of this strategy requires careful planning and resource allocation. An estimated budget of ₱25,000.00 has been designated for hardware, software upgrades, and the establishment of IT support. This investment, though seemingly modest, is focused on procuring the necessary tools and resources to build a solid foundation of technological stability. This financial commitment represents an investment in the organization's overall efficiency and is intended to yield long-term benefits by reducing the cumulative costs associated with downtime and data loss.

The implementation of this technical issue reduction strategy is structured as a 12-month project, during which the necessary hardware and software will be installed and the IT support team will be established. However, the project is not simply a one-time endeavor. Ongoing system maintenance and regular updates are essential components of the plan to prevent future technical issues. This continuous attention to detail ensures that systems are always operating at their peak performance and that vulnerabilities are addressed before they can cause significant disruptions.

To monitor the effectiveness of this initiative, a system will be implemented to track incident reports and resolution times. This data will provide insights into the frequency of technical problems, the efficiency of the IT support team, and the overall impact of the implemented solutions. By actively monitoring this data, adjustments can be made to the strategy as needed, ensuring that the organization remains proactive in maintaining a reliable and efficient technical environment.

By addressing these challenges through targeted strategies, local businesses can enhance their utilization of digital business models, leading to improved sales performance, customer engagement, and operational efficiency.

This business plan provides a roadmap for overcoming the identified obstacles and achieving successful digital transformation.

Sources of the Funds

Finding sources of funds for implementing strategies and improving internet accessibility is crucial in today's digital age. As businesses and organizations continue to evolve and adapt to the ever-changing technological landscape, it is essential to have a clear understanding of where the funding for these initiatives will come from. The researcher discusses the specific statement that can help identify potential sources of funds and the individuals or organizations who will be responsible for implementing these strategies. It is vital to have a clear vision of what strategies need to be implemented and how they will benefit your organization. This will help to create a compelling argument to persuade potential sources of funds to invest in initiatives. Whether it's upgrading a website or investing in digital marketing, having a well-defined and thought-out plan is the first step toward securing funding. One potential source of funding for implementing strategies and improving internet accessibility could be the government, both at the national and local levels, offering grants and funding opportunities to support businesses and organizations that aim to improve digital accessibility. These grants may range from financial support for specific projects to tax incentives for companies that invest in technology and innovative ideas and projects to invest in and support. If you have a solid plan and a unique approach to improving internet accessibility, you may find success in securing funds from these sources. A well-crafted pitch deck and a comprehensive business plan can help you make a strong case for why your strategies deserve funding.

Corporate sponsorship and partnership are also viable options for securing funds for implementing strategies and improving internet accessibility. Many companies have corporate social responsibility programs that focus on supporting social and environmental causes. By aligning your initiatives with their objectives, you may be able to secure funding and support from these organizations.

In addition to identifying potential sources of funds, it is equally important to determine who will be responsible for implementing the strategies. This could be a team within the organization or a third-party agency. It is essential to choose a team or agency that has the necessary expertise and experience to execute your plans successfully. This will ensure that the funds are utilized effectively and the strategies are implemented efficiently.

Furthermore, finding sources of funds for implementing strategies and improving internet accessibility requires a clear understanding of your goals, a persuasive argument. Government grants, private investors, corporate sponsorships, and partnerships are all potential sources of funding that can be explored. It is also crucial to have a competent team or agency responsible and to establish measurable goals to track the progress and impact of the initiatives, by utilizing this specific statement and strategies, organizations can secure the necessary funds to drive their digital transformation and improve internet accessibility.

Session Guide on Digital Marketing Essential

The key to successful digital business model adoption is training and empowering Local business owners. Here is some training that to consider, tailored to different aspects of digital business model utilization. Workshops, webinars, online courses, mentorship programs. One-on-one consultations, and hands-on training with e-commerce platforms

Session Topics

1. Introduction to Social media platforms (Facebook, Instagram, Tiktok, Shopee, Lazada).
2. Creating engaging content for different platforms.
3. Paid advertising strategies (Google Ads, social media ads).
4. Utilizing online tools for marketing automation.
5. Managing product listings, pricing, and inventory
6. Customer service and support strategies for online sales.
7. Building customer loyalty through personalized communication and targeted marketing

Session Objectives

1. Provide local businessmen with essential concepts about available digital business models and applications.
2. Social Media Integration. To allow personalized social media ads based on a user's browsing history.
3. Personalized users' experience by storing their preferences.
4. Target Promotions that can segment the audience based on their behavior and interest.
5. Provide specific applications that can help to promote their businesses through digital marketing.

Session Mechanics

1. Define Your Target Audience This is the most important step in any marketing campaign.

2. Used Social Media Platforms with billions of active users, will help to reach a larger audience. Choose the right platforms for your business and create engaging content that resonates with your target audience.
3. Create a strong brand identity A consistent and memorable brand identity is key to a successful marketing campaign.
4. Contact potential customers and make sure it is user-friendly like Facebook, TikTok Messenger, and Shopee.

Evaluation

With the session guide on digital marketing essentials, we can acquire valuable insight and tools to elevate your online presence and success for the brand of the products that we are innovating. It aims to showcase the benefits of the session guide and encourage readers to take advantage of its resources for their digital marketing efforts. The Digital Marketing Essential is a comprehensive and in-depth guide that covers the core elements of digital marketing. It is designed to cater to businesses of all. From start-ups to established brands, and provides practical advice for optimizing your digital strategies. These digital marketing essentials are crucial for increasing online visibility and ultimately boosting your business.

Resources

1. Laptop
2. Ppt
3. Projector
4. Printed Copy

V. CONCLUSIONS

Based on the foregoing findings, the formulated conclusion is presented: (1) Local businessmen generally agree that adopting digital business models has positively impacted sales, particularly improvements in sales volume, customer acquisition, retention, transaction value, customer base, Market Share, Repeat Purchase, customer feedback on purchasing a positive experience, sales conversion rates, and also the seasonal sales trends. (2) The problem encountered by traditional businessmen is the lack of customer feedback about the products, engaging the customers' feedback, building a relationship of trust and credibility on social media platforms. (3) Local businessmen have evident belief that the effectiveness of marketing has a direct impact on customer satisfaction and the expansion of customer rates. By effectively reaching out to potential customers and

engaging with them through various marketing strategies, businesses can effectively increase their customer base and drive their business operations towards the success of a business. (4) Local businessmen face significant challenges in adopting digital business models, primarily due to internet quality, digital skills among staff, and ongoing training needs, but also due to the complexity of digital tools, technical issues, and implementation costs. (5) A business plan for enhancing digital business model utilization rationale is proposed.

VI. RECOMMENDATIONS

From the findings and conclusions, the following recommendations are presented: (1) Conduct targeted training sessions to improve familiarity and confidence with specific digital tools, and establish a dedicated support team to assist with resolving client issues on social media. (2) Continue to invest in and optimize digital business models, focusing on areas that have shown significant improvements, such as enhancing customer acquisition strategies and increasing transaction values through personalized marketing. (3) Implement a structured feedback system on social media platforms, encouraging customers to share their opinions and experiences, and actively engage with this feedback to improve products and services. (4) Address the primary challenges by investing in better internet infrastructure, providing comprehensive digital skills training for staff, and simplifying digital tools to make them more user-friendly. (5) Implementing a digital business model to enhance the current business plan provided, by utilizing a digital business model, expanding the reach, increasing efficiency, and ultimately driving more revenue. The constantly evolving digital landscape offers endless opportunities for growth and innovation. By embracing digital a digital business model.

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