



After graduating from high school, Jake Villa chose to pursue his BS Entrepreneurship straight away. As the only child, he knew he would have to be called on to take over one or the other of his father's various businesses.

Of all the businesses of their family, he had decided to get involved with the call center. His vision was to have their BPO company known internationally and hopes to be able to give more jobs to his fellow Filipinos.

The business was losing when the original partner of his father, initially in-charge of the overall marketing, suddenly passed away. The skills of setting up the client base left with the partner's death and his father did not know enough to make it get off the ground.

As he started taking business subjects and his major entrepreneurship courses, he was able to apply them slowly to improve the call center's business situation. He initially thought of increasing the number of seats in their center but with guidance from his various school mentors, he was made to realize that there were other priorities he should pay attention to.

Instead, he started by trying to develop the international market for the business. Simultaneously, he also tried to understand how his current products could be improved and scanned what other products he could offer. Most important of all, he also needed to change himself psychologically and learn quickly how to be in-charge of the company. He could not afford to act like an apprentice in the business.

His efforts indeed are slowly paying off. Now he has increased his international customer base. Young as he is, he has also improved his network. He is now more confident in meeting client calls and has been able to establish his credibility. He has been able to design and implement effective marketing strategies that are slowly

An Entrepreneurial Call

paying back. He has learned about how the BPO industry works. Though difficult at first, his eagerness to learn and the pressure he was subjected to, got him to slowly succeed.

Not only has Jake been able to get that business in the black but he has also gained the respect and the trust of his employees. He is known to be very meticulous and pays close attention to a lot of detail. He is able to appear as a model to the employees and not just the owner's son or the Chief Operating Officer tucked in his office. He has been very hands-on and has been able to manage his class schedules in school and his presence in Cebu for continuous monitoring.

At nineteen, Jake has gone a long way. Not only has he matured as a business person, but he has also proven that he is a dependable son to his father. "The experience that I have cannot be bought. ... There is always a way to make things right even if you're very down. If you believe in yourself, you can do what you want to do."

Jake has responded well to the entrepreneurial call of his family. Voiceville, the call center on which he has focused his entrepreneurial energies, is slowly but surely growing. The seat expansion he initially thought of, is now slowly being implemented because he now has the market base and a good set of products to offer. The resounding entrepreneurial call of Voiceville has gone outside the Villa home in Cebu. Jake is realizing his vision, for the Voiceville call is now fully and truly international!

