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# **BUSINESS CONCEPT BAZAAR**

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VARAYTI



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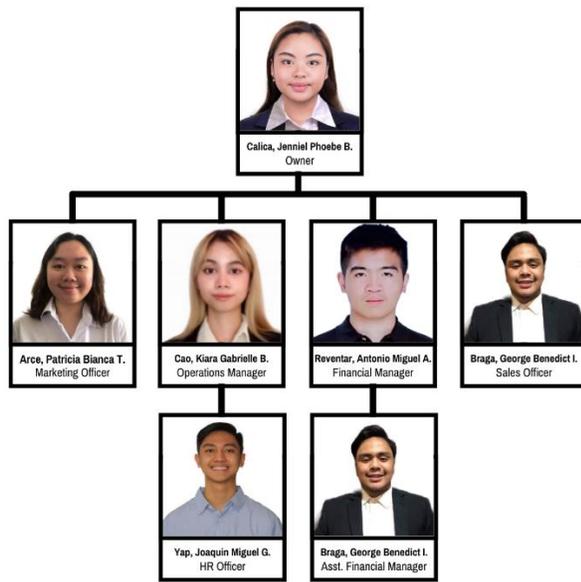
**Executive Summary:** VARAYTI was formed in 2020 by aspiring entrepreneurs who wish to go beyond their culture. The business is a sole proprietorship bag and fashion business owned by Phoebe Calica. It provides fashionable and practical fanny packs as flagship products and shirts for product diversification at an affordable price, Php 650 and Php 400, while incorporating Philippine Culture using locally made materials. VARAYTI's goal is to inspire, give appreciation, and pride to the significance of remembering one's culture by Digital Marketing through Facebook and Instagram. VARAYTI penetrates the market by understanding target customers' needs and wants through extensive research. VARAYTI's target market is mainly millennials and GEN Z in CALABARZON, Philippines, but welcomes everyone who wishes to purchase the products. VARAYTI's primary competitors are Grade 12 students of De La Salle University-Laguna. VARAYTEAM consists of the following key departmental positions: Patricia Arce, the Marketing Officer, handles marketing strategy. Kiara Cao oversees Operations and Productions. Joaquin Yap manages internal and external Human Resources endeavors. Miguel Reventar prepares financial statements and budgeting. George Braga monitors Sales and assists in Finance. VARAYTI's starting capital of Php 48,000 with equal contributions of Php 8,000 to run the business for all the supplies needed and manufacturing. VARAYTI officially launched last November 2020 and reached its breakeven of 59 bags. Product diversification was introduced in February 2021. VARAYTI reached its breakeven at the second month of selling and sold all Fanny Pack and Shirts, resulting in Php 21,209.40 profit. VARAYTI will continue operations after the A.Y. 2020-2021.

**Key Words:** varayti; fanny packs; sole proprietorship; culture; digital marketing

## I. BUSINESS REGISTRATION AND ORGANIZATION

VARAYTI has accomplished all of the business's legal permits last November 2020 through Practical Research III: Inquiries, Investigation, and Immersion, through business simulations. VARAYTI's Mayor's Permit is registered under Silang, Cavite, where the Owner

resides. The DTI of the business ensures the protection and interest of the customers. The BIR helps in the improvement of the nation and the lives of the Filipinos.



**Figure 1.** VARAYTI's Organizational Chart

VARAYTI is a sole proprietorship owned by Phoebe Calica, with the team known as VARAYTEAM. Patricia Arce manages the Marketing Department that is in charge of the Marketing Strategy. George Braga manages the Sales Department, which processes the business' activity. Kiara Cao is the Operations Manager, who is in charge of the productions and operations. Miguel Reventar is the head of the Financial Department, in charge of its financial, budgeting and expenditure planning, along with Assistant Financial Manager George Braga. Joaquin Yap, the Human Resources Officer, who oversees the internal and external human endeavor and monitors the tasks and job properly.

## II. A. PRODUCTION/OPERATIONS

VARAYTI's Operations is managed by Kiara Gabrielle B. Cao. The production process takes up to two (2) weeks for their bags and one (1) week for shirts sent to VARAYTI's respective manufacturers. Materials for the bags are shipped from local stores and the Yakan textiles are hand-weaved and made from Zamboanga and were cut into straps used for the bags. The business purchases plain shirts that are then heat-pressed with designs personally made by the Operations and Marketing Officer. After production, the team goes through the products for quality and inventory checking to ensure that they have produced the best quality they can. VARAYTI utilizes social media by posting publication materials and interacting with customers. VARAYTI provides step-by-step

instructions on how to order in their social media accounts. Interested customers will send the team a message and can choose their preferred mode of payment and delivery.

## II. B. MARKETING

VARAYTI is a representation to create and sell a variety of products through the use of local materials. The tagline "What Goes Beyond" showed the belief in inspiring other people to create what is beyond the limits of life. The flagship product, VARAYTI Fanny Pack, has three (3) styles: *Audacia*, *Vivida*, and *Klaro* made to have a Polyvinyl Chloride (PVC) body, Yakan Textile strap from Basilan Zamboanga Philippines, anti-theft zippers, and alcohol-spray bottles as freebies. For the product diversification, VARAYTI Shirts have two (2) designs, *Caliente* and *Lluvia* in both black and white colors, which are heat-pressed cotton shirts. All were inspired by giving awareness to Philippine culture, remembering its significance and its identity, which were also named in Chavacano, a Spanish-based creole language, one of many varieties that Zamboanga residents speak. Packaging used to keep it safe through deliveries around CALABARZON, Philippines and outside areas through couriers like J&T was corrugated boxes with warranty cards for the bags and frosted zip locks for the shirts. These were in compliance with environmental regulations and in reaching United Nations Sustainable Development Goals: Goal 12 Responsible Consumption and Production, Goal 13 Climate Action, Goal 14 Life Below Water, and Goal 15 Life on Land. The selling prices were Php 650 with a 44% markup rate and Php 400 with a 36.52% markup rate, respectively. A cost-based pricing strategy was used in which the selling price was relatively low to penetrate the market and ensure profitability.

For the promotion, Digital Marketing was used due to the pandemic to connect directly with customers and expand more of the business. Facebook and Instagram social media accounts were created in September 2020. The Marketing Officer, Patricia Arce, with the help of the Operations Manager, Kiara Cao, then created different publication materials for engagement, as well as taking advantage of special occasions and seasons in the promotion. It resulted in 445 followers on Instagram and 716 likes, along with 1,268 followers on Facebook.

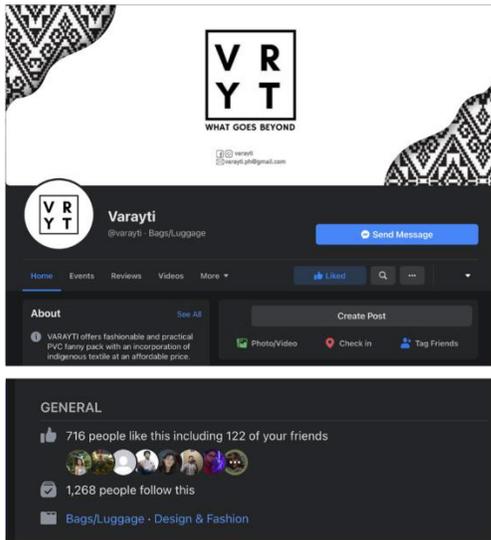
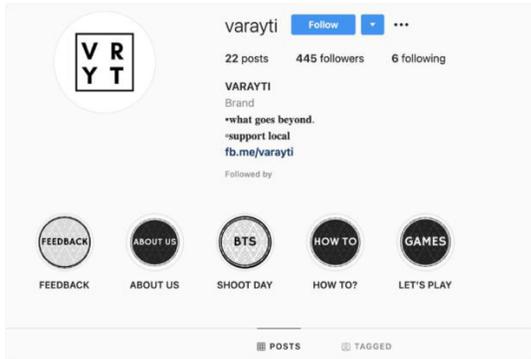


Figure 2. VARAYTI Instagram and Facebook Platforms



Figure 3. VARAYTI's Flagship Product Publication Materials



Figure 4. VARAYTI's Product Diversification Publication Materials

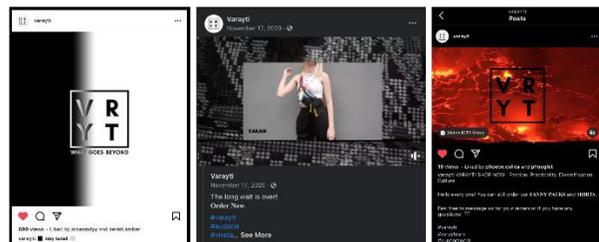


Figure 5. VARAYTI Video Teasers and Video Pitch



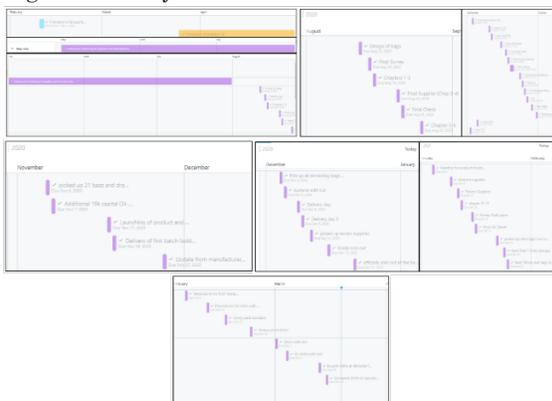
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**Figure 6.** *Samples of VARAYTI Seasonal Publication Materials*

## II. C. HUMAN RESOURCES

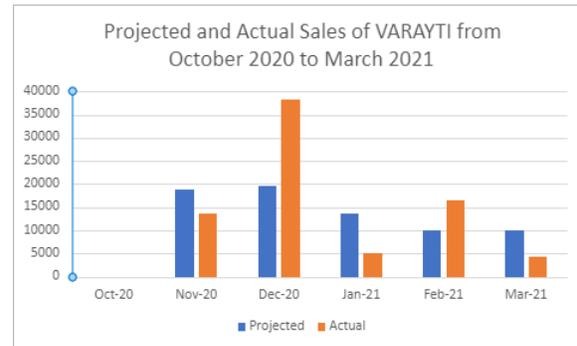
The business's Human Resource is managed by Joaquin Yap. The owner, Ms. Phoebe Calica, ensures that every department contributes to tasked assignments to finish tasks before deadlines. She is also in-charge in ensuring that the business runs smoothly. Moreover, there were no agreed compensation packages for the management team of VARAYTI. However, the group decided to divide the remaining inventory equally by the end of the Academic Year. In doing so, this will promote fairness and responsibility to the members of the group. The group conducts frequent meetings, often with the instructor, within the week in order to plan the activities and assign tasks respectively. These meetings are necessary for the report of both the weekly and monthly progress of the business. A calendar of activities, such as the use of Gantt Charts, was used to provide awareness and promote organization for the group in order to achieve the target or the objective of the business.



**Figure 6.** *VARAYTI Gantt Charts from February 2020 to March 2021*

## III. D. FINANCE

Based on the consumer's seasonal demands, the Financial Manager forecast revenue for VARAYTI in the years 2020-2021, from October 2020 to March 2021.



**Figure 7.** *Projected and Actual Sales of VARAYTI from October 2020 to March 2021*

Given the projections, VARAYTI had expected to have sold half of their breakeven by the end of November 2020. Despite not being able to reach this, they were able to reach their break-even point and sell all of their inventories by the end of December 2020. With that, the projected sales for January 2021 were not met. However, with the release of VARAYTI's product diversification at the start of February 2021, the business's sales exceeded the projected outcome, leading to less than the projected sales for March 2021. With that said, VARAYTI's actual sales were able to surpass their overall projected outcome which led to a net profit of 8,409.40php, a net profit ratio of 10.17%, and a return on investment of 17.52%. A significant number of buyers were satisfied by the business, and their sold units were higher than their point of breakeven.



**Figure 8.** *VARAYTI Fanny Packs and Shirts Breakeven Line Graphs*



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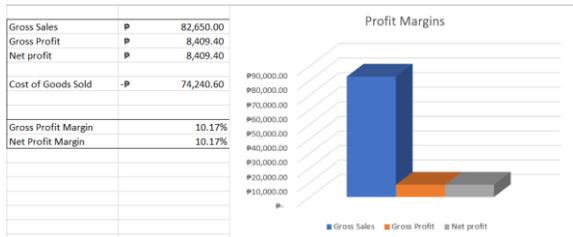


Figure 9. VARAYTI's Profit Margins

Net profit	₱	8,409.40
Total Investment	₱	48,000.00
Return of Investment		17.52%
Net profit	₱	7,998.93
Total Investment	₱	48,000.00
Return of Investment		16.66%

Figure 10. VARAYTI Return of Investment as of March 2021 with (Before and After Tax)

VARAYTI Income Statement For The Month Ended March 31, 2021		VARAYTI Statement of Financial Position From October 2020 to March 2021	
Revenue & Gains		Assets	
Gross Sales	₱82,650.00	Cash and cash equivalents	₱41,233.00
Total Revenues & Gains	₱82,650.00	Inventory	₱204,540.00
Expenses & Losses		Total Current Asset	₱245,773.00
Supplies Expense	(₱54,475.00)	Total Assets	₱245,773.00
Manufacturing Expense	(₱19,765.60)	Liabilities and Shareholder's Equity	
Tax expense	(₱4,409.47)	Liabilities	
Total Expenses & Losses	(₱74,661.07)	Total Liabilities	₱0.00
Net Income	₱7,988.93	Shareholder's Equity	
		VARAYTI, Capital	₱0.00
		ADD: Net income	₱7,988.93
		Total Shareholder's Equity	₱7,988.93
		Total Liabilities and Shareholder's Equity	₱7,988.93

Figure 11. VARAYTI's Income Statement and Statement of Financial Position as of March 2021

### III. FUTURE PLANS

VARAYTI will become a fashion and lifestyle brand that will continuously create various types of products. As it expands as a brand, the process of registration of trademarks for the logo, brand name, and product designs will be finalized, ensuring that VARAYTI is protected. The team will also officially file their legal permits after the business simulation has ended, continuing on implementing their experience-based CSR program for less fortunate aspiring entrepreneurs called, "PANGKALAHATAN". VARAYTEAM believes that education and knowledge are part of one's success, potentially reaching out to what is beyond. They would also be hiring future employees, giving them proper compensations and benefits. The closing of the business will be implemented by the end of the Academic Year 2020-2021, however, it is a chance to improve the business and showcase its best version to the public before reopening in the future.

### IV. ACKNOWLEDGEMENTS

VARAYTI's business would not be possible without the help of the people who supported the business and continued to support it throughout the process. The team would like to significantly acknowledge the parents, relatives, customers, friends, and the people who believed in the business's growth and have helped expand the market, making the business more known to other parts of the country. VARAYTEAM was also able to accomplish the research completion with their research adviser, Ms. Marife Magsino. With continuous support and help to grow and become the best version of themselves, it has led to the business's success and will continue to succeed until the next coming years. The suppliers and manufacturers who produced VARAYTI's high-quality Fanny Packs and Shirts are also acknowledged by the team, making it possible to create these products amidst the pandemic and giving the experience of how business operations truly work. Finally, VARAYTI would not be complete without the VARAYTEAM. The efforts of the members throughout the Academic Year 2020-2021 are highly acknowledged and appreciated. VARAYTI is thankful to have the opportunity to provide people high-quality, practical, and fashionable products throughout the entire year, creating products that can make an impact and inspiration towards culture. The team ensures to continue its mission and vision for the market, expand more, and go beyond the limits.

### VI. REFERENCES/APPENDICES

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## HO TSIA



Eunice Lao, Winnie Angelica Li, Charles Daryl Dee, Benson Sean H. Huang, Sam Jayson D. Hong, Josephine C. Tan, Shanni Shi, and Wa Kim D. Chua  
*Philippine Cultural College, Manila*

**Executive Summary:** Ho Tsia was formed in November 2020 to participate in the Online Christmas Bazaar. The business offers the essence of Chinese cuisine into people's daily lives with easily accessible Chinese meals.

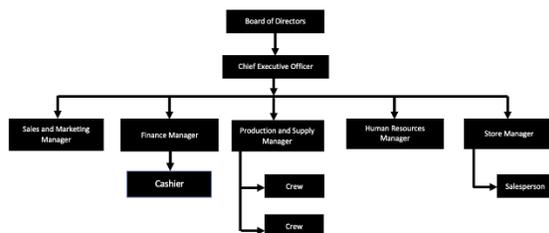
The company is located in Binondo, Manila. According to Ho Tsia's previous market research, people living in Metro Manila would like authentic Chinese dim sums that are affordable and delivered to their homes without taking the risk of going outside during the pandemic. With this information, the company decided to target people ages 18-34 and Chinese Filipinos. Although competitive rivalry is high, Ho Tsia has employed the use of digital marketing that allows the company to establish its brand through social media platforms permanently.

The company is a corporation invested by the eight owners through corporate financing. It financially issues cash dividends to executive members. Currently, the executive members have invested a total of P400,000 towards the business.

**Key Words:** Ho Tsia; dim sum business; cash dividends; online selling; income projections

## I. BUSINESS REGISTRATION AND ORGANIZATION

### I. A. Organizational Chart



To ensure corporate stability, proper allocation of human resources is essential. The company utilizes a hierarchical form of management wherein members of the organization comprise ten people. This start-up business has planned to hire

only two employees.

### I.B. Business Description

The Hokkien word "ho tsia" in English means delicious. Ho Tsia is two words together, "ho" means good, and "tsia" means eat. Ho Tsia is a business first established to participate in the Online Christmas Bazaar that sells frozen dim sum. The company has chosen to sell dim sums as Chinese cuisine is welcomed by the Filipino community, with 88% of Filipinos who have tried Chinese cuisine loving it (Smith, 2019).

#### I.B.1. Business Tagline

The business's official tagline is "want sum, get sum, dim sum."



**I.B.2. Business Logo**



The logo is a platter of the iconic dumplings on a bamboo steamer to represent dim sum, while the chopstick represents Chinese eating utensils. The company utilizes a red and yellow color theme since it symbolizes the festivity of gathering together, a crucial factor in Chinese culture.

**I.B.3. Vision**

To be one of the leading quality service and product providers that offer consumers an affordable experience accessing handmade Chinese dim sums.

**I.B.4. Mission**

To deliver the essence of Chinese cuisine into people's daily lives with easily accessible Chinese meals.

**I.B.5. Objectives**

1. To ensure great customer service through consistent training and management of staff.
2. To establish a strong market presence in Chinatown.
3. To ensure customer satisfaction and build a repeat customer base.
4. To obtain a stable increase in sales.
5. To ensure Ho Tsia's financial stability.
6. To ensure the sanitary of the products by implementing strict quality control during food production.

**I.C. Business Concept**

Ho Tsia is a stock corporation that issues cash dividends based on shares. Ho Tsia is established with a fixed capital from the eight owners where the profit from the products sold is divided equally for each shareholder.

**I.D. Legal Requirements for Business Registration**

For Ho Tsia to legally operate, it would need the following:

- Register with the Securities and Exchange Commission (SEC)
- Business Permit
- Register with the Bureau of International Revenue (BIR)
- Register with the Social Security System (SSS)
- Register with the Philippine Health Insurance Corporation (PhilHealth)
- Register with the Home Development Mutual Fund (Pag-IBIG Fund)
- Register with the Bureau of Food and Drugs (BFAD)

**I.E. Compensation and Ownership**

Name	Investment	%
Eunice Lao	₱50,000	12.5
Winnie Angelica Li	₱50,000	12.5
Charles Daryl Dee	₱50,000	12.5
Benson Sean H. Huang	₱50,000	12.5
Sam Jayson D. Hong	₱50,000	12.5
Josephine C. Tan	₱50,000	12.5
Shanni Shi	₱50,000	12.5
Wa Kim D. Chua	₱50,000	12.5
<b>Total</b>	<b>₱400,000</b>	<b>100</b>

**II. BUSINESS PLAN IMPLEMENTATION**

**II.A. Production**

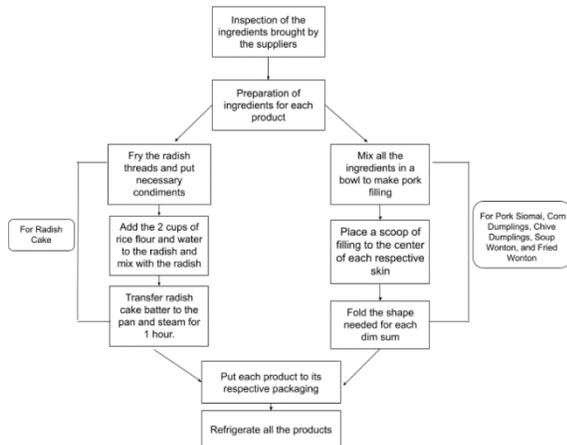
**II.A.1. General Business Condition**

All dim sum products shall be stored, handled, transported, and protected from spoilage and contamination. The staff shall not leave any used ingredients overnight. Everything inside the kitchen would be cleaned and sanitized every day before and after operating hours. Every person engaged in the food production process shall clean their workstation. No kitchen staff operator may permit any person affected with any contagious, infectious or physical ailment which may render such employment detrimental to the customers to work. Employees shall be prohibited from smoking, drinking, getting drugged during work hours.



### II.A.2. Production Method

The company's production process is as follows:



### II.A.3. Production Cost

Chive Dumplings		
Ingredients		
Dumpling skin		31
Chives		46.35
Pork		67.47
Oil		7
Salt		5
Seasoning		3.23
Packaging		10
<b>Total Direct Cost</b>		<b>170.05</b>
Utilities Expense		4.38
Rent Expense		20.83
Advertising Expense		1.04
Salaries Expense		53.7
<b>Total Overhead Cost</b>		<b>79.95</b>
<b>Total Production Cost</b>		<b>250</b>
Markup on Cost		20%
<b>Selling Price</b>		<b>300</b>

Corn Dumplings		
Ingredients		
Dumpling skin		31
Corn		49.55
Pork		64.27
Oil		7
Salt		5
Seasoning		3.23
Packaging		10
<b>Total Direct Cost</b>		<b>170.05</b>
Utilities Expense		4.38
Rent Expense		20.83
Advertising Expense		1.04
Salaries Expense		53.7
<b>Total Overhead Cost</b>		<b>79.95</b>
<b>Total Production Cost</b>		<b>250</b>
Markup on Cost		20%
<b>Selling Price</b>		<b>300</b>

Fried Wonton / Soup Wonton		
Ingredients		
Wonton wrappers		8.42
Pork		20.19
Oil		7.2
Salt		2
Seasoning		2.24
Packaging		10
<b>Total Direct Cost</b>		<b>50.05</b>
Utilities Expense		4.38
Rent Expense		20.83
Advertising Expense		1.04
Salaries Expense		53.7
<b>Total Overhead Cost</b>		<b>79.95</b>
<b>Total Production Cost</b>		<b>130</b>
Markup on Cost		92.31%
<b>Selling Price</b>		<b>250</b>

Radish Cake		
Ingredients		
Radish		33.93
Rice flour		15.52
Sugar		1.4
Pepper		3.7
Salt		2
Oil		3.5
Packaging		10
<b>Total Direct Cost</b>		<b>70.05</b>
Utilities Expense		4.38
Rent Expense		20.83
Advertising Expense		1.04
Salaries Expense		53.7
<b>Total Overhead Cost</b>		<b>79.95</b>
<b>Total Production Cost</b>		<b>150</b>
Markup on Cost		53.33%
<b>Selling Price</b>		<b>230</b>

Pork Siomai		
Ingredients		
Wonton Wrapper		25
Shrimp		50.62
Pork		49.25
Oil		7
Salt		5
Seasoning		3.18
Packaging		10
<b>Total Direct Cost</b>		<b>150.05</b>
Utilities Expense		4.38
Rent Expense		20.83
Advertising Expense		1.04
Salaries Expense		53.7
<b>Total Overhead Cost</b>		<b>79.95</b>
<b>Total Production Cost</b>		<b>230</b>
Markup Cost		21.74%
<b>Selling Price</b>		<b>280</b>

### II.A.3.a. Ingredient Costing

Supplier:	Product:	Selling Price and amount:	Price	Production Cost and amount:
<b>City Store</b>  888, 1006 Alvarado St, Binondo, Manila, 1006 Metro Manila	Dim sum wrapper	P62 (50 sheets)		P31 (25 sheets)
	Oil	P35 (350 ML)		P7 (70 ML)
	Salt	P50 (170 GRAMS)		P5 (17.07 GRAMS)
	Shapowei Seasoning	P165 (500 GRAMS)		P5.23 (15.08 GRAMS)
	Rice Flour	P60 (1 kg)		P15.52 (250 GRAMS)
	Pepper	P90 (100 GRAMS)		P3.7 (4.11 GRAMS)
	Chive	P90 (500 GRAMS)		P46.35 (257.5 GRAMS)
	Corn	P100 (1kg)		P49.55 (1/2 kg)
	Radish	P65 (1kg)		P33.93 (52.2 GRAMS)
	Sugar	P50 (600 GRAMS)		P1.4 (16.8 GRAMS)
<b>HAO YOU DUO</b>  460 Elcano St. cor San Fernando, Binondo, Manila	Plastic Container	P60 (10 PCS)		P6 (one per order)
	Plastic Bag	P100 (100 PCS)		P2 (two per order)
	Styrofoam Container	P600 (100 PCS)		P6 (one per order)
	Newspaper	P33.33 (100 SHEETS)		P2 (six per order)
	Ground Pork	P200 (1/2 kg)		P64.27 (1/6 kg)
	Sua he /Shrimp	P410 (8 pcs)		P50.62 (1 pcs)

### II.B. Marketing

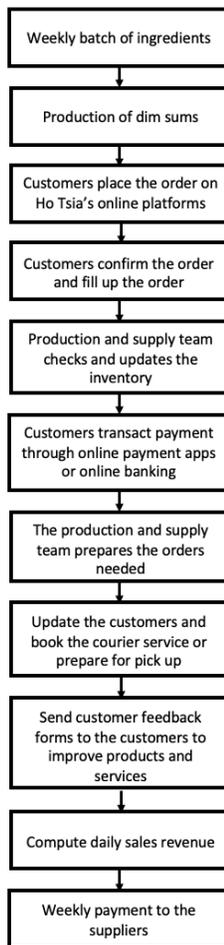
#### II.B.1. Competitive Advantage

Ho Tsia's advantage in the competitive industry is that it provides consumers with complete transparency with handling food production. According to Ahmed (2020), consumer trust is a significant factor in determining whether a business would succeed or not. Food safety continues to be on the minds of consumers, especially in recent events like the COVID-19 virus and the African swine fever virus. The company believes that consumers are hesitant to buy food online since they are unfamiliar with the business's practices on food hygiene. The company will provide transparency to its consumers by posting insider videos about the business, such as the production process.

#### II.B.2. Product

Ho Tsia sells a variety of six dishes of authentic Chinese frozen dim sums. This includes soup wonton, fried wonton, pork siomai, radish cake, corn dumplings, and chive dumplings.

### II.A.4. Operational Activities



	Corn-filling Dumplings
	Chive-filling Dumplings
	Radish Cake
	Soup Wonton
	Fried Wonton
	Pork Siomai



### II.B.3. Price

The business utilized a competition-based pricing strategy wherein its pricing of the frozen dim sums is based on comparing existing competitors' prices.

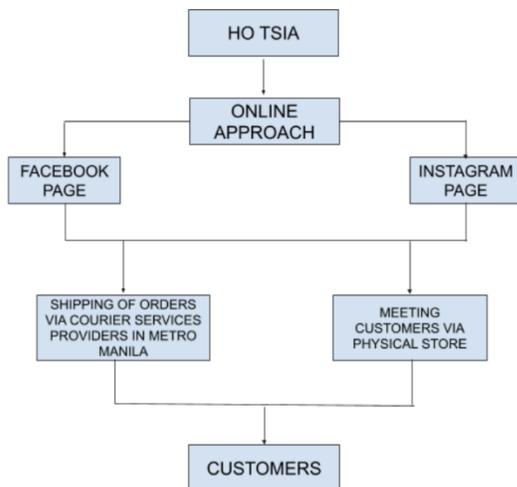
Products cost around PHP 230 - PHP 300. Ho Tsia's products' prices will be dependent on the market price of the ingredient.

Since the company sells homogeneous items, barriers arise where people would instead buy from older, trusted brands due to familiarity. That is why the company has employed the use of the volume discount pricing strategy.

### II.B.4. Place



As Ho Tsia wants to target the Chinese-Filipino community, the company has decided to place the physical store near the Lucky Chinatown Mall and 168 Mall, located in the heart of Binondo, for some customers to order and pick up their orders. This specific location has been chosen since it is a diverse place where many Chinese Filipinos dwell in. Customers have the option of picking up or ordering online and delivering it to their doorsteps.



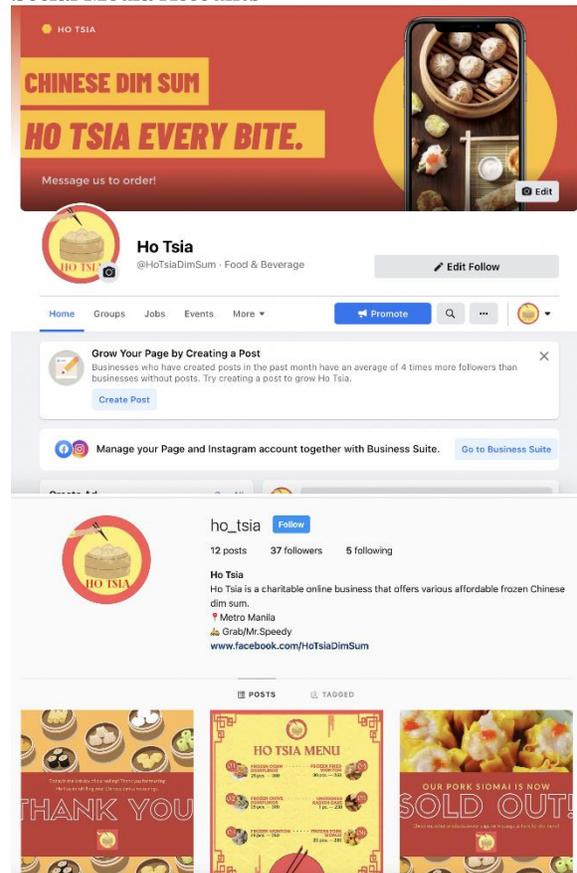
The distribution channel of Ho Tsia will be through online selling with the help of various social media platforms and delivered by food delivery service apps.

### II.B.5. Promotion

#### II.B.5.a. Online Advertising Strategy

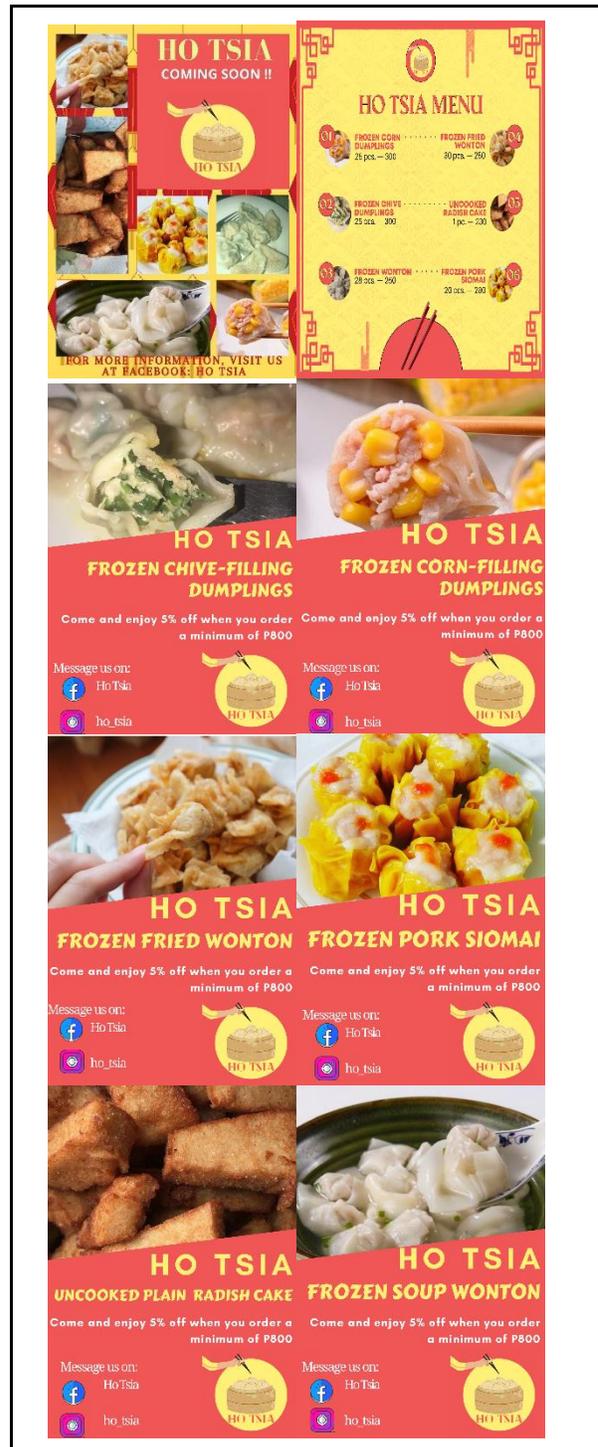
Ho Tsia would be launching their business on platforms like Facebook and Instagram. It primarily targets people ages 18-34 since this age range has the largest age proportion of social media users (Seavers, 2019). Digital posters, infographics, teasers, and insider videos would be posted on these platforms to establish brand recognition, showcase business transparency, and build deeper relationships between the business and customers.

### Social Media Accounts



**Digital Posters**

These were posters used during the selling week of the Online Christmas Bazaar.



**II.B.5.b. Offline Advertising Strategy**

For offline advertising, the business employed the use of discounts to attract new and repeat customers. The company would create a loyalty program wherein customers will be given loyalty cards that offer frequent buyers



additional benefits to increase customer retention. Ho Tsia would create combo deals from time to time where the company would heavily advertise the business to build brand awareness. Partnership marketing would also be applied wherein the company collaborates with other businesses and offers products as combo deals. This would be used since it is more cost-effective than traditional marketing.

## II.C. Human Resources

### II.C.1. Recruitment and Selection of Employees

Currently, Ho Tsia plans to recruit two employees: one salesperson and one crew member. The staff should meet the following criteria:

#### II.C.1.a. Requirements:

- Excellent customer service skills
- Prior experience in retail or sales
- Has the patience to handle multiple customers at a time
- Ability to follow all appropriate safety standards in food production
- Experience in the kitchen and cooking

#### II.C.1.b. Wage and Compensation Benefits:

- Monthly salary PHP 28,000; Overtime pay; Premium pay; 13th-month pay; Separation pay; Retirement pay

#### II.C.1.c. Leave Benefits:

- Service incentive leave; Parental leave; Special leave benefits for women; Bereavement leave

#### II.C.1.d. Mandatory Government Contributions:

- Social security system (SSS); PhilHealth; Pag-IBIG

### II.C.2. Human Resources Process



### II.C.3. Staff Development

Ho Tsia has enforced policies and guidelines for the staff to follow and activities to improve the staff's skills and work relationships.

#### II.C.3.a. Having a Clear Understanding of the Company's Vision and Mission

The staff should know what the company has and will offer. Communication is a crucial factor for effective management. It is advantageous because it avoids misunderstandings and encourages a healthy and more productive work environment. Ho Tsia will be hosting weekly meetings for weekly business reports and strategizing or brainstorming for action plans.

#### II.C.3.b. Ensuring Food Safety and Develop Sanitation Training Programs

Regulations for food safety would be ensured by educating staff with proper sanitation programs annually. Ho Tsia would design a food safety program that teaches its employees everything regarding food safety activities. This guarantees the safety of the customers' health, ensures the longevity of food products, and protects the business's reputation.

## II.D. Finance

### II.D.1. Source of Funds

Owners of Ho Tsia all invested PHP 50,000 each, putting together a capital of PHP 400,000.

### II.D.2. Uses of Funds

#### II.D.2.a. Uses of Funds for 3 months

<b>Marketing Study</b>			
Advertising Expense (Note 1)			₱1,500
<b>From Technical Study</b>			
Furniture, Fixtures, and Equipment (Note 2)	₱75,820		
Inventories (Note 3)	154,872		
Supplies (Note 4)	1,150	231,842	
<b>Organizational and Management Study</b>			
Salaries Expense			77,328
<b>Additional</b>			
Utilities Expense (Note 5)	₱6,300		
Rent expense	30,000	36,300	
<b>Total</b>			<b>₱346,970</b>



II.D.2.b. Uses of Funds for 1 year

Marketing Study		
Advertising Expense		₱6,000
From Technical Study		
Furniture, Fixtures, and Equipment	₱75,820	
Inventories	619,488	
Supplies	4,600	699,908
Organizational and Management Study		
Salaries Expense		309,312
Additional		
Utilities Expense	₱25,200	
Rent expense	120,000	145,200
<b>Total</b>		<b>₱1,160,420</b>

II.D.3. Statement of Financial Position prior Operations

Ho Tsia		
Statement of Financial Position		
As of January 1, 2021		
Current Assets		
Cash	₱306,674	
Inventories	12,906	
Supplies	4,600	₱324,180
Non-Current Assets		
Equipment	₱67,820	
Furniture and Fixtures	8,000	75,820
<b>Total Asset</b>		<b>₱400,000</b>
Total Equity		
		₱400,000

The table above only listed one week's worth of inventory since the ingredients are perishables.

II.D.4. Financial Assumptions

- Selling price per unit —
  - corn dumplings - PHP 300
  - chive dumplings - PHP 300
  - siomai - PHP 280
  - soup wonton - PHP 250
  - fried wonton - PHP 250
  - radish cake - PHP 230
- Units of products sold in 2021 — 5,760 units
  - corn dumplings - 720 units
  - chive dumplings - 720 units
  - siomai - 1,440 units
  - soup wonton - 720 units
  - fried wonton - 1,440 units
  - radish cake - 720 units
- Cost ratio —
  - corn dumplings - 56.68%
  - chive dumplings - 56.68%
  - pork siomai - 53.59%
  - soup wonton - 20.02%
  - fried wonton - 20.02%
  - radish cake - 30.46%
- Average annual sales growth rate — 15.22%
- Advertising expense in 2021 — PHP 6,000
- Advertising expense will decrease by 60% per year

- Salaries expense in 2021 — PHP 253,440
- Average annual salaries expense growth rate — 5.6%
- Rent expense in 2021 — PHP 120,000
- Average annual rent expense growth rate — 0% since signed a 5-year contract implying no change in rent
- Utilities expense in 2021 — PHP 25,200
- Average annual utilities expense growth rate —
  - Electric — 27.44%
  - Water — 0%
  - WiFi — 0%
- Long-term assets depreciate PHP 7,582 yearly with an average useful life of 10 years
- Tax expense is 30%

II.D.5. Income Projections

	2021	2022	2023
Net Sales	₱1,540,800	₱1,775,310	₱2,045,512
Cost of Goods Sold	619,488	713,774	822,410
Gross Profit	₱921,312	₱1,061,536	₱1,223,101
Advertising Expense	₱6,000	₱2,400	₱960
Salaries Expense	309,312	326,633	344,925
Rent Expense	120,000	120,000	120,000
Electric	₱11,200	₱14,273	₱18,190
Water	2,000	2,000	2,000
Wifi	12,000	12,000	12,000
Utilities Expense	₱25,200	₱28,273	₱32,190
Depreciation Expense	7,582	7,582	7,582
Operating Expense	₱468,094	₱484,888	₱505,657
Operating Profit	453,218	576,647	717,444
Tax Expense	135,965	172,994	215,233
<b>Net Profit</b>	<b>₱317,253</b>	<b>₱403,653</b>	<b>₱502,211</b>

II.D.6. Financial Ratios

	2021	2022	2023
Gross Profit Margin	59.79%	59.79%	59.79%
Operating Profit Margin	29.41%	32.48%	35.07%
Net Profit Margin	20.59%	22.74%	24.55%
Times Interest Earned	N/A	N/A	N/A

According to Nicasio (2019), the retail industry's average gross profit margin ratio is 53.33%. This table shows that the business is efficient in producing goods before deducting extraneous costs with a ratio of 59.79%.

The Motley Fool (2020) states that the operating profit margin ratio over 15% is considered good. The operating profit margin of 2021-2023 has a steady increase from 29.41% to 35.07%, showing that the business has better chances of surviving market challenges or seasonal fluctuations in revenue.

As a general rule of thumb, a 20% net profit margin is considered high (Tide, 2021). As seen in the table above, the company has a 20.59% profit margin in the first year and will steadily increase. With these computations, the business will likely succeed and would not encounter any financial



difficulties.

### II.D.7. Break-Even Analysis

In Ho Tsia's case, it needs to sell approximately 244 units of product each month to reach break-even. The product mix was based on the units sold from the financial assumptions above.

	Chive-filling Dumplings	Corn-filling Dumplings	Fried Wonton	Soup Wonton	Radish Cake	Pork Siomai	
Price per Unit	P300	P300	P250	P250	P230	P280	
Variable Cost per Unit	170.05	170.05	50.05	50.05	70.05	150.05	
Contribution Margin per Unit	P129.95	P129.95	P199.95	P199.95	P159.95	P129.95	
Product Mix	12.50%	12.50%	25.00%	12.50%	12.50%	25.00%	
Weighted Average Price	P38	P38	P63	P31	P29	P70	P288
Weighted Average Cost	P21	P21	P13	P6	P9	P38	P108
WA Contribution Margin							P199.95
Fixed Cost							P30,008
BE in Units							243.88
BE in Units	30.48	30.48	60.97	30.48	30.48	60.97	243.88
BE in Peso	P9,145	P9,145	P15,242	P7,621	P7,011	P17,071	P65,237

Revenue	P65,237
Variable Cost	P26,229
Contribution Margin	P39,008
Fixed Cost	P39,008
<b>Net Income</b>	<b>P0</b>

FIXED COST	
Utilities Expense	P2,100
Rent Expense	P10,000
Advertising Expense	P500
Salary Expense	P25,776
Depreciation Expense	P632
<b>Total</b>	<b>P39,008</b>

## III. PRODUCT DIVERSIFICATION

The company plans to introduce two new product varieties: the tea variety and the noodle variety. Customers will be choosing from various tea flavors and noodles that are ready-to-eat to go with their dim sum orders. With these extra product lines, customers will order dim sums not only as side dishes but also as main dishes paired out with the different types of teas available.

The company's product diversification aims to mimic the essence of an authentic Chinese restaurant during the pandemic. The company presupposes putting them as a meal would entice buyers to buy them, resulting in a boost of sales for the business.

With these new product varieties, the company would be one step closer to achieving its mission statement — to deliver the essence of Chinese cuisine into people's daily lives with easily accessible Chinese meals.

## IV. FUTURE PLANS

The company is currently planning for the growth and expansion of the business. This is done while keeping in mind the social responsibility of prioritizing food's safety and quality.

### IV.A. Expansion of Product Line

The company has six dim sum variations. The company plans to introduce new variants to diversify its menu to suit the taste of its customers. The company firmly believes that bringing more trendy product options like vegan, vegetarian, and halal would reach a wider audience.

### IV.B. Create Value-Added Services

To increase the customer base, the company opted to create an after-purchase service where customers can reach out and ask for cooking tutorials or be provided with professional advice.

### IV.C. Partnership with Local Producers

This contributes to the corporate social responsibility of putting money back into the community. Partnering with local producers may cut costs to maximize profits while providing many locally-owned farms financial stability.

### IV.D. Expanding to Different Food Service Applications

The business could expand its online presence by launching its services to existing food delivery apps. Reaching out to different platforms would broaden the company's customer reach while quickly gaining brand recognition.

## V. ACKNOWLEDGEMENT

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EUNOIA



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**Executive Summary:** EUNOIA started in February 2020 with strategic plans in starting up a business. It aimed to create a product that is affordable, innovative, eco-friendly, and unique. It belonged to the accessory/bag industry. Eunoia offers tote bags for only 518 Pesos; when accessories are added, it is 618 Pesos (Power-bank included) or 678 Pesos (Alcohol Mist included). The accessories can be sold separately at 100 Pesos and 150 Pesos, respectively. EUNOIA’s product diversification, Calla Lily, is being sold for only 99 Pesos, using the vast digital platform and aims to support environmental and mental health awareness. It operated using sole proprietorship to let everyone work latest: John Benedict Young II as the Owner, John Eliquiel Jose Austria as the Operations Head, Emjel Mercado as the Marketing Head with Catherine Calixtro as the Marketing Officer and Quality Control Head, Katriel Santos as the Finance Head, and John Matthew Hilbero as the Human Resource Head. The market is vast as it is in Digital Marketing. The main competitors of EUNOIA are the 20 groups in the ABM Department. All of the total investment came from EUNOIA's parents and, as of now, is at ₱ 36,000.00. EUNOIA’s expenses amounted to ₱ 71,776.50 as of March 15, 2021.

**Key Words:** EUNOIA; jute; Beautiful Thinking; Peace of Mind; Calla Lily

**I. BUSINESS REGISTRATION AND ORGANIZATION**



Figure 1. Organizational Chart of EUNOIA

EUNOIA registered the logo of the business into the Intellectual Property Office of the Philippines (IPOPHL). It had the following benefits from the business trademark; protect the identity of

the business in the marketplace and give the owners of the business the right to sue others that may use or exploit the business’s logo. EUNOIA secured permits such as the Mayor’s permit, the Bureau of Internal Revenue (BIR) permit, and the Department of Trade and Industry (DTI) permit, respectively.

The Business Permit allowed the entrepreneurs to operate in the City of Tacloban where the business owner lives as agreed by all of the managers to ensure to have strict compliance with the policies, laws, ordinances, rules, and regulations imposed in the city.

EUNOIA is registered as a sole proprietorship that is owned and run by one person. However, the ratio of decisions among all of the six



(6) members of EUNOIA is 1 to 1. Decision-making in EUNOIA is through voting and an agreement of the group across all departments of the business. The business used sole proprietorship as the type of business because it requires everyone to actively participate in the business and not just be an investor.

## II. BUSINESS PLAN IMPLEMENTATION

### A. Production/Operations

EUNOIA searched for suppliers who are willing to follow the demands of the business group. The jute bag will be held for dispatch to EUNOIA and delivered to all of the business partners. After the arrival of the product, the production manager and the quality control officer will inspect the bag for any issues. If there is no problem, the power bank will now be included in the bag. It will now then be put in the packaging. The two separate products will now go under final quality control and be dispatched for products ready to be delivered. The courier assigned will be the one to deliver directly to the customer.

The business started to operate with a total of 100 products of “Beautiful Thinking” with the help of Birosel Variety Trading. The said product was officially launched in November 2020; however, it already accepted pre-orders in October 2020. The members cooperate with each other in order to have outstanding sales for the first batch of production. All products sold were recorded on its inventory to keep track of the stocks and sales.

Overall, the business had a successful production throughout its operation. The managers sold all of the bags for batch one on the 15th of December 2020 and are hopeful to achieve it again for the 2nd batch production of Beautiful Thinking tote bags as the scheduled business closure on April 30, 2021, is fast approaching.

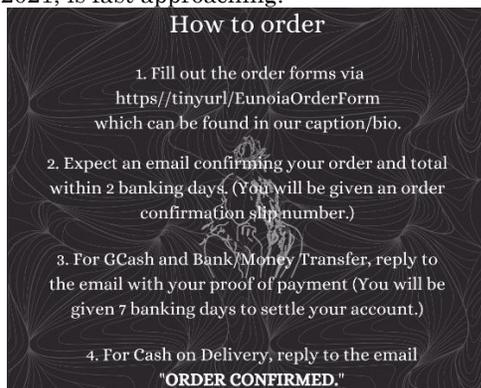


Figure 2. Customer Order Guide for a smooth order

process.

Eunoia maximizes the benefits of Digital Platforms, which contain the resources and products of the business where the customers could order Eunoia’s products. Once ordered, it will need a confirmation about the payment. Eunoia will check if there is an availability of stock of the product before the delivery. Eunoia will now send an email about the details of the delivery to assure that the product is ready to be received by the customer. Lastly, EUNOIA will deliver the product either meet up or delivery.

### B. Marketing

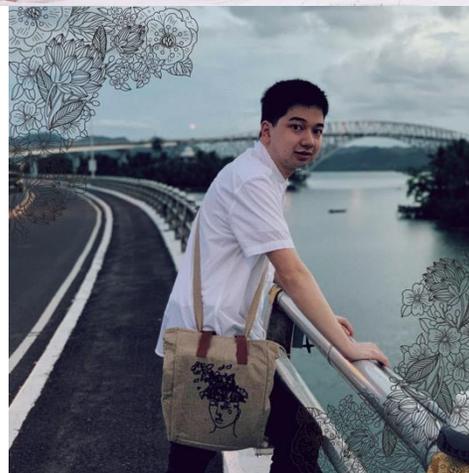


Figure 3. EUNOIA Team with Beautiful Thinking.

The business provided its customers with unique and high-quality 3-in-1 Tote Bags that may include accessories that can be useful, especially amidst the pandemic. The business group sold tote bags that have artworks printed on them. In addition, the artwork present in the bag is also notable since it is related to EUNOIA’s advocacy: mental health awareness, made by EUNOIA’s marketing manager.

EUNOIA also aims to raise environmental awareness. Jute Fiber is known to be low density, low cost, no health risk, easy availability, more economical energy requirement, renewability, high specific modulus, durable, and 100 % biodegradable (Gon et al., 2012). It can be a more environmentally friendly alternative to the commonly used canvas as a textile for tote bags.



**Figure 4.** Jute Fabric is both Waterproof and Fire Retardant.

Furthermore, these bags can be bought with accessories such as the Power Bank and Alcohol Spray Mist for customers with agendas outside amidst the pandemic. Although the Quality Control Manager made sure that each of the accessories is safe, it is the responsibility of the business to ensure that there are safety precautions. Nevertheless, EUNOIA's managers checked the quality for any possible defects. The safety features included are the use of the Jute Fabric, which is a fire retardant and waterproof material (Gon et al., 2012).

The tote bag has pockets wherein gadgets such as books, notebooks, pad papers, ball pens, laptops, mobile phones, and other electronic devices may be placed. EUNOIA's products have multipurpose use, allowing consumers to use them in several ways, such as a backpack, tote bag, handbag, or sling bag.

EUNOIA has launched three (3) designs of the 3-in-1 Tote Bag and one (1) design of the business's Product Diversification, the Jute Pouch. The first design released was "Beautiful Thinking"; it shows EUNOIA's desire to help their customers attain Beautiful Thinking by spreading positivity and awareness.

The second design of the 3-in-1 Tote Bag is "Peace of Mind"; EUNOIA wanted to help ease the minds of its customers and reassure them. The business wanted to help create a safe space and show that they are not alone. The third design of the

3-in-1 Tote Bag is "Calla Lily". It comes from the name of a flower that symbolizes Magnificence and Beauty. EUNOIA wishes to show the Magnificence and Beauty in life.



**Figure 5.** EUNOIA's three designs: Beautiful Thinking, Peace of Mind, and Calla Lily.

### Product Unit Price

- Beautiful Thinking (Bag) - ₱ 518.00
- Beautiful Thinking (Bag and Powerbank) - ₱ 618.00
- Beautiful Think (Bag and Alcohol Spray Mist) - ₱ 678.00
- Peace of Mind (Bag) - ₱ 518.00
- Peace of Mind (Bag and Powerbank) - ₱ 618.00
- Peace of Mind (Bag and Alcohol Spray Mist) - ₱ 678.00
- Calla Lily (Pouch) - ₱ 99.00
- Power Bank - ₱ 100.00
- Alcohol Spray Mist - ₱ 150.00

**Figure 6.** EUNOIA's Prices.

For the advertising and promotion of EUNOIA's products, the business group utilized social media platforms Facebook and Instagram. EUNOIA also did photoshoots to promote the flagship product, and customer appreciation posts were also made.

### C. Human Resources

EUNOIA is composed of six members namely **John Benedict Young II, Katriel Santos, Eliquiel Austria, John Matthew Hilbero, Emjel Mercado, and Catherine Calixtro**. Mr. Young is the owner of EUNOIA; he is responsible for the growth and the overall decisions of the business. He has the authority to make strategic decisions and oversee the operations of each department. Mr. Austria, the Operations Head, is tasked to control the process of



production and oversee the day-to-day operations of the business. Ms. Santos, the Finance Head, to monitor financial activities of EUNOIA. Mr. Mercado, the Marketing Head and the CSR Staff, is responsible for managing the marketing campaigns of the business. Ms. Calixtro, the Marketing Officer, Quality Control Head, and the Corporate Social Responsibility Manager, is tasked with assisting the Marketing Manager in creating the publication materials and managing the social media platforms to entice more customers as well as ensuring that the quality of the product is maintained or improved. She, along with the CSR Staff, is also responsible for communicating with Philippine Mental Health about our advocacies. Mr. Hilbero, the Human Resources Head and the CSR Staff, is responsible for the compensation and benefits of each employee as well as the growth, training, and development of each department. For the compensation packages, the members have decided not to compensate themselves because, after closing of the business, the cash on hand as well as the assets of EUNOIA will be divided equally.

#### D. Finance

The Finance Manager is in charge of the preparation of the financial statement and the budgeting of the business. Katriel Santos, as the Finance Head, is the overall in charge of the EUNOIA's financial endeavor as she worked closely with John Benedict Young II. EUNOIA pitched a total of P 36,000.00, which is equivalent to P 6,000.00 each as their initial start-up capital. Furthermore, the net income in October 2020 amounted to P 1,659.50 while (P 8, 037.50) in November 2020 as the business's expenses to purchase enough inventories zoomed up. Also, in December 2020, EUNOIA's net income was P 3,981.00, P 1,562.90 in January 2021, P 1,499.45 from February 2021, and P 2,884.00 in March 2021. It resulted in P 3,549.35 for the total net income from October 2020 - March 2021.

The cash and cash equivalents of EUNOIA are now at P 45,230.50, and the inventory stands at P 25,368.00; so, as a result, the Total Current Assets of the business is P 70,598.50. On the one hand, EUNOIA's liabilities amounted to P 9,477.00. Besides, EUNOIA's Total sales as of March 15, 2021, is at P 72,166.00. In contrast, the Total Expenses amounting to P 71, 776.50, so the business partners have a Total Revenue of P 389.00. The Total Value of EUNOIA in Assets is P 25,368.00. When adding the Total Sales and the Total Assets, EUNOIA may acquire a potential sales of P 97,534.00. On the contrary, the Break-Even Point is computed around P48,962.00 in terms of peso and 94 pcs. of tote bags.

EUNOIA aims to have a gross profit of P 36,000.00 on or before April 30, 2021. Nevertheless, the average Margin of Profit per unit is at P 1,105.55 or 43%.

Total Sales: ₱ 72, 166.00  
 Total Expenses: ₱ 71, 776.50  
 Total Revenue: ₱ 389.00  
 Initial Capital: P 36,000.00  
 Sales + Assets = P 72, 166 + P 25,368.00 = **₱ 97, 534.00**  
 Unit Cost: P 385.00  
 $36, 000.00 \div 385.00 = 93.51$  units  
 BREAK EVEN (In Units): 94 pcs. of tote bags  
 $94 \times 518 = P 48, 962.00$   
 BREAK EVEN (In Peso): P 48, 962.00  
 Total Assets / Inventories as of March 2021  
**₱ 25, 368.00**

Figure 7. The Computation of EUNOIA's Break Even.  
 $3, 549.3567, 049.15 \times 100 = 5.29\%$

Figure 8. The Computation of EUNOIA's Return of Investment.

### III. PRODUCT DIVERSIFICATION



CALLA LILY



Figure 9. EUNOIA's Calla Lily.

EUNOIA launched a new product called Calla Lily, which is the same product line as the flagship product. It is a Pouch made of the same Jute Fabric materials from the Tote Bags made. It can be used for the storage of many things such as mobile devices and other essentials. To add, a drawing of the flower is placed in the middle of the pouch. The Calla Lily flower signifies Magnificence and Beauty. It is introduced through a strategic price of ₱ 99.00. The business wanted the customers to know that each one of them is Magnificent and Beautiful in their own way.

### IV. FUTURE PLANS

EUNOIA decided to close the business on April 30, 2021 as the outlook of the business in terms of trademarks, patents, copyrights, licenses, and



royalties that it will undertake as it will continue A.Y. 2020 - 2021. However, if the team wishes to continue, they may do so.

EUNOIA would like to provide a larger variety of products and create more artworks that cater to its advocacy, Mental Health Awareness, as well as to collaborate with more organizations and create partnerships. If the situation allows it, the business would like to engage in fundraising activities that support the advocacy as well as sell in physical stores instead of relying mostly on its Digital Platforms.

As agreed upon, these became part of the property of EUNOIA. The managers of EUNOIA may sign a Memorandum of Understanding to make a legal agreement on the terms and conditions for continuing the business after April 30, 2021.

## V. ACKNOWLEDGEMENT

EUNOIA would like to thank their parents, who provided them with all their monetary needs, and friends for their utmost support.

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The business was able to perform well with the constant help and support of our dearest research adviser, Ms. Marife Magsino, together with the other research mentors: Ms. Emmielyn Bardiano, Ms. Windie Odoño, and Ms. Nerisse Estrada.

Last, EUNOIA would like to thank each and every team member. Without everyone's effort and hard work, EUNOIA would not have been able to succeed and get this far.

**Thank you for joining EUNOIA in the Journey to Beautiful Thinking, the members deeply appreciate all the love and support that has been given to them!**

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FILO: For and by the Filipinos



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Generie M. Manuel, *Research Adviser*  
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**Executive Summary:** Striving to uplift the local artistry and replace plastic products in the home and decor industry through the use of sustainable alternatives, FILO, a Laguna-based home and decor business, officially launched in November 2020 through social media. The venture has adopted Bicol artisan-made coir and abaca animal planters. The business exists and envisions fostering a sustainable future through instilling environmental awareness and promoting Philippine indigenous materials and local artisans to the market. The sole proprietorship, operating under the leadership of Mr. Alonzo Barretto with its key management personnel: Ms. Ofelia Gasangue, Mr. Aaron Maglanque, and Ms. Jami Romulo, is armed with their business skills, adaptability, and dynamics; the team has contributed significantly to ensuring the venture's effective and efficient business operations.

Throughout the years, an increasing trend is seen in the sales of the gardening industry. Despite this increase, major established competitors, such as Ennoble and Fig & Vine, have dominated the market with their high-priced, wide array of products. However, FILO's edge remains its mission and pricing strategy. It significantly targets plant enthusiasts, individuals leading a sustainable lifestyle, or gardening entrants with its considerably lower pricing scheme.

The initial capital of the business amounted to PHP 35,750.00, inclusive of product development and operating expenses, which the partner-entrepreneur equally contributed. The business intends to divide the income equally to the investors when the venture desists to exist.

**Key Words:** sustainable alternatives; Philippine indigenous materials; Bicol artisans; coir and abaca animal planters; coconut

## I. BUSINESS REGISTRATION AND ORGANIZATION

Recognizing the need to uplift the Philippines' craft industry and enable accessibility of Bicol artisan-made products to the market, FILO

was born to its existence. It is a home and decor business in Laguna promoting locally sourced products. The business valued integrity, empathy, and satisfaction in both its stakeholders and management. Moreover, FILO did not solely value profit but, moreover, the holistic growth and improvement of the environment and its



stakeholders throughout its operations. Furthermore, FILO ensured it took steps to gradually become an industry leader whilst promoting the culture of the Philippines and the craftsmanship of local artisans.



**Figure 1. Organizational Chart**

The venture is headed by the sole proprietor, Mr. Alonzo Joaquin T. Barretto. Such structure was decided upon as sole proprietorship that allowed for straightforward establishment and performance of business decisions. Furthermore, it allowed straightforward banking, easier processes, and fewer requirements for legal documents than corporations and other forms of ownership (University of Richmond, 2021). The following are the managers of FILO:

**Mr. Alonzo Joaquin T. Barretto**

Mr. Alonzo Joaquin T. Barretto, the Owner and the Administrative Manager of FILO, led and distributed the business operation tasks and ensured the punctuality of overall operations.

**Ms. Ofelia Gasangue**

Ms. Ofelia Gasangue, the Finance and Marketing Manager, strategically planned and monitored the cash flows and effectively implemented various marketing strategies.

**Mr. Aaron P. Maglanque**

Mr. Aaron P. Maglanque, the Sales and Logistics Manager of FILO, directed and supervised sales management and evaluated the effectiveness of sales strategies. Furthermore, as the Logistics Manager, he led the team in organizing and updating the number of supplies in FILO's inventory.

**Ms. Jami Chriseline B. Romulo**

Ms. Jami Chriseline B. Romulo, the Operations and Business Development Manager, maximized business operating capabilities and identified opportunities to develop business growth.

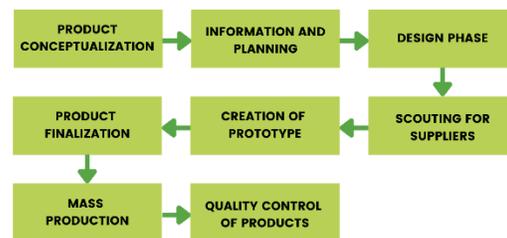


**Figure 3. Combination Mark**

The business's trade name, "FILO", and its trademark were inspired by the Greek word "Filosofia" meaning, love for wisdom. "FILO" also refers to Filipino Local Products. The business has aimed to spread environmental awareness through sustainable practices and offer eco-friendly products made locally by Filipinos for Filipinos. Green, often associated with nature, health, and tranquility (Meola, 2005), is the base color of the logo. With the heart that symbolizes love, and the leaf that symbolizes nature, the alternate mark depicts the business' love and care for the environment. Meanwhile, edges in the word mark were altered to mimic the pointed edges of leaves, emphasizing agriculture. Overall, the logo represents the organic and natural aura that FILO wants to give off.

**II. BUSINESS PLAN IMPLEMENTATION**

**II.A. Production**



**Figure 3. FILO's Product Development Process**

The first stages of FILO's product development involved identifying the bright idea from the management's analysis of current market conditions and trends and determining the venture's social value to bring forth to our stakeholders. The following are the four factors that immensely contributed to the establishment of FILO's bright idea:

- a. The need to uplift the Philippine's culture and craft industry, the business decided to use indigenous materials in the country, namely, coconuts and abaca

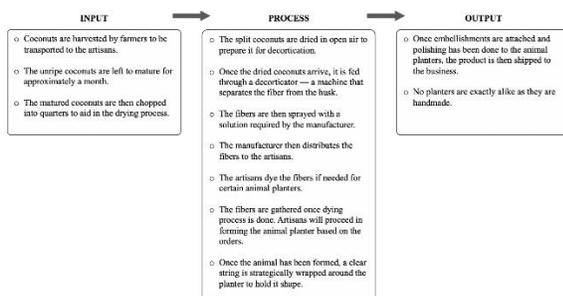


- b. The expertise of local artisans, thus showcasing their ability through making a novelty product
- c. Curation of sustainable products that aid in alleviating plastic pollution because of plastics' alarming presence in both terrestrial and marine environments (Fernandez, 2020; Global Alliance for Incinerator Alternatives [GAIA], 2019)
- d. Proliferation of gardening in the Philippines (Mirafior, 2020)

The design phase started through an online survey and a focused group discussion. Through such measures, the business solidified its flagship product decision. The following stage, scouting for our suppliers, happened simultaneously with the design phase. Eventually, they contacted local artisans in Naga City, Bicol, for the planters. Consequently, the packaging, a canvas string pouch, was produced in Binangonan, Rizal. After a series of thorough discussions and deliberation, the creation of the prototype was carried out. Upon receiving the prototype and successfully defending the Business Concept, the team further examined the quality and marketability of the planters. With this, necessary changes were made: Wes the Whale is changed from black to blue to provide a variety of choices from the designs and to fit each animal accordingly. This was coordinated with the suppliers, and mass production took place.



**Figure 4. Final Flagship Products of FILO**



**Figure 5. Input-Process-Output Model of FILO's Animal Planters**

The Input-Process-Output Model shows the process of producing FILO's coir animal planters. The input exhibits the artisans' acquisition of raw materials, the coconut fibers, from Catanduanes and Albay. It starts with the harvest of coconuts then being dried in order to extract the fiber from the husk through decortication. Treatment is done accordingly before distributing to the artisans for planter production. In the process, the artisans dye the fibers accordingly: blue, black, and beige. Consequently, they start to form the planters with the coconut fibers in an abaca framework. Afterward, it is embellished and bound by a nylon string for stability. Once polishing is finished, it is now prepared for shipment and distribution to FILO. No two pieces are exactly alike in FILO's Animal Planter Pals as these are artisan-made. Lastly, disinfection of the products took place after acquisition. Consequently, quality and inventory control was executed throughout operations.

### II.B. Marketing

FILO offered Bicol-artisan crafted animal planters made of coir and abaca. Each planter, regardless of variation, retails for PHP 449.00, as it took into account the three C's of brand development: company (in this case, the business), customers, and competitors. It was directed towards providing the best deals and offers to all stakeholders, especially their consumers, to accomplish their value propositions and to secure profitability.

The coir was the dominant material of the planter and abaca was used as a framework, while the product was bounded by clear nylon strings to strengthen and retain its shape. Three variations are Ely the Elephant, Oli the Corgi, and Wes the Whale. The product comes with a reusable 17x14 inch canvas pouch.



**Figure 6. Oli the Corgi**



**Figure 7.** *Ely the Elephant*



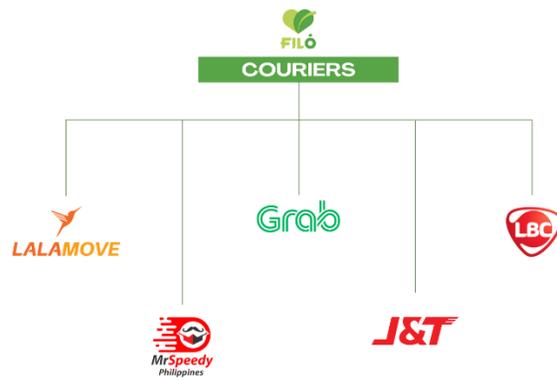
**Figure 8.** *Wes the Whale*

The business mainly operated in Barangay Don Jose, Sta. Rosa City, Laguna; however, it will not have a physical store due to the COVID-19 situation. Fortunately, the utilization of social media platforms was done to conduct marketing operations. FILO also utilized direct marketing strategies wherein the management team personally reached out to target customers within their area — family, friends, classmates, and neighbors — and conducted personal selling.

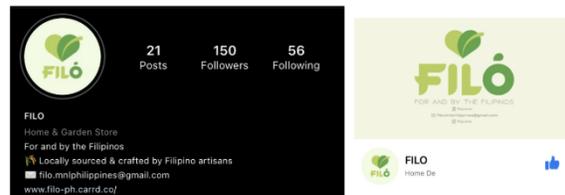
Direct channels consisted of FILO's management who were in charge of product deliveries. Areas covered were within Laguna: Biñan, Sta. Rosa, San Pedro, and Calamba. Furthermore, third-party logistics included Lalamove, Grab, LBC, and J&T Express. FILO offered payment options including cash through meet-ups, GCash, PayMaya, and Security Bank bank transfers.



**Figure 9.** *FILO's Logistics Team*



**Figure 10.** *Third-Party Logistics Couriers*



**Figure 11.** *Instagram and Facebook pages*



**Figure 12.** *Carrd.co website*



**Figure 13.** *Sample Publications*

FILO has drawn inspiration from the perseverance of Filipinos to turn resources and talents into profitable products and services. In the same light, it sought to honor the hands, minds, and hearts behind the growing success of Filipino,



specifically Bicolano, artisanship. The products and promotions of the business have reflected FILO's support of the local art scene of the country, specifically, the artisans. The payment of the planters for retail directly went to the artisans; thus, contributing to their craftsmanship and daily lives. Moreover, the raw materials they used, coir and abaca, to produce their crafts were sourced locally. With the materials of the planters being biodegradable, FILO also has recognized the urgent need to take action as the world and humanity continue to battle climate change. To reach the market and promote its products, the venture uses a variety of social media platforms: Facebook, Instagram, Messenger (@filo.mnl), and Carrd.co. The marketing manager ensured weekly posts on Facebook And Instagram to capitalize on the algorithm of both social media platforms.

### II.C. Human Resource

As the business expands, there must be an established form of commission for the respective managers and employees. If the company seeks to secure its own production line, the only change that will occur in its cash flow would be the maintenance of the decorticating machine based on the cash flow of the Philippine Coconut Authority (n.d).

As a result, the business must hire and train employees capable of maintaining the decorticating machine whilst hiring artisans who can consistently create quality animal planters if the business wants to operate smoothly in the future. The hourly rate of employees is PHP 50.00, and a quota on the production of animal planters for the artisans shall apply. They will be required to make 12 animal planters per working day, and they will get paid PHP 100.00 per hour. The reason for the quota is that the animal planters cannot be mass-produced since artisans are creating them. The reason for increasing the wage of these artisans by PHP 50.00 is due to the level of skill required to create the planters.

**Table 1. Average Salary of the Managers**

Average Per Year	Manager
PHP 140,000	Business Owner
PHP 170,000	Business Development
PHP 200,000	Finance
PHP 160,000	Human Resource
PHP 180,000	Logistics Manager
PHP 190,000	Marketing
PHP 190,000	Operations

Table X presents the salaries of the managerial positions of FILO once the business has expanded. These salaries were based on the financial profiles provided by PayScale (2021),

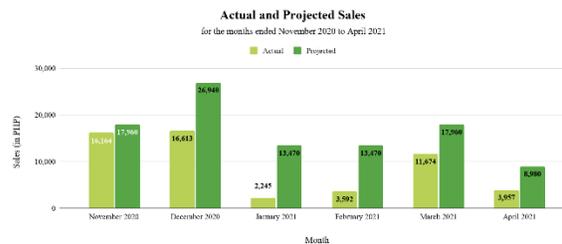
where the community provides salary profiles for the respective managerial positions. The salaries range from PHP 140,000.00 to PHP 200,000.00 to represent a more accurate depiction of a small business.

### II.D. Finance

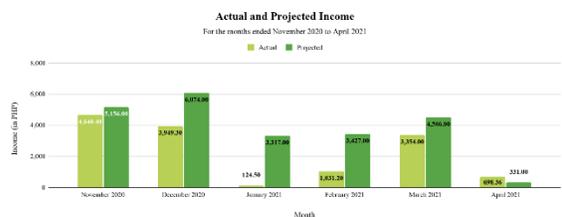
To establish the business, Mr. Barretto, together with the business managers—Mr. Maglanque, Ms. Romulo, and Ms. Gasangue—equally invested PHP 8,937.50. It included the costs of 100 animal planters, string pouch bags, thank you cards, and operating expenses. Altogether, the business initially invested an amount of PHP 35,750.00.

For 2020, FILO's total sales was PHP 32,777.00. Continuing the operations in 2021, the total sales from January until April amounted to PHP 21,468.00. Overall, total sales for the duration of the operations amounted to PHP 54,245.00.

The venture's total income for 2020 amounted to PHP 8,589.70. In 2021, PHP 5,208.06 was earned. In total, income throughout business operations amounted to PHP 13,797.76.



**Figure 14. Actual and Projected Sales for the months ended November 2020 to April 2021**



**Figure 15. Actual and Projected Income for the months ended November 2020 to April 2021**

## III. PRODUCT DIVERSIFICATION

A business diversifies its product line to cater to a greater market. Strategic products and services may greatly contribute to the venture's brand awareness, overall market position, and profitability (Le, 2019); thus, FILO offered plants as



its product diversification. It did not only complement the flagship product but also aided in becoming a coping mechanism for people. Moreover, it encourages consumers to become more environmentally conscious.

The first releases were the Lucky Bamboo Plant and Bunny Ears Cactus. The second release included succulents: Rose Cabbage and Black Prince.



**Figure 16.** Plants (from left to right: bunny ears cactus, lucky bamboo, black prince, rose cabbage)

#### IV. FUTURE PLANS

Future plans of the business include expansion of the variation of its flagship product and development of coconut-derived products.

FILO is committed to pursuing its Corporate Social Responsibility program, HAKBANG: Tungo sa Masaganang Kinabukasan, which aims to give back to the environment and the Filipinos through engaging in paper recycling and donation drives. For Our Farmers (For Our Farmers, n.d.), a non-profit organization that helps uplift local farmers and fisherfolks, shall be the beneficiary.

In the meantime, the business is planning to halt operations once given consent. The main driving force of the decision is the managers' transition into tertiary education. Fortunately, this is yet to be finalized as the business is open to opportunities. If it chooses to dissolve, it would be to change the organizational structure from sole proprietorship to partnership. To preserve and protect Intellectual Property, the business shall be legally registered.

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## BEYOND CLOTHING



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Ms. Marife M. Magsino, *Research Adviser*  
De La Salle University Integrated School, Biñan City, Laguna

**Executive Summary:** BEYOND CLOTHING, a sole proprietorship business formed in February 2020 by Pia Andrade, officially started operations in November 2020 with the mission to provide athletic apparel to Generation Y and Generation Z residing in Region IV-A as they want to help promote healthy lifestyles. BEYOND CLOTHING offered athletic Coolpass fabric shirts priced at Php 400.00 which are available in five sizes and four colors as their flagship product. They diversified into athletic Taslan shorts priced at Php 349.00, which are available in two sizes and two colors. BEYOND CLOTHING entered the athletic apparel market using the market penetration pricing strategy. BEYOND CLOTHING used digital marketing in advertising their products. Both their flagship product and their product diversification, featuring designs made and owned by BEYOND CLOTHING, are comfortable and durable. The strengths of BEYOND CLOTHING that set it apart from its competitors are its products' durability and features, their meet-up and delivery services, their efficient teamwork, their good supplier relationship and inventory management, and their effective advertising. A total of 120 shirts were produced by the business with a start-up capital of Php 30,000.00 sourced from the owner and the managers. As their break-even was reached, BEYOND CLOTHING allocated Php 3,800.00 for their product diversification. BEYOND CLOTHING will continue its operations after graduating at the end of the academic year.

**Key Words:** sole proprietorship; athletic apparel; shirts; shorts; digital marketing

### I. BUSINESS REGISTRATION AND ORGANIZATION

BEYOND CLOTHING was able to accomplish three business registrations in the course subject Practical Research 3 for their business simulation's operations. They registered the business operations under the city of Biñan and the business name with the Department of Trade and Industry. They were also able to complete Form 1901 of the Bureau of Internal Revenue.





# 3<sup>RD</sup> DLSU SENIOR HIGH SCHOOL RESEARCH CONGRESS



## BUSINESS CONCEPT BAZAAR

Republic of the Philippines  
Department of Finance  
Bureau of Internal Revenue

### Application for Registration 1901

January 2019/2020

For Self-Employed (Single Proprietorship), Partnership (Partnership, Joint Venture, Co-ownership, Partnership, Co-ownership, Partnership, Co-ownership), and Sole Proprietorship (Sole Proprietorship, Partnership, Co-ownership, Partnership, Co-ownership).

Part I - Taxpayer Information

1. Philippine Number (PSNY) \_\_\_\_\_ 2. Registering Office \_\_\_\_\_ 3. DTR Registration Date \_\_\_\_\_

4. Taxpayer Identification Number (TIN) \_\_\_\_\_ 5. RDO Code \_\_\_\_\_

6. Taxpayer Type:  Single Proprietorship (Sole Proprietorship)  Partnership (Partnership, Joint Venture, Co-ownership, Partnership, Co-ownership)

7. Taxpayer's Name (Last, First, Middle Initial) \_\_\_\_\_

8. Gender:  Male  Female  Civil Status:  Single  Married  Widower  Legally Separated

9. Date of Birth/Organization Date \_\_\_\_\_ 10. Place of Birth \_\_\_\_\_

11. Mother's Maiden Name: MARIA CARLA H. ANICHTA 12. Father's Name: ALVEN DOMENICO ANDRADO

13. Civil Status:  Single  Married  Widower  Legally Separated

14. Local Residence Address (Street, City, Province, Zip Code) \_\_\_\_\_

15. Home Telephone Number \_\_\_\_\_

16. Mobile Telephone Number \_\_\_\_\_

17. E-mail Address \_\_\_\_\_

18. Business Address (Street, City, Province, Zip Code) \_\_\_\_\_

19. Business Telephone Number \_\_\_\_\_

20. Business Mobile Telephone Number \_\_\_\_\_

21. Business E-mail Address \_\_\_\_\_

22. Preferred Contact Type:  Landline Number  Mobile Number  E-mail Address (required)

23. Are you pooling of the 3% income tax rate system in lieu of graduated rates?  Yes  No

24. Employment Status of Spouse:  Unemployed  Self-employed  Employed (Business/Practice of Profession)

25. Spouse's TIN: \_\_\_\_\_

26. Spouse's Business Address (Street, City, Province, Zip Code) \_\_\_\_\_

27. Spouse's Business Telephone Number \_\_\_\_\_

28. Spouse's Business E-mail Address \_\_\_\_\_

29. Relationship to Spouse:  Spouse  Partner  Other (Specify) \_\_\_\_\_

30. Relationship to Spouse:  Spouse  Partner  Other (Specify) \_\_\_\_\_

Part VI - Authority to Print

43A Authority to Print Receipts and Invoices \_\_\_\_\_

43B Authority to Print Receipts and Invoices \_\_\_\_\_

43C Authority to Print Receipts and Invoices \_\_\_\_\_

43D Authority to Print Receipts and Invoices \_\_\_\_\_

43E Authority to Print Receipts and Invoices \_\_\_\_\_

43F Authority to Print Receipts and Invoices \_\_\_\_\_

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43V Authority to Print Receipts and Invoices \_\_\_\_\_

43W Authority to Print Receipts and Invoices \_\_\_\_\_

43X Authority to Print Receipts and Invoices \_\_\_\_\_

43Y Authority to Print Receipts and Invoices \_\_\_\_\_

43Z Authority to Print Receipts and Invoices \_\_\_\_\_

Part VII - For Employers with Two or More Employees/Multiple Employments Within the Calendar Year

44 Types of Multiple Employments \_\_\_\_\_

44A Types of Multiple Employments \_\_\_\_\_

44B Types of Multiple Employments \_\_\_\_\_

44C Types of Multiple Employments \_\_\_\_\_

44D Types of Multiple Employments \_\_\_\_\_

44E Types of Multiple Employments \_\_\_\_\_

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44W Types of Multiple Employments \_\_\_\_\_

44X Types of Multiple Employments \_\_\_\_\_

44Y Types of Multiple Employments \_\_\_\_\_

44Z Types of Multiple Employments \_\_\_\_\_

Part VIII - Personal Current Employment Information

45 Types of Multiple Employments \_\_\_\_\_

45A Types of Multiple Employments \_\_\_\_\_

45B Types of Multiple Employments \_\_\_\_\_

45C Types of Multiple Employments \_\_\_\_\_

45D Types of Multiple Employments \_\_\_\_\_

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45X Types of Multiple Employments \_\_\_\_\_

45Y Types of Multiple Employments \_\_\_\_\_

45Z Types of Multiple Employments \_\_\_\_\_

Part IX - Payment Details

46 Total Amount Payable (Sum of Items 46A, 46B and 46C) \_\_\_\_\_

46A Registration Fee \_\_\_\_\_

46B Penalties - Surcharge \_\_\_\_\_

46C Interest \_\_\_\_\_

46D Computation \_\_\_\_\_

46E Total Amount Payable (Sum of Items 46A, 46B and 46C) \_\_\_\_\_

31 Address Types:  Residential  Place of Business  Employer Address

32 Local Residence Address (Street, City, Province, Zip Code) \_\_\_\_\_

33 Preferred Contact Type:  Landline Number  Mobile Number  E-mail Address (required)

34 Single Business Number \_\_\_\_\_

35 Primary/Secondary/Other Business Addresses (Street, City, Province, Zip Code) \_\_\_\_\_

36 Business Registration Number \_\_\_\_\_

37 Business Details (Business Name, Business Type, Business Address, Business Telephone Number, Business Mobile Telephone Number, Business E-mail Address) \_\_\_\_\_

38 Business Details (Business Name, Business Type, Business Address, Business Telephone Number, Business Mobile Telephone Number, Business E-mail Address) \_\_\_\_\_

39 Business Details (Business Name, Business Type, Business Address, Business Telephone Number, Business Mobile Telephone Number, Business E-mail Address) \_\_\_\_\_

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Figure 1. BEYOND CLOTHING's Business Permit and Business Registrations

BEYOND CLOTHING is a sole proprietorship business owned by Pia Andrade, formed in February 2020. Sole proprietorship was chosen as their structure as they have low startup capital, a limited number of members, and a limitation in the timeframe for their business operations. BEYOND CLOTHING has four significant departments, particularly the Operations, Marketing, Finance, and Human Resources departments.



Figure 2. BEYOND CLOTHING's Organizational Chart



## II. BUSINESS PLAN IMPLEMENTATION

### II.A. Production/Operations

BEYOND CLOTHING'S flagship product and product diversification suppliers are SMILEE APPAREL and ONENG'S CLOTHING, respectively. After being notified by the supplier that batch orders are ready for pick-up, the batch of shirts is picked up from the textile supplier's facilities. On the other hand, stocks for shorts are directly delivered to Operation Manager's residence via courier service.

BEYOND CLOTHING's suppliers for the zip-lock packaging, ZIPLOCK GRAPHICS, and box packaging, CAROL'S SHOP, are contacted through Facebook Messenger and Shopee, respectively. All transactions and payments were made online. After the delivery for the packaging is received by the Operations Officer, the group members initiate and schedule the execution of the packaging of products for both the shirts and shorts, commonly held in the Quality Control Officer's residence. All inventories are stored in the Quality Control Officer's residence for safekeeping. Whenever a stock is taken out, the Operations Officer immediately takes note of this. Members meet up on or before the day of the scheduled delivery.

When an order is placed through the Order Form, BEYOND CLOTHING's operations take note of these orders while waiting for the customer's confirmation. Once the verification is received, BEYOND CLOTHING begins to process and gather said orders. They would then be scheduling a meet-up or a delivery date with the customer. BEYOND CLOTHING's covered areas include Calamba, Cabuyao, Santa Rosa, and Biñan. BEYOND CLOTHING offered different payment modes which included cash on deliveries (COD), GCash, and online bank deposits.



**Figure 3.** BEYOND CLOTHING'S Step-by-step Ordering Process

### II.B. Marketing

BEYOND CLOTHING specializes in both athletic shirts and athletic shorts. BEYOND CLOTHING's products are designed and made from high polyester fabric that exemplifies a minimalist

design—inclusive of the brand's name and logo. On top of that, comfortability and durability are the innermost significant features of the products. BEYOND CLOTHING's 'FLAGSHIP' shirts have four color variants: black, white, jade green, and navy blue. BEYOND CLOTHING has decided to release athletic shorts as its product diversification as these are in the same product line as the Flagship Product. Produced the newly-released products from high-tech Taslan fabric, which exemplifies its durability. The athletic shorts have two color variants: black and red.

The business used the market penetration pricing strategy to attract and penetrate its target consumers. BEYOND CLOTHING's 'FLAGSHIP' shirts cost Php 400.00, and the athletic shorts cost Php 349.00. With a market penetration strategy, the business was competent to penetrate customers due to the lower price.

Due to the current physical constraints, BEYOND CLOTHING adjusted its marketing channels to maximize safety and avoid inconvenience among its target market. The business utilized social media platforms wherein consumers can access BEYOND CLOTHING's products. With the digital avenues used, there was high availability of market penetration.

BEYOND CLOTHING utilized the digital marketing approach to enhance its promotions. The products' visibility on the digital platforms progressively helped the business increase sales and market share. BEYOND CLOTHING used ambassadors to represent the business's brand and as well as establish online presence and brand awareness.



**Figure 4.** BEYOND CLOTHING's Marketing Publications for the FLAGSHIP Shirts



**Figure 5.** BEYOND CLOTHING's Marketing Publications for the Taslan Shorts Product Diversification



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2020-2021

## BUSINESS CONCEPT BAZAAR



**Figure 6.** *BEYOND CLOTHING's Marketing Publications for the Brand Ambassador*

### II.C. Human Resources

All suppliers and ambassadors that have been mentioned in the production operation, have signed a contract of agreement with BEYOND CLOTHING to ensure that the guidelines are being followed. All rules implemented from the agreement undergo deliberation by all the group members. As a result, good teamwork, quality service performance, and progressive development of skill sets during the business production.



We are **BEYOND CLOTHING**, ABM students from the De La Salle University - Laguna Campus. Our brand focuses on sportswear shirts and we are hopeful to extend our line soon. **BEYOND CLOTHING** will operate starting on SEPTEMBER 2020 until APRIL 2021. As we start our business, we are looking for suppliers who can be our key partners for our business.

**BEYOND CLOTHING** will engage in selling athletic shirts, the material of the product being polyester. The brand prioritizes comfort, breathability, affordability, and durability. We are pleased to let you know that we have chosen you as one of our key partners, as one of the suppliers of **BEYOND CLOTHING**, as we operate our business starting on SEPTEMBER 2020 until APRIL 2021.

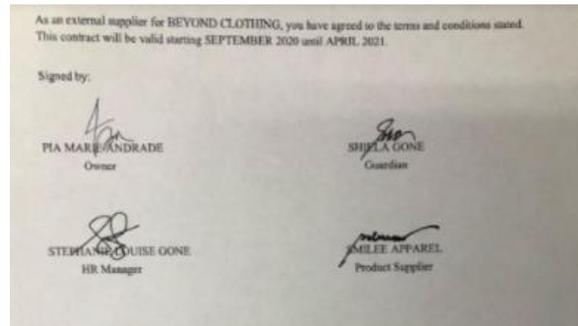
This Supply Sales Agreement is made on SEPTEMBER 2020 between **BEYOND CLOTHING**, business handled by students in De La Salle University - Laguna Campus, business with its principal place at BINAY, LAGUNA, and **ZIPLOCK GRAPHICS**, with its principal place of business at MEYACAUAYAN, BULACAN.

The **ZIPLOCK GRAPHICS**, as an external supplier of the packaging of **BEYOND CLOTHING**, have agreed to the following:

1. **ZIPLOCK GRAPHICS** will supply and **BEYOND CLOTHING** will purchase the **ZIPLOCKS PRODUCTS** in accordance with the terms of this agreement.
2. **Orders**
  - 2.1. **ZIPLOCK GRAPHICS** will submit all orders of Products to the given address by **BEYOND CLOTHING** in the introduction of this agreement.
  - 2.2. **Accepting, Modifying, and Rejecting Purchase Orders**
    - a. **Demond Acceptance.** If **ZIPLOCK GRAPHICS** fails to notify **BEYOND CLOTHING** regarding its acceptance, rejection, or proposed modification, meaning, **ZIPLOCK GRAPHICS** accepted the Purchase Order.
    - 2.3. **Canceled Purchase Orders.** **BEYOND CLOTHING** may cancel part or all of its purchase order seven (7) Business Days before the delivery Date.
3. **Delivery.** **ZIPLOCK GRAPHICS** shall deliver the Products to **BEYOND CLOTHING** on the given date, at the stated address in the introduction of this agreement, using any delivery method.

4. **Acceptance**
  - 4.1. **Acceptance of Delivery.** The delivery of **ZIPLOCK GRAPHICS** will be considered complete if:
    - a. **BEYOND CLOTHING** is satisfied with the Products delivered.
    - b. **BEYOND CLOTHING** notifies **ZIPLOCK GRAPHICS** through online platform (Messenger) that it has accepted the Product.
5. **Pricing**
  - 5.1. **Updated Price List.** **ZIPLOCK GRAPHICS** will submit its updated price list to **BEYOND CLOTHING** within the range of the operations of **BEYOND CLOTHING** stated in the introduction of this agreement.
  - 5.2. **Purchase Price.** **BEYOND CLOTHING** will pay the Purchase Price to **ZIPLOCK GRAPHICS**:
    - a. In full amount.
    - b. Through money transfer with the use of online banking.
6. **Confidentiality**
  - 6.1. **Confidentiality Obligation.** **ZIPLOCK GRAPHICS** must hold all Confidential Information given by **BEYOND CLOTHING** particularly the designs and logo of the business.
7. **General Provisions**
  - 7.1. **Amendment.** This agreement can only be amended by a signature by both parties.
  - 7.2. **Relationship of the Parties**
    - a. **No Relationship.** There is no special relationship between **BEYOND CLOTHING** and **ZIPLOCK GRAPHICS** in this agreement, such as partnership, joint venture, or employee/employer relationship.
    - b. Neither the **ZIPLOCK GRAPHICS**, as an external supplier, nor **BEYOND CLOTHING**, are **not allowed to back out** until the said contract is terminated.
  - 7.3. **Counterparts**
    - a. **Signed in Counterparts.** This agreement may be signed in any number of counterparts
    - b. **All Counterparts Original.** Each counterpart is an original and is/are part of **BEYOND CLOTHING** and **ZIPLOCK GRAPHICS**.
    - c. **Counterparts Form One Document.** Together, all counterparts form one single document.

**Figure 7.** *BEYOND CLOTHING's Contract of Agreement (SUPPLIER)*



**Figure 8.** *SMILEE APPAREL*



**Figure 9.** *ZIPLOCK GRAPHICS*



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2020-2021

## BUSINESS CONCEPT BAZAAR

### BEYOND

CLOTHING

Greetings,

We are BEYOND CLOTHING, ABM students from the De La Salle University - Laguna Campus. Our brand focuses on sportswear shirts, and we are hopeful to extend our line soon. **BEYOND CLOTHING** will engage in selling athletic shirts, the material of the product being polyester. The brand prioritizes comfort, breathability, affordability, and durability. We are pleased to let you know that we have chosen you as one of our brand ambassadors, as we operate our business starting on OCTOBER 2020 until APRIL 2021.

Being a brand ambassador includes receiving receivables from BEYOND CLOTHING; the ambassador must deliver the expected deliverables agreed upon by us and by the ambassador. As one of the social media influencers who, we know, love to maintain their body fit and healthy, it would be highly appreciated if you are willing to collaborate with us.

The Ambassador Agreement made on OCTOBER 2020 between **BEYOND CLOTHING**, business handled by students in De La Salle University - Laguna Campus, and Erich Goñe, ambassador of **BEYOND CLOTHING**.

As an AMBASSADOR of **BEYOND CLOTHING**, you have agreed to the following:

1. The ambassador will be receiving one BEYOND CLOTHING shirt of their own choosing, free of charge, for every release of BEYOND CLOTHING.
2. The ambassador must advertise the product on their social media accounts (with the packaging and while wearing the shirt).
3. The ambassador will have to share BEYOND's posts on their social media accounts.
4. The ambassador must not entertain any other businesses in DLSU.
5. BEYOND CLOTHING will hand over the free shirt earlier before the launch for the photoshoot.
6. The ambassador is free to post anything related to the business as long as it has approval from BEYOND CLOTHING.

**Figure 10. BEYOND CLOTHING's Contract of Agreement (AMBASSADOR)**

Furthermore, BEYOND CLOTHING will acknowledge you as the ambassador and will introduce you by posting your picture on our respective social media accounts. Rest assured that all personal information will ONLY be used in promoting BEYOND CLOTHING.

If you are interested in becoming one of our brand ambassadors, please sign and send it to our email, [thisisbeyondclothing@gmail.com](mailto:thisisbeyondclothing@gmail.com) on or before October 25, 2020.

As an ambassador for BEYOND CLOTHING, you have agreed to the terms and conditions stated. This agreement will be valid starting OCTOBER 2020 until APRIL 2021.

Sincerely,

BEYOND CLOTHING

  
Ms. Pia Andrade  
Owner

  
Mr. Lorenzo Lim  
Brand Ambassador

**Figure 11. Mr. Lorenzo Lim's Agreement**

Furthermore, BEYOND CLOTHING will acknowledge you as the ambassador and will introduce you by posting your picture on our respective social media accounts. Rest assured that all personal information will ONLY be used in promoting BEYOND CLOTHING.

If you are interested in becoming one of our brand ambassadors, please sign and send it to our email, [thisisbeyondclothing@gmail.com](mailto:thisisbeyondclothing@gmail.com) on or before October 25, 2020.

As an ambassador for BEYOND CLOTHING, you have agreed to the terms and conditions stated. This agreement will be valid starting OCTOBER 2020 until APRIL 2021.

Sincerely,

BEYOND CLOTHING

  
Ms. Pia Andrade  
Owner

  
Erich Goñe's Guardian  
Brand Ambassador

**Figure 12. Erich Goñe's Parental Consent**

Furthermore, BEYOND CLOTHING will acknowledge you as the ambassador and will introduce you by posting your picture on our respective social media accounts. Rest assured that all personal information will ONLY be used in promoting BEYOND CLOTHING.

If you are interested in becoming one of our brand ambassadors, please sign and send it to our email, [thisisbeyondclothing@gmail.com](mailto:thisisbeyondclothing@gmail.com) on or before October 25, 2020.

As an ambassador for BEYOND CLOTHING, you have agreed to the terms and conditions stated. This agreement will be valid starting OCTOBER 2020 until APRIL 2021.

Sincerely,

BEYOND CLOTHING

  
Ms. Pia Andrade  
Owner

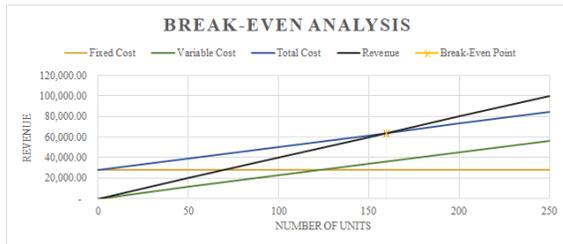
  
Michelle/Roxanne S. Mallari  
Marcus Mallari's Guardian  
Brand Ambassador

**Figure 13. Marcus Mallari's Parental Consent**

There are six members behind BEYOND CLOTHING. Pia Andrade, the owner, has the authority to make strategic decisions and is responsible for all aspects of the business operation. Jose Crespo is the Operations Officer assigned to ensure that the operations systems meet the organization's objectives and goals. Lyan Zapanta, as the Financial Officer, oversees all the financial operations and develops a reliable cash flow of the business. Nyanna Mallari, the Marketing Officer, is assigned to make publication materials and product exposure in social media. As the Quality Control Officer, Carl Cedro is tasked to check the quality of the shirts and seek if there are damages with regards to the packaging and products. Lastly, Stephanie Goñe is the Human Resources Officer, responsible for managing the employee lifecycle and looking for possible suppliers and ambassadors. As per the compensation package for each employee of BEYOND CLOTHING, they will be directly compensated for their work during the operation of the business from October 2020 to April 2021 through salary paid a month after April.

### II.D. Finance

The capital of BEYOND CLOTHING has a total amount of Php 30,000, with each member contributing Php 5,000.00. The business' break-even analysis depends on the fixed cost, the selling price, and the variable cost of the flagship product. The variable costs per shirt amounted to Php 224.50 while the fixed costs amounted to Php 28,005.50. The selling price of the flagship product is Php 400. When computed, the break-even points amounted to 160 units of the flagship product they reached last December 31, 2020.



**Figure 14.** Break-even Point Analysis

Last September 2020, the members had paid their suppliers to prepare for the operation of the business in November. However, in October 2020, the business did not profit as the business has not started operating, resulting in a net loss of Php 30,472.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended October 2020	
Net Sales	₱0.00
Cost of Sales	30,072.00
Gross Income	(30,072.00)
Selling and Distribution Expense	400.00
Net Income (Net Loss)	₱ (30,472.00)

**Figure 15.** October 2020 Income Statement

In November 2020, the BEYOND CLOTHING reached its highest sales, surpassing its projected sale of Php 12,000. Thus, the business has sold 114 shirts that amount to Php 45,600.00 and a remaining five (5) shirts. Moreover, the business has a total of Php 27,358.00 as its cost of sales as members made their decision to purchase 82 shirts for their following collection of shirts. Further, they have a total expense of Php 1,430.00 obtained from the business' selling and distribution expense. Overall, the business has a net income of Php 16,812.00 for November 2020.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended November 2020	
Net Sales	₱ 45,600.00
Cost of Sales	27,358.00
Gross Income	18,242.00
Selling and Distribution Expense	1,430.00
Net Income	₱ 16,812.00

**Figure 16.** November 2020 Income Statement

In December 2020, BEYOND CLOTHING's net sales decreased by 57%; despite that, they managed to surpass their projected sale of Php 16,000.00. However, they only sold 49 of their shirts for the month, obtaining a Php 19,600.00 sale with a remaining inventory of 26 shirts. Moreover, the business released new colors for their product which costs extra. Thus, they have a cost sale of Php 8,279.00. In addition, the business' total selling and distribution expense for the month is Php 595.00. With that, BEYOND CLOTHING's net income is Php 10,726.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended December 2020	
Net Sales	₱ 19,600.00
Cost of Sales	8,279.00
Gross Income	11,321.00
Selling and Distribution Expense	595.00
Net Income	₱ 10,726.00

**Figure 17.** December 2020 Income Statement



In January 2021, the business failed to reach its projected sale of Php 9,600.00 as they only sold four (4) shirts which garnered a total of Php 1,600.00 as their net sales. Moreover, the business has a total of Php 9,345.00 as their cost, seeing that the business only deducted four (4) shirts from the previous inventory. Also, the business did not have any selling and distribution expenses because of their consumer's preferred mode of delivery. Therefore, BEYOND CLOTHING has a net loss of Php 7,745.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended January 2021	
Net Sales	₱1,600.00
Cost of Sales	9,345.00
Gross Income	(7,745.00)
Selling and Distribution Expense	0.00
Net Income (Net Loss)	₱ (7,745.00)

**Figure 18.** January 2021 Income Statement

In February, the business once more failed to reach its projected sale of Php 35,750.00. BEYOND CLOTHING only sold 12 shirts and two of their product diversification. The discrepancy between the projected and actual sales is because of the failure to account for the market's demand for our product. We only focused on our want to decrease our inventory. While for the cost of sales, it has a total of Php 8,731.00. Regarding the other expenses of BEYOND CLOTHING, they have a total cost of Php 4,020.00. Therefore, overall, the business has a net loss of Php 3,332.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended February 2021	
Net Sales	₱5,498.00
Cost of Sales	8,731.00
Gross Income	(3,233.00)
Selling and Distribution Expense	220.00
Net Income (Net Loss)	₱ (3,453.00)

**Figure 19.** February 2021 Income Statement

In March 2021, still BEYOND CLOTHING did not reach its projected sale of Php 17,350 as they only gained Php 12,698.00 after selling 30 shirts and two (2) of their product diversification. As our projected sales last February were an oversight, we lowered our projected sales so that we may match our product's demand to the market. Regarding the cost of sales, they weren't any purchases and expenses except for the ambassador's short, which accounted for the business's expenses. With this, March has the least total cost of sales, amounting to Php 4,150.00. The net income of the business is Php 8,199.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended March 2021	
Net Sales	₱12,698.00
Cost of Sales	4,150.00
Gross Income	8,548.00
Selling and Distribution Expense	349.00
Net Income (Net Loss)	₱ 8,199.00

**Figure 20.** March 2021 Income Statement



In April 2021, BEYOND CLOTHING exceeded its projected sale of Php 5,498.00 as they garnered Php 12,290.00 from 22 shirts and ten shorts sold. Our projected sales were lower due to not having met the projected last March. They have a remaining inventory of 48 shirts and five pairs of shorts. The business did not have any purchases and expenses except for their remaining stock; thus, the total cost of sales is Php 1,064.00. Overall, the business's net income is Php 11,226.00.

<b>BEYOND CLOTHING</b>	
Income Statement	
For the month ended April 2021	
Net Sales	₱ 12,290.00
Cost of Sales	1,064.00
Gross Income	11,226.00
Selling and Distribution Expense	0.00
Net Income (Net Loss)	₱ 11,226.00

**Figure 21.** *April 2021 Income Statement*

From October 2020 to April 27, 2021, the business garnered Php 97,286.00 in sales and Php 91,993.00 in expenses, resulting in a net profit of Php 5,293.00. As a result, the business has an ROI of 17.64% and a net profit margin rate of 0.82% based on the capital. The low ROI and net profit margin can be attributed to the additional units bought due to the projected demand and are now sitting in inventory.

<b>BEYOND CLOTHING</b>	
Income Statement	
October 2020 - April 2021	
Net Sales	₱ 97,286.00
Cost of Sales	88,999.00
Gross Income	8,287.00
Selling and Distribution Expense	2,994.00
Net Income	₱ 5,293.00

**Figure 22.** *October 2020 - April 2021 Income Statement*

### III. PRODUCT DIVERSIFICATION

BEYOND CLOTHING decided to sell athletic shorts for Php 349.00 as their product diversification as these are in the same product line as their flagship product, which is athletic shirts. The athletic shorts are made with the polyester fabric, Taslan, which makes the shorts solid, stretchable, comfortable, and durable. It features a minimalist design—inclusive of the brand's name on the right leg. It is designed to have a drawstring at the hem for a better fit for the user. The product design was made by the Marketing Officer. In the event that the team would continue to operate the business in the future, a creative team will be included in the planning process.

### IV. FUTURE PLANS

All of the members will be signing a memorandum of agreement stating that upon graduation, which is anticipated to occur at the end of Academic Year 2020-2021, two members, which include Jose Crespo and Pia Andrade, desire not to continue as they will be focusing on personal matters, particularly their education. It will also be stated that accordingly, the other members will have agreed to reopen the operations of the business under the same name. The new group plans to complete all the necessary business registrations, trademarks, and copyrights. The new group will be opening a bank account, allowing them to track their cash flow better. They will also develop a website to increase their brand credibility and their accessibility for potential customers.



## V. ACKNOWLEDGEMENT

From BEYOND CLOTHING Practical Research A.Y. 2020-2021, they would like to express their sincerest gratitude to one another for the tireless effort and support throughout the business's course of operations. The group also extends their gratitude towards the member's friends and family members who have continuously supported them, and most importantly, towards the business's customers who have helped build and allow the business to grow. BEYOND CLOTHING is especially indebted to Ms. Marife Magsino, who has always been very responsive in providing necessary information and essential advice. Without her generous support, the group would lack motivation and inspiration during their business operations. Through her unwavering support, the group was able to properly experience, obtain, and learn the skills needed in order to run a profitable business properly.

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## Bahay ni Lola



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**Executive Summary:** Bahay ni Lola is a Traditional and Fusion Cuisine Restaurant that aims to provide good quality and nutritious dishes that are affordable to fund our advocacy of raising awareness of the agricultural crisis happening to Filipino farmers. The business aims to support its mission by creating a sustainable social business that provides work to persons with disabilities and at-risk young adults in the business locale by partnering with local social organizations. The business will operate under the form of a corporation type of business structure that is separate and distinct from its owners in the form of a restaurant and caters to dine-in and delivery. This form of business directly helps sustainable acquisition of ingredients for our farm-to-table movement. The market for fusion Filipino food has a promising future as statistics show that growth in this market is considerable per food trends. The business distinguishes itself by providing service with its mix of traditional and fusion Filipino cuisine with an atmosphere of ancestral Bahay na Bato with artifacts that make the customers feel like they are back in their lola or grandmother’s house. The business projects a capital of ₱75,000 along with a budget of ₱15,000 annually for product development of dishes. This will be sourced from the business stakeholders in equal amounts for an equal number of shares and ownership. To date, the company is gathering funds and awaiting a suitable time to launch the business.

**Key Words:** Filipino; traditional cuisine; fusion cuisine; restaurant management; farm to table

### I. BUSINESS REGISTRATION AND ORGANIZATION

Bahay ni Lola is a Traditional and Fusion Filipino Cuisine Restaurant. *Bahay* is a Filipino word that translates to Home and *Lola* to grandmother. The entrepreneurs wanted to make the customers feel nostalgic and reminisce about the past. They wanted to bring back the sense of family where families join at one table, sharing a delicious meal; thus, Bahay ni Lola was established.

**Table 1.** *Business Model Canvas for Social Enterprise*

Key Partners	Key Activities
<ul style="list-style-type: none"> <li>- Session Groceries and Good Food Community (Suppliers with direct contact to local farmers)</li> <li>- Staff hiring will be at least 80% at-risk young adults and persons with disabilities (PWDs)</li> <li>- MASIPAG</li> </ul>	<ul style="list-style-type: none"> <li>- Stock communication with suppliers to make sure of best quality</li> <li>- Inventory control done religiously to prevent food wastage</li> <li>- Restaurant advertising through social media and minimal area flyering</li> <li>- Support activities like visiting</li> </ul>



# 3<sup>RD</sup> DLSU SENIOR HIGH SCHOOL RESEARCH CONGRESS

<p>Organization and PAKISAMA Organization will receive a percentage of the profit to support innovation</p>	<p>headquarters of non-profit organizations and communicating about their needs</p> <ul style="list-style-type: none"> <li>- Hiring and growth program within the staff</li> <li>- Provide a safe environment for both the staff and customers</li> </ul>
<p><b>Value Propositions</b></p>	<p><b>Customer Relationships</b></p>
<ul style="list-style-type: none"> <li>- Fairtrade produce sourced directly from farmers through other social enterprises, "Farm to table movement"</li> <li>- Semi-annual donations to farmer-focused organizations</li> <li>- Sustainable employment for PWDs and at-risk young adults</li> </ul>	<ul style="list-style-type: none"> <li>- Creative promotion of products on social media to pique customers' interest</li> <li>- Customers would know the lack of improvement and fairtrade that farmers suffer from</li> <li>- Honesty and consistency with the enterprise's value propositions</li> <li>- Long-term impact customers would always be encouraged to help</li> <li>- Wider variety of options for the target market</li> <li>- After-sales rating and feedback communication to customers for future corresponding improvements</li> </ul>
<p><b>Customer Segments</b></p>	<p><b>Key Resources</b></p>
<ul style="list-style-type: none"> <li>- Working individuals in the area with no time to cook and wants to support a cause</li> <li>- Group of friends or colleagues finding a place to hang out, enjoy great food and help people</li> <li>- Families that like to dine in or have food</li> </ul>	<ul style="list-style-type: none"> <li>- Impact branding</li> <li>- Goal-driven and well-informed staff</li> <li>- Sufficient local equipment to efficiently serve customers</li> <li>- Ethical practices</li> </ul>

<p>delivery and support the cause</p> <ul style="list-style-type: none"> <li>- Ethical and health-conscious customers</li> <li>- Non-profit organizations, other social enterprises</li> </ul>	
<p><b>Channels</b></p>	<p><b>Cost Structure</b></p>
<ul style="list-style-type: none"> <li>- Social Procurement from accessible online fresh produce stores</li> <li>- Dine-in and online purchases through food delivery applications</li> </ul>	<ul style="list-style-type: none"> <li>- Starting capital would be invested by the founding members</li> <li>- Costs of getting fresh produce stocks and raw materials for ingredients</li> <li>- Cost for administrative and operational activities</li> <li>- Product marketing</li> <li>- Semi-annual Donations</li> </ul>
<p><b>Revenue Streams</b></p>	
<ul style="list-style-type: none"> <li>- Sales of classic and fusion Filipino dishes</li> <li>- Customers' tips</li> </ul>	

**Vision**

"Bahay ni Lola imagines a community where everyone has access to good quality and nutritious food and is driven to create a hunger-free CALABARZON through a new kind of restaurant for the Filipino industry that offers traditional and fusion Filipino dishes using farm-to-table movement."

Bahay ni Lola sees itself as an entity that can create a hunger-free community and has access to good quality and nutritious food.

**Mission**

"Bahay ni Lola strives to provide Filipino dishes that are good quality and nutritious at the same time affordable. The company aims to raise awareness of the agricultural crisis happening in the Philippines that diminishes resources and burdens the livelihoods of farmers by supporting local farmers through farm-to-table movement for a sustainable environment and the development of the country's resources. The company also desires to hire at least 80% of employees that are persons with disabilities and at-risk young adults by partnering up with an organization that seeks to find opportunities for these people within its next two



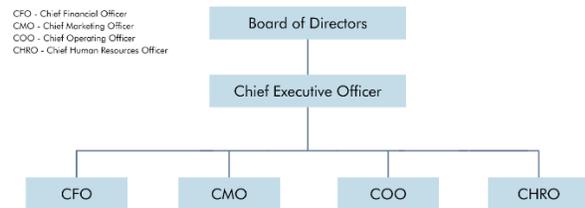
years of operations.”

The company’s mission adheres to the SMART objectives which are Specific, Measurable, Attainable, Realistic, and Time-bound.

**Type of Business Structure**

The owners have agreed that Bahay ni Lola will be registered as a Corporation. The entrepreneurs will be equally responsible and liable for significant business actions. The profits of the business will be fairly distributed to stakeholders and organizations that the enterprise aims to support.

**Figure 1. Organizational Flow Chart**



**Board of Directors**

- The Chief Executive Officer (CEO): Patricia Anne G. Alvarez
- The Chief Financial Officer (CFO): Micah Alyanna B. Canlas
- The Chief Marketing Officer (CMO): Justin Gabriel M. Casillan
- The Chief Human Resources Officer (CHRO): Angelica N. Gallardo
- The Chief Operating Officer (COO): Izaac Gabriel G. Villacarlos

The capital will come from the firm’s stakeholders, which are the Board of Directors. They will invest in Bahay ni Lola which will be used to start its operations.

**II. BUSINESS PLAN IMPLEMENTATION**

**II.A. Production**

The Production Process of Bahay ni Lola starts from the acquisition of supplies from local farmers; then supplies will be checked to ensure ingredients meet the quality. The supplies will then be stored in freezers with proper temperature controls to ensure freshness and quality. Once orders are made, ingredients will be prepared and cooked. After, it will then be served to customers. See Figure A1.

The production cost is estimated at ₱21,680, from the menu combined with traditional and fusion Filipino dishes. This includes Pork Caldereta,

Tinolang Manok, Pork Sinigang, and their fusion counterparts. See Table A1 to A6.

**II.B. Marketing**

**Product**

Bahay ni Lola offers traditional and fusion Filipino dishes through farm-to-table movement. All the ingredients to be used will fully come from local farmers. It is assured to be high quality for the consumers’ safety and satisfaction.

**Price**

All dishes range from ₱325-₱480. Bahay ni Lola wanted to provide an avenue where more individuals can afford quality yet affordable food. Their primary market is individuals with an income or allowance of ₱30,000 of any age.

**Place**

The restaurant is located at an ancestral house at 102 Castillo Street, San Juan, Batangas City. The atmosphere of ancestral *Bahay na Bato* makes the customers feel like they are back in their *lola’s* house.

**Promotion**

Bahay ni Lola will both utilize online and offline advertising strategies. For online, the company will use social media platforms to promote the restaurant and establish their Internet presence. For the offline advertising strategies, the company will be using posters and flyers.

**Market Penetration Strategy**

**Distribution Channels**

The main distribution of the company will be direct selling from the restaurant through dine-ins. The company will also utilize online platforms to reach customers. See Figure A2.

The secondary channels are sales representatives, direct sales force, and direct mail/telemarketing:

1. For sales representatives, the owners will be the point of contact between the business and its customers, which will be led by the CMO.
2. For direct sales force, the business will utilize delivery platforms such as Grabfood and Foodpanda to market the products.
3. For direct mail/telemarketing, the business will give flyers outside the restaurant and utilize Facebook messaging by sending publicity materials to potential customers. They will also answer inquiries in real-time through Messenger. An automatic email

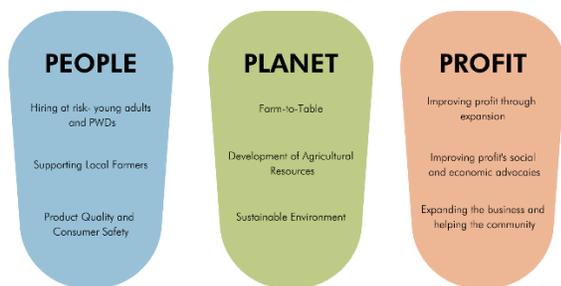


update containing the latest promos and offers will be sent to loyal customers.

## II.C. Human Resources

### Theory of Change

Figure 2. Theory of Change



### People

Bahay ni Lola will hire at-risk-young adults and PWDs as employees in the restaurant. The company wants to contribute to UNESCO's sustainable development goals of reduced inequalities, decent work and economic growth, and zero hunger. The entrepreneurs wanted to give opportunities to these people as they should also have the right to a job. Furthermore, local farmers in the Philippines are suffering due to the high cost of inputs, low price of *palay*, lack of capital, labor problem, lack of postharvest facilities, and more (Agris, 2009). All the ingredients to be used in the restaurant will fully come from local farmers to support them and promote their products.

### Planet

Bahay ni Lola will use farm-to-table movement in providing their dishes. The ingredients that the restaurant will be using are direct acquisitions from the farmers. By supporting local farmers, the company aims to contribute to developing the country's agricultural resources.

### Profit

Bahay ni Lola aims to expand the business and reach out to more people with its profit. The company will be expanding by increasing its distribution channels and maximizing its inventories to deliver more products and value to the customers. In addition, Bahay ni Lola strives to increase profit by contributing to developing social and economic goals. The company will invest in good quality materials for the production of the ingredients, specifically from the farmers. It believes that with the growth of the resources, the business provides an avenue where more individuals can

afford quality yet affordable food. The company also aims to gain profit and at the same time help the community in a way that will encourage people to support locals and see the potential of at-risk people.

### Reporting to Management

Since the company is a food business, ensuring the best quality and service would require daily updates. A shared Google drive containing necessary documents will be updated. Company email for concerns and feedback will also be open during working hours. Managers appointed to concerns and progress will then assess the information. Twice a week, a separate one-hour meeting of managers' reports to the staff will be conducted. Preparation for the weekly meeting will be done, including the proposal of courses of action or improvements. Lastly, the weekly meeting with the CEO regarding managerial decisions will be done regularly. See Figure A3.

### Staff Development

A progressive and healthy working environment will be beneficial to the staff of Bahay ni Lola. Consequently, training and good relationships among staff must be strengthened to establish a dynamic flow.

Job Orientation will help familiarize themselves with the workplace and members. Their roles, responsibilities, and goals will be the main agenda. It is scheduled after recruitment day and will last two days, including simulation at the end.

Rest Days aids in letting the staff recharge. This will also enable them to take good care to prevent absences due to sickness and rest at their comfort two days per week.

Team Building will provide a space for strengthening good communication and relationships. This encompasses retreats, recreational activities, and visits to cause organizations. If possible, it will be done at least four times a year.

An annual Christmas Party will be held to celebrate and be thankful for the fruitful year. Celebrations are important as coworkers and family. Sense of achievement motivates the staff to work more healthily. This can also be a way of giving incentives to some outstanding workers.

Lastly, Job Training will be done yearly. One member per sector of the company will be sent to seminars for more experience. It will be on a rotation basis to provide equal opportunities and development. The ones who went will also be tasked to share their learnings. Staff progress will determine who goes first.



### ***Compensation***

All employees will be compensated monthly and receive benefits such as SSS, Pag-IBIG, and PhilHealth. Their salaries vary depending on their position and contribution. Starting salary is ₱12,000 monthly.

### ***Incentives***

To encourage and motivate employees, the business will provide incentives to employees. The company will have an annual incentive plan to get additional pay if they reach the prescribed quota.

## ***II.D. Finance***

The establishment's main source of financing would be the starting capital of the co-owners of Bahay Ni Lola and a percentage of the profit generated from sales.

### ***Sales Forecasts with Assumptions***

Table A7 presents the sales forecast for each dish on the menu, namely: Traditional Pork Caldereta, Pork Caldereta Fusion, Traditional Tinolang Manok, Tinolang Manok Fusion, Traditional Pork Sinigang, and Pork Sinigang Fusion. It is based on the measured break-even units and sales that the company must aim to achieve or exceed monthly in order for its revenue to offset its expenses and the calculated market demand potential. See Table A8 for a more detailed justification and the rationale for the forecasted sales.

### ***Sales Projections***

Figure A4 expresses the summation of projected sales from the dishes on the menu, including Traditional Pork Caldereta, Pork Caldereta Fusion, Traditional Tinolang Manok, Tinolang Manok Fusion, Traditional Pork Sinigang, and Pork Sinigang Fusion in the next six months from the start of launch in December.

Figure A5 expresses the continuation of projected sales from the dishes on the menu in the next twelve months from the start of launch in December. As months go nearer to the restaurant's first anniversary, management projects a higher launch of sales as promos and special events occur in December 2021.

Figure A6 expresses the continuation of projected sales from the dishes on the menu in the next twenty-four months from the start of launch in December. Sales are projected to stabilize or even grow following seasons when the dishes are in high demand and when they are not.

### ***Income Projections***

Table A9 demonstrates the summation of projected income from the dishes on the menu, including Traditional Pork Caldereta, Pork Caldereta Fusion, Traditional Tinolang Manok, Tinolang Manok Fusion, Traditional Pork Sinigang, and Pork Sinigang Fusion in the next six months from the start of launch in December. This amount has been derived from the net income and deducting the cost of goods sold and operating expenses.

Table A10 demonstrates the continuation of projected income from the dishes on the menu in the next twelve months from the start of launch in December. Net Income generally fluctuates due to the seasonality of the products as well as other events and situations.

Table A11 demonstrates the continuation of projected income from the dishes on the menu in the next twenty-four months from the start of launch in December. Income is projected to stabilize or increase following seasons when the dishes are in high demand and not.

## **III. PRODUCT DIVERSIFICATION**

Bahay ni Lola aims to expand its menu by adding more innovative traditional and fusion Filipino dishes for Breakfast, Lunch, Merienda, and Dinner. The bestsellers for the first six months will remain on the menu, and two new dishes will be added in replacement of the less popular ones. Furthermore, the business plans to expand around the Philippines and outside the country through company-owning. The company will open for franchising, where franchisees will pay the company's royalties and other necessary fees. This will be done with thorough planning and decision-making to maintain the restaurant's concept, values, and authenticity.

## **IV. FUTURE PLANS**

Bahay ni Lola will be settling applications for copyrights to ensure the business's safety and protection from plagiarism and other violations. The business will also settle necessary documents for business licenses to receive operational rights in certain areas in the Philippines and outside the country. Furthermore, Bahay ni Lola will set its royalties that will be shown and discussed to future franchisees of the restaurant.

## **V. ACKNOWLEDGEMENT**

The group offers wishes to show our appreciation to the people who have made this business concept paper completion possible. To our fellow Social Entrepreneurship blockmates, class of ABM 12A, we thank you for the take-aways from the



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**Appendices**

Table A1. Pork Caldereta

	Price	Quantity	Total:
Pork (1kg)	₱ 217.6	5	₱ 1,088
Tomato Sauce (1kg)	₱ 75	2	₱ 150
Green Olives (935g)	₱ 250	1	₱ 250
Red Bell Pepper (250g)	₱ 89	2	₱ 178
Green Bell Pepper (250g)	₱ 99	2	₱ 198
Potatoes (1kg)	₱ 102	2	₱ 204
Carrots (1kg)	₱ 169	2	₱ 338
Onions (1kg)	₱ 179	2	₱ 358
Minced Garlic (227g)	₱ 179	2	₱ 358
Beef Broth (100g)	₱ 133	3	₱ 399
Liver spread (25g)	₱ 29	5	₱ 145
Cooking oil (2L)	₱ 169	2	₱ 338
<b>TOTAL:</b>			<b>₱ 4,004</b>

Table A2. Pork Caldereta Fusion

	Price	Quantity	Total:
Pork (1kg)	₱ 217.6	5	₱ 1,088
Tomato Sauce (1kg)	₱ 75	2	₱ 150
Green Olives (935g)	₱ 250	1	₱ 250
Red Bell Pepper (250g)	₱ 89	2	₱ 178
Green Bell Pepper (250g)	₱ 99	2	₱ 198
Potatoes (1kg)	₱ 102	2	₱ 204
Carrots (1kg)	₱ 169	2	₱ 338
Onions (1kg)	₱ 179	2	₱ 358
Minced Garlic (227g)	₱ 179	2	₱ 358
Beef Broth (100g)	₱ 133	3	₱ 399
Liver spread (25g)	₱ 29	5	₱ 145

Cooking oil (2L)	₱ 169	2	₱ 338
Rice (10 kg)	₱ 550	1	₱ 550
<b>TOTAL:</b>			<b>₱ 4,554</b>

Table A3. Tinolang Manok

	Price	Quantity	Total:
Chicken (1kg)	₱ 130	5	₱ 650
Malunggay leaves (4 bundles)	₱ 89	2	₱ 178
Black Pepper (500g)	₱ 140	1	₱ 140
Unripe papaya	₱ 69	5	₱ 345
Knorr chicken cubes (600g)	₱ 258	1	₱ 258
Onions (1kg)	₱ 179	2	₱ 358
Garlic (1kg)	₱ 189	2	₱ 378
Ginger (500g)	₱ 159	2	₱ 318
Fish Sauce (1L)	₱ 59	1	₱ 59
Vegetable oil (1.8L)	₱ 169	1	₱ 169
Water	To be provided		
<b>TOTAL:</b>			<b>₱ 2,853</b>

Table A4. Tinolang Manok Fusion

	Price	Quantity	Total:
Chicken (1kg)	₱ 130	5	₱ 650
Malunggay leaves (4 bundles)	₱ 89	2	₱ 178
Black Pepper (500g)	₱ 140	1	₱ 140
Unripe papaya	₱ 69	5	₱ 345
Knorr chicken cubes (600g)	₱ 258	1	₱ 258
Onions (1kg)	₱ 179	2	₱ 358
Garlic (1kg)	₱ 189	2	₱ 378
Ginger (500g)	₱ 159	2	₱ 318
Fish Sauce (1L)	₱ 59	1	₱ 59



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Vegetable oil (1.8L)	₱ 169	1	₱ 169
Spaghetti Pasta (900g)	₱ 76	3	₱ 228
<b>TOTAL:</b>			<b>₱ 3,081</b>

Table A5. Pork Sinigang

	Price	Quantity	Total:
Pork belly (1kg)	₱ 349	3	₱ 1,047
Spinach(1kg)	₱ 289	1	₱ 289
Fish Sauce (1L)	₱ 59	1	₱ 59
String beans (1kg)	₱ 229	1	₱ 229
Tomato (1kg)	₱ 159	2	₱ 318
Chilli pepper	₱ 199	2	₱ 398
Cooking oil (2L)	₱ 169	2	₱ 338
Onions (1kg)	₱ 179	2	₱ 358
Taro (500g)	₱ 109	2	₱ 218
Sinigang Mix (22g)	₱ 12	10	₱ 120
Water	To be provided		
<b>TOTAL:</b>			<b>₱ 3,374</b>

Table A6. Pork Sinigang Fusion

	Price	Quantity	Total:
Pork belly (1kg)	₱ 349	3	₱ 1,047
Spinach(1kg)	₱ 289	1	₱ 289
Fish Sauce (1L)	₱ 59	1	₱ 59
String beans (1kg)	₱ 229	1	₱ 229
Tomato (1kg)	₱ 159	2	₱ 318
Chilli pepper	₱ 199	2	₱ 398
Cooking oil (2L)	₱ 169	2	₱ 338
Onions (1kg)	₱ 179	2	₱ 358
Taro (500g)	₱ 109	2	₱ 218
Sinigang Mix (22g)	₱ 12	10	₱ 120

Water	To be provided		
Kimchi (1kg)	₱ 220	2	₱ 440
<b>TOTAL:</b>			<b>₱ 3,814</b>

Table A7. Sales Forecasts

Traditional Pork Caldereta						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	35	25	23	19	29	26
<b>Unit Price</b>	₱ 345	₱ 345	₱ 345	₱ 345	₱ 345	₱ 345
<b>Total Sales</b>	₱ 12,075	₱ 8,625	₱ 7,935	₱ 6,555	₱ 10,005	₱ 8,970
<b>TOTAL</b>	₱ 54,165					

Pork Caldereta Fusion						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	32	20	23	22	27	18
<b>Unit Price</b>	₱ 400	₱ 400	₱ 400	₱ 400	₱ 400	₱ 400
<b>Total Sales</b>	₱ 12,800	₱ 8,000	₱ 9,200	₱ 8,800	₱ 10,800	₱ 7,200
<b>TOTAL</b>	₱ 56,800					

Traditional Tinolang Manok						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	29	17	21	25	19	23
<b>Unit Price</b>	₱ 325	₱ 325	₱ 325	₱ 325	₱ 325	₱ 325



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<b>Total Sales</b>	₱ 9,425	₱ 5,525	₱ 6,825	₱ 8,125	₱ 6,175	₱ 7,475
<b>TOTAL</b>	₱ 43,550					

Tinolang Manok Fusion						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	34	24	20	16	27	19
<b>Unit Price</b>	₱ 375	₱ 375	₱ 375	₱ 375	₱ 375	₱ 375
<b>Total Sales</b>	₱ 12,750	₱ 9,000	₱ 7,500	₱ 6,000	₱ 10,125	₱ 7,125
<b>TOTAL</b>	₱ 52,500					

Traditional Pork Sinigang						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	29	21	15	23	25	27
<b>Unit Price</b>	₱ 420	₱ 420	₱ 420	₱ 420	₱ 420	₱ 420
<b>Total Sales</b>	₱ 12,180	₱ 8,820	₱ 6,300	₱ 9,660	₱ 10,500	₱ 11,340
<b>TOTAL</b>	₱ 58,800					

Pork Sinigang Fusion						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Number of Units</b>	32	24	21	23	29	19
<b>Unit Price</b>	₱ 480	₱ 480	₱ 480	₱ 480	₱ 480	₱ 480
<b>Total Sales</b>	₱ 15,360	₱ 11,520	₱ 10,080	₱ 11,040	₱ 13,920	₱ 9,120
<b>TOTAL</b>	₱ 71,040					

Table A8. Assumptions

Month	Assumptions
December	Units sold for: 191 Traditional Pork Caldereta - 35 Pork Caldereta Fusion - 32 Traditional Tinolang Manok - 29 Tinolang Manok Fusion - 34 Traditional Pork Sinigang - 29 Pork Sinigang Fusion - 32 <i>Peak Season due to holidays Christmas and New year's eve.</i>
January	Units sold for: 131 Traditional Pork Caldereta - 25 Pork Caldereta Fusion - 20 Traditional Tinolang Manok - 17 Tinolang Manok Fusion - 24 Traditional Pork Sinigang - 21 Pork Sinigang Fusion - 24 <i>Due to the spending from the Christmas season / December peak season, people's spending power will decrease.</i>
February	Units sold for: 123 Traditional Pork Caldereta - 23 Pork Caldereta Fusion - 23 Traditional Tinolang Manok - 21 Tinolang Manok Fusion - 20 Traditional Pork Sinigang - 15 Pork Sinigang Fusion - 21 <i>February is Valentine's season. People will be much more likely to go out or order food to celebrate.</i>
March	Units sold for: 128 Traditional Pork Caldereta - 19 Pork Caldereta Fusion - 22 Traditional Tinolang Manok - 25 Tinolang Manok Fusion - 16 Traditional Pork Sinigang - 23 Pork Sinigang Fusion - 23 <i>Non-peak season</i>
April	Units sold for: 156 Traditional Pork Caldereta - 29 Pork Caldereta Fusion - 27 Traditional Tinolang Manok - 19 Tinolang Manok Fusion - 27 Traditional Pork Sinigang - 25 Pork Sinigang Fusion - 29 <i>Summer / Holy week season. People go out to eat with their families. There will also be no classes from April until May. More time to spend time with family and friends.</i>
May	Units sold for: 132 Traditional Pork Caldereta - 26 Pork Caldereta Fusion - 18 Traditional Tinolang Manok - 23 Tinolang Manok Fusion - 19 Traditional Pork Sinigang - 27 Pork Sinigang Fusion - 19 <i>End of the summer season, people will go out less. Preparing to go back to work and classes.</i>

Table A9. Income Projections for the first 6 months

<b>Pro-forma 6-month Income Projections of Bahay ni Lola For the Six Months Ended May 31, 2021</b>
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	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Net Sales</b>	₱ 7 4,590	₱ 5 1,490	₱ 4 7,840	₱ 5 0,180	₱ 6 1,525	₱ 5 1,230
Less: Cost of Goods Sold	(46,2 16.44 )	(31,7 34.02 )	(29,9 37.80 )	(30,8 13.64 )	(38,0 94.56 )	(31,5 86.23 )
<b>Gross Profit</b>	₱28,3 73.56	₱19,7 55.98	₱17,9 02.20	₱19,3 66.36	₱23,4 30.44	₱19,6 43.77
Less: Operating Expenses	(11,1 88.50 )	(7,72 3.50 )	(7,17 6 )	(7,52 7 )	(9,22 8.75 )	(7,68 4.50 )
<b>Net Income</b>	₱ 17,18 5.06	₱ 12,032. 48	₱ 10,726. 20	₱ 11,839. 36	₱ 14,201. 69	₱ 11,959. 27
<b>Total Net Income for 6 Months</b>						<b>₱ 77,94 4.06</b>

Table A10. Income Projections for the first 12 months

<b>Pro-forma 12-month Income Projections of Bahay ni Lola For the Twelve Months Ended November 30, 2021</b>						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Net Sales</b>	₱ 7 4,590	₱ 5 1,490	₱ 4 7,840	₱ 5 0,180	₱ 6 1,525	₱ 5 1,230
Less: Cost of Goods Sold	(46,2 16.44 )	(31,7 34.02 )	(29,9 37.80 )	(30,8 13.64 )	(38,0 94.56 )	(31,5 86.23 )
<b>Gross Profit</b>	₱28,3 73.56	₱19,7 55.98	₱17,9 02.20	₱19,3 66.36	₱23,4 30.44	₱19,6 43.77
Less: Operating Expenses	(11,1 88.50 )	(7,72 3.50 )	(7,17 6 )	(7,52 7 )	(9,22 8.75 )	(7,68 4.50 )
<b>Net Income</b>	₱ 17,18 5.06	₱ 12,032. 48	₱ 10,726. 20	₱ 11,839. 36	₱ 14,201. 69	₱ 11,959. 27

<b>Pro-forma 12-month Income Projections of Bahay ni Lola For the Twelve Months Ended November 30, 2021</b>						
	Jun 2021	Jul 2021	Aug 2021	Sept 2021	Oct 2021	Nov 2021
<b>Net Sales</b>	₱ 5 0,180	₱ 6 1,525	₱ 5 1,230	₱ 7 4,590	₱ 5 1,490	₱ 4 7,840
Less: Cost of Goods Sold	(30,8 13.64 )	(38,0 94.56 )	(31,5 86.23 )	(46,2 16.44 )	(31,7 34.02 )	(29,9 37.80 )

<b>Gross Profit</b>	₱ 19,36 6.36	₱ 23,43 0.44	₱ 19,64 3.77	₱28,3 73.56	₱19,7 55.98	₱ 17,90 2.20
Less: Operating Expenses	(7,52 7 )	(9,22 8.75 )	(7,68 4.50 )	(11,1 88.50 )	(7,72 3.50 )	(7,17 6 )
<b>Net Income</b>	₱ 11,83 9.36	₱ 14,20 1.69	₱ 11,95 9.27	₱ 17,18 5.06	₱ 12,03 2.48	₱ 10,72 6.20
<b>Total Net Income for 12 Months</b>					<b>₱155,888.12</b>	

Table A11. Income Projections for the first 24 months

<b>Pro-forma 24-month Income Projections of Bahay ni Lola For the Twenty-four Months Ended November 30, 2022</b>						
	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021
<b>Net Sales</b>	₱ 7 4,590	₱ 5 1,490	₱ 4 7,840	₱ 5 0,180	₱ 6 1,525	₱ 5 1,230
Less: Cost of Goods Sold	(46,2 16.44 )	(31,7 34.02 )	(29,9 37.80 )	(30,8 13.64 )	(38,0 94.56 )	(31,5 86.23 )
<b>Gross Profit</b>	₱28,3 73.56	₱19,7 55.98	₱17,9 02.20	₱19,3 66.36	₱23,4 30.44	₱19,6 43.77
Less: Operating Expenses	(11,1 88.50 )	(7,72 3.50 )	(7,17 6 )	(7,52 7 )	(9,22 8.75 )	(7,68 4.50 )
<b>Net Income</b>	₱ 17,18 5.06	₱ 12,032. 48	₱ 10,726. 20	₱ 11,839. 36	₱ 14,201. 69	₱ 11,959. 27

<b>Pro-forma 24-month Income Projections of Bahay ni Lola For the Twenty-four Months Ended November 30, 2022</b>						
	Jun 2021	Jul 2021	Aug 2021	Sept 2021	Oct 2021	Nov 2021
<b>Net Sales</b>	₱ 5 0,180	₱ 6 1,525	₱ 5 1,230	₱ 7 4,590	₱ 5 1,490	₱ 4 7,840
Less: Cost of Goods Sold	(30,8 13.64 )	(38,0 94.56 )	(31,5 86.23 )	(46,2 16.44 )	(31,7 34.02 )	(29,9 37.80 )
<b>Gross Profit</b>	₱ 19,36 6.36	₱ 23,43 0.44	₱ 19,64 3.77	₱28,3 73.56	₱19,7 55.98	₱ 17,90 2.20
Less: Operating Expenses	(7,52 7 )	(9,22 8.75 )	(7,68 4.50 )	(11,1 88.50 )	(7,72 3.50 )	(7,17 6 )
<b>Net Income</b>	₱ 11,83 9.36	₱ 14,20 1.69	₱ 11,95 9.27	₱ 17,18 5.06	₱ 12,03 2.48	₱ 10,72 6.20



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**Pro-forma 24-month Income Projections of Bahay ni Lola For the Twenty-four Months Ended November 30, 2022**

	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022
<b>Net Sales</b>	P 7,459.00	P 5,149.00	P 4,784.00	P 5,018.00	P 6,152.50	P 5,123.00
Less: Cost of Goods Sold	(46,216.44)	(31,734.02)	(29,937.80)	(30,813.64)	(38,094.56)	(31,586.23)
<b>Gross Profit</b>	P 28,373.56	P 19,755.98	P 17,902.20	P 19,366.36	P 23,430.44	P 19,643.77
Less: Operating Expenses	(11,188.50)	(7,723.50)	(7,176)	(7,527)	(9,228.75)	(7,684.50)
<b>Net Income</b>	P 17,185.06	P 12,032.48	P 10,726.20	P 11,839.36	P 14,201.69	P 11,959.27

**Pro-forma 24-month Income Projections of Bahay ni Lola For the Twenty-four Months Ended November 30, 2022**

	Jun 2022	Jul 2022	Aug 2022	Sept 2022	Oct 2022	Nov 2022
<b>Net Sales</b>	P 5,018.00	P 6,152.50	P 5,123.00	P 7,459.00	P 5,149.00	P 4,784.00
Less: Cost of Goods Sold	(30,813.64)	(38,094.56)	(31,586.23)	(46,216.44)	(31,734.02)	(29,937.80)
<b>Gross Profit</b>	P 19,366.36	P 23,430.44	P 19,643.77	P 28,373.56	P 19,755.98	P 17,902.20
Less: Operating Expenses	(7,527)	(9,228.75)	(7,684.50)	(11,188.50)	(7,723.50)	(7,176)
<b>Net Income</b>	P 11,839.36	P 14,201.69	P 11,959.27	P 17,185.06	P 12,032.48	P 10,726.20
<b>Total Net Income for 24 Months</b>						<b>P 311,776.24</b>

Figure A1. Production Process

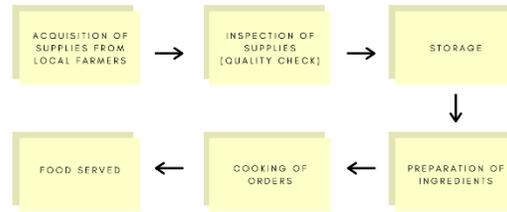


Figure A2. Distribution Channels

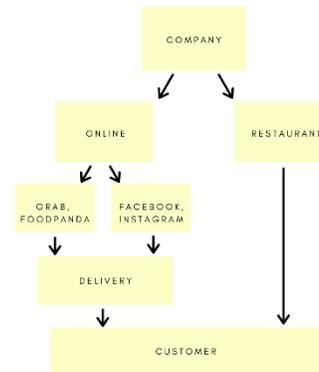


Figure A3. Reporting to Management

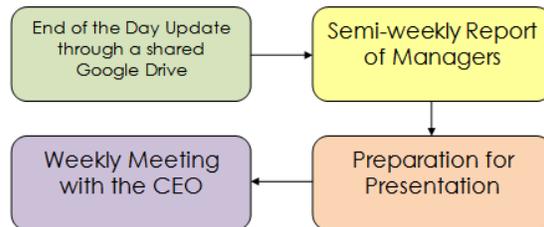


Figure A4. Projected Sales for 6 months



Figure A5. Projected Sales for 12 months



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Projected Sales (12 Months)

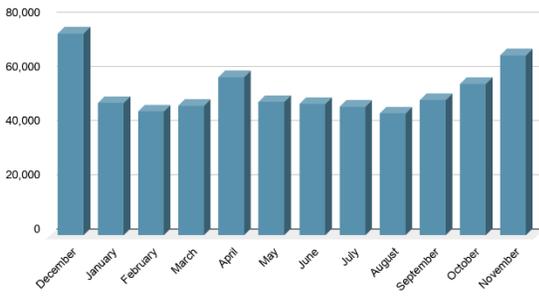
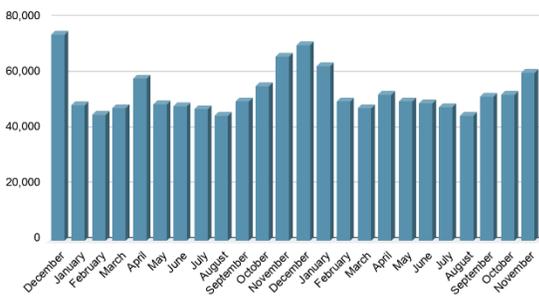


Figure A6. Projected Sales for 24 months

Projected Sales (24 Months)





HIRAYA  
**HIRAYA**  
EST. 2020

Jin Ha C. Kim, Jan Marc M. Portal, Aerial Amber B. Punzalan, Jiro Mhaye N. Salayo,  
Jarvis Karl P. Serviño, and Katriona Ashley C. Ureta  
De La Salle University Integrated School, Biñan City, Laguna

Generie M. Manuel, *Research Adviser*  
De La Salle University Integrated School, Biñan City, Laguna

**Executive Summary:** Hiraya is a sole proprietorship business founded in February 2020 by Jan Marc Portal, an ABM student in DLSU-SHS. Its mission is to provide the community with pouch bags that feature sustainability, affordability, and durability, promoting the Philippines’ indigenous designs using locally sourced materials such as Abaca and cotton canvas. Hiraya’s vision is to create a convenient and practical experience for the general lifestyle of the people by catering local products. The owner formed a business venture with his co-students in the ABM Strand, namely: Aerial Punzalan (operations), Jarvis Servino (financial), Katriona Ureta (marketing), Jin Ha Kim (human resource), and Jiro Mhaye Salayo (advertising). The officers possess individual skills related to their departments, such as leadership, project management, and marketing, contributing to the development of Hiraya. The business took the opportunity to sell products through the online platform, reaching millennials and Gen-Z as its target market. The business’s location was strategically placed in Laguna. The venture considers itself to be different from its competitors as it features an accented Abaca design inspired by local Kalinga tattoo artists in its products. In terms of the initial capital, the business had invested Php 31,500 to operate. The capital was able to produce 120 bags, costing Php 349 each (39.6% mark-up). Once the break-even is reached, Hiraya intends to diversify its products by putting another Php 27,488 for capital. Hiraya plans to continually expand in the future to remain true to its cause in helping indigenous people as part of its social responsibility.

**Key Words:** pouch bags; indigenous; abaca; business venture; online business

### I. BUSINESS REGISTRATION AND ORGANIZATION

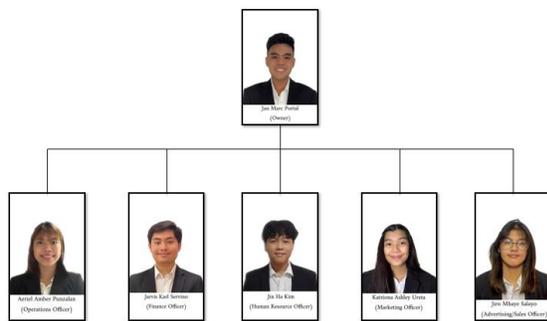
Hiraya is a sole proprietorship business. As such, necessary papers like the BIR form (1901), mayor’s permit, and the DTI business registration name were complied with to attain legal status and to satisfy the requirements of the law (Department of Trade Industry [D.T.I.], n.d.). It was essential ethical compliance for better operational procedures that promote good relationships and a good reputation. Although the business is only a simulation, the officers felt it was important to fill out the forms for learning purposes as well as for their plans to eventually create a real business venture in the future. Each registration form was

assessed by the group, observing its relevance for their business operations.





**Figure 1.1 - 1.4, Figure 2.2 - 2.3 & Figure 3.1 - 3.3.**  
*BIR Form (1901), Mayor's Permit, and DTI  
 Registration Name*



**Figure 4.** *Organizational Chart*

Hiraya, founded by Jan Marc Portal from De La Salle University Laguna in 2020, is a starting business. Its structure is sole proprietorship since Davidson (2016) implies that it is efficient, simple, and an inexpensive structure made for small businesses. Through observation, the owner saw an opportunity to produce pouch bags made out of cotton canvas and Abaca accented design, which is inspired by local tattoo Kalinga artists, to provide convenience and practicality towards consumers (Sara, 2016). The owner then decided to create a business venture with the help of his classmates to answer the call of “community” stressed by St. La Salle in his teachings as well as to show sustainability and durability as Hiraya’s strength—emphasizing the business’ responsibilities and obligations.

The owner, Jan Marc Portal, was responsible for monitoring the actions done by the whole business as well as leading the business towards growth and development through proper management and communication.

The Operations Officer, Aerial Punzalan, was responsible for every operational technicality the business creates and monitors the budget, managing margins, and monitoring actions of the inventory.

The Financial Officer, Jarvis Karl Servino, was responsible for creating forecasts, monitoring

the financial health of the business, creating reports regarding the cash flow that occurs within the business, and analyzing and maximizing the profit for the future plans of the business.

The Human Resource Officer, Jin Ha Kim, was responsible for creating an effective development plan and solution to meet the business’ goals and objectives as well as encouraging the employees.

The Marketing Officer, Katriona Ashley Ureta, was responsible for conceptualizing the best marketing strategy possible for the business to expand, as well as for monitoring and assessing the direct competitors in the market to create the best pricing strategy.

Lastly, the Advertising/Sales Promotions Officer, Jiro Mhaye Salayo, has a crucial role in planning the advertisements of the business to exhibit towards the target market as well as product diversification.

## II. BUSINESS PLAN IMPLEMENTATION

### *II.A. Production*

The Operations Officer reached out to Gian Tulalian, one of the owners of Carry One, to ask for details about their supplier. In September 2020, Hiraya started working with Edward Sewing and Printing Services. All the raw materials were provided by the supplier.

Hiraya made prototypes before the actual production to ensure the best quality product for the business; they made three prototypes before the actual production, which amounted to PHP1,500.00. The business then ordered a total of 120 bags, 30 for each color: Malamaya, Dagtum, Kayumanggi, and Luntian.

Hiraya bought Kraft Papers from Skills & Craft and labeled tags from R&R Creative; amounted to PHP1,225.00. After receiving the inventory and the packaging materials, Hiraya conducted quality control and packed the bags. The beginning inventory was divided between Jiro Salayo and Katriona Ureta. Aerial Punzalan was responsible for shipping through J&T and the rest of the officers for meet-ups. The business monitored the inventory through an excel sheet which was shared with all the officers to ensure correct information and data.

Consequently, the business started planning for product diversification. The business came to the decision that it would be best to reach out to their initial supplier, Springworks Inc., for product diversification. Jiro Salayo talked with the



initial supplier about their current situation and the ability to work with the business. Hiraya is working with the initial supplier for product diversification and still working hard to sell out the rest of the inventory left in the business.

**II.B. Marketing**

**Product**

Hiraya’s products maximized the local materials available here in the Philippines, wherein the idea of using abaca and cotton canvas was brought up to be different from its competitors. The business focused on the minimalist look of the bag as it is one of the factors consumers look for (VanEeno, 2011). The pouch bag consists of two colors, and each base color has its Tagalog term as the name used for the product. Furthermore, the bags are also made to be convenient to the customers in the pandemic situation. The bag was designed to be big enough for necessary belongings to fit and be secured, which also comes with an interchangeable strap.



**Figure 5. HIRAYA’s Products**

**Table 1. Inventory as of March 15, 2021**

Product	Price	Pieces Sold	Inventory
Malamaya	Php349	30	2
Dagtum	Php349	24	5
Kayumanggi	Php349	23	10
Luntian	Php349	17	9

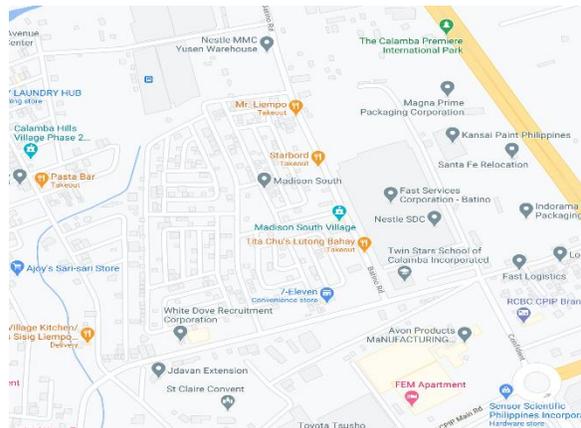
**Price**

**Table 2. Product Cost for Pouch Bags**

Product	Cost	Mark-up rate	Selling Price
Bag	Php 250.00	39.6%	Php 349.00

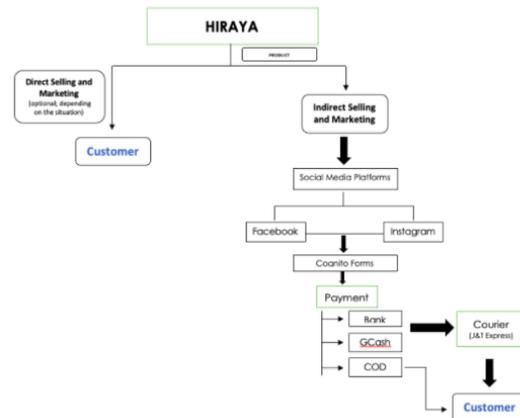
As stated in Table 2 above, the pricing implemented the penetration strategy, focusing on setting the prices as low as possible to generate a higher profit percentage (Kenton, 2020). A mark-up rate of 39.6% was used as a basis for the pricing with a production cost of Php 240.00, including Php 10.00 for the packaging.

**Place**



**Figure 6. Hiraya’s address**

Hiraya’s main business address is located at Madison South, Batino, Calamba City, Laguna. However, the business was handled by officers from different cities of Laguna, specifically in Biñan, Calamba, and Santa Rosa City.

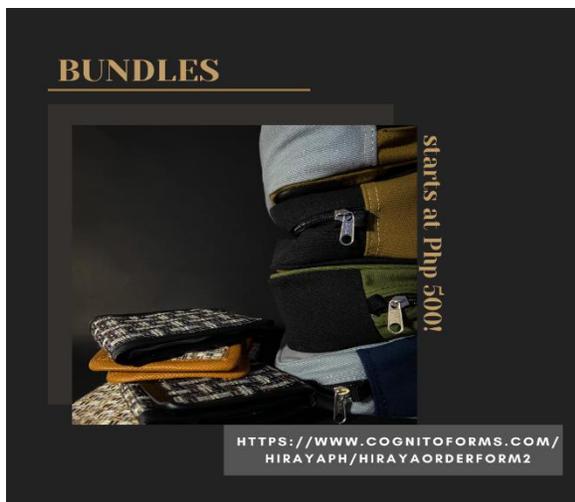


**Figure 7. Distribution Channels**



Hiraya has been using different social media platforms to sell its product. Facebook and Instagram allow its customers to directly communicate with the seller, which is generally easy to manage (*Business Queensland, 2016*). Customers were required to fill up a Cognito Form as a sign of validity for their order. Since COVID-19 struck, its stocks were only handled by their Marketing and Advertising Officers for safety and convenience purposes. When delivering the products, a meet-up was conducted to distribute the product to the said customer. Simultaneously, the Operations Officer would take shipping orders to the courier.

**Promotion**



**Figure 8. Bundle Promotion**

In the current setup, the use of social media was maximized as it was the most efficient and inexpensive way to reach out to the target market. The officers have thought of creating a bundle in order to sell out the remaining flagship product and sell the product diversification as well. Given that there was more inventory for the product diversification, the marketing strategy for it has to be better in which once the break-even was reached, a buy-1-take-1 or discount strategy will have to be applied.

**II.C. Human Resources**

Hiraya currently has six personnel, and each of the members was assigned in their positions due to their individual skills and capabilities. According to Stark (2019), every business owner must have leadership skills to motivate their people towards their goal; thus, Jan Marc Portal was assigned as the owner of the business due to his skills in planning, and organizing, and creating

proper decisions. Aerial Punzalan was assigned as Operations Officer because of the diligent characteristic she possesses and the driving force on doing the things needed for the business (Freedman, 2020). Jiro Mhaye Salayo was assigned as the Advertising/sales Officer due to her artistic skills in creating posters and attractions. Katriona Ureta was assigned as the Marketing Officer due to her skills in generating ideas to persuade and sustain the consumer’s need for the products of the business. Jarvis Servino was assigned as the Financial Officer due to his efficient mathematical abilities and proper awareness in handling the money of the business. Lastly, Jin Ha Kim was assigned as the Human Resource Officer due to his skills in dealing with people, such as communicating with the suppliers as well as his ability to handle customer and officer relationships.

**Table 3. Compensation Package of the officers per year**

Owner	Php 530,000
Operations Manager	Php 303,000
Marketing Manager	Php 400,000
Advertising Manager	Php 400,000
Finance Manager	Php 534,000
Human Resources Manager	Php 297,000

After liquidation and when the officers continue their business venture as well as retain their roles in the industry, their annual pay stated in table 3 will be their average salary. According to PayScale (2021), a compensation software and data company, officers or managers that have less than one year of experience have an annual salary ranging from Php 297,000 to Php 534,000. When Hiraya grows and develops in the future, the owner and each officer can expect the estimated compensation package stated in the table.

**II.D. Finance**

Jarvis Karl Servino, the Financial Officer, opened a bank account for the business on October 15, 2020. The officers transferred Php 6,700.00 each (six officers) for Hiraya’s initial capital and maintaining balance. Hiraya paid their supplier, Edward Sewing and Printing Services, Php 15,000.00 as a downpayment. The business also paid R&R Creatives and Skills&Craft for the packaging for a total of Php 1,200.00. The business then paid Php 15,300.00 to their supplier to complete the payment for the bags and Php 1,500.00 for three prototypes on October 10, 2020.

The business has no operating expense because when it comes to the shipping fee, the consumers shouldered the expense, which was added to the pricing of the product they bought.

Furthermore, other expenses such as gas, water, and electricity were not included since it was just a business simulation and there was no proper place where the group sold their products like bazaars and tents in malls and parks that require operating expenses.

Hiraya started producing their product diversification which was a wallet and had an initial capital of Php 27,488.00. The capital was used for the production which amounted to Php 26,900.00, and its packaging amounted to Php 588.00. The men's wallet was sold for Php 200.00, while the women's wallet was sold for Php 240.00. The wallets have the same markup rate which is 60% of the cost of the wallet. A total of 63 wallets or Php 27,720.00 must be sold to achieve its breakeven.

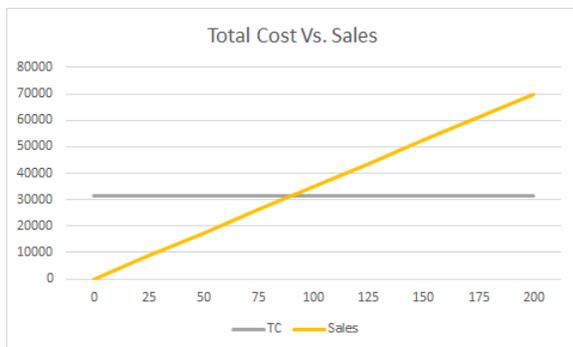


Figure 9. Break-even for Bags

HIRAYA INCOME STATEMENT As of April 23, 2021			
<b>Revenue</b>			
<b>Sales</b>			
	Malamaya	31	P 10,819.00
	Dagtum	27	9,423.00
	Kayumanggi	24	8,376.00
	Luntian	19	6,631.00
	Men's Takipsilim	4	800.00
	Men's Bukangliwa	1	200.00
	Women's Takipsilim	2	480.00
	Women's Bukangliwa	3	720.00
	<b>Total Sales</b>		<b>P 37,449.00</b>
<b>Less: Cost of Sales</b>			
	Malamaya	31	P 7,440.00
	Dagtum	27	6,480.00
	Kayumanggi	24	5,760.00
	Luntian	19	4,560.00
	Packaging		1,010.00
	Prototypes		1,500.00
	Men's Takipsilim	4	488.00
	Men's Bukangliwa	1	122.00
	Women's Takipsilim	2	294.00
	Women's Bukangliwa	3	441.00
	Packaging		30.00
	<b>Total Cost of Sales</b>		<b>P 28,125.00</b>
	<b>Net Sales</b>		<b>P 9,324.00</b>
<b>Less: Operating Expenses</b>			
			0.00
	<b>Net Income</b>		<b>P 9,324.00</b>

Figure 10. Income Statement as of April 23

### III. PRODUCT DIVERSIFICATION

The business met Springworks Incorporated to work with them for product diversification. Hiraya made another product line using sustainable and indigenous materials. Inspired by indigenous textiles like T'nalak, Hiraya looked for cheaper alternatives for the wallets' production (Lush, 2017). The business created Bukangliwayway and Takipsilim for the men's and women's wallets. The business picked the names to depict the colors that the sunrise and the sunset emits.

Hiraya bought Kraft Paper, Labeled Stickers, and Foam wrap for the packaging which totaled to Php 588.00. Hiraya's total capital for the product diversification is Php 27,488.00 and produced a total of 200 pieces. The supplier shouldered expenses for the three prototypes. The total production cost and packaging cost for the men's wallet is Php125.00 and Php150.00 for the women's wallet. The business added a 60% markup rate to the new products to sell them for Php200.00 (men's wallet) and Php240.00 (women's wallet). Below are some of the behind the scenes from the photoshoot:



Figure 11.1 & 11.2. Behind the scenes of the photoshoot for the product diversification



#### IV. FUTURE PLANS

Hiraya has two future plans for the business. First is the short-term planning, which involves the assessment of current budgets, pursuing more target markets, and anticipating present and future sales after 1-2 years. This will involve Hiraya's plan of diversifying products related to the theme or uniqueness of the pouch bags, which are now the wallets. The sales of the diversified products and the bags will also lead to more capital to be used for more products.

The CSR (Corporate Social Responsibility) of the business will continually aim to commit to the provided program of the LMO called "KPAP". The business can provide manpower, resources, and some finances to keep the program running. Hiraya still has no given responsibility for the "KPAP", but the business promises its efforts for the growth of the program as well as other future programs that will benefit the people in need.

The group will also liquidate its business by May 2021 and will close as a sole proprietorship. However, it will continue with a new business organization which is a partnership. As such, the business will continue to look for new partners and additional investors.

Furthermore, the group will also register its intellectual properties, patents, and trademarks for the business to have legal rights over its unique designs and products.

On the other hand, the long-term plans of Hiraya involve innovation, development, and expanding the market by getting the raw materials directly from local places like Bicol, Mindoro, and Aklan. By doing this, the group can directly help the locals and consider them as suppliers.

The business also wants to become known internationally by providing more suitable designs and creating more advertisements and proper marketing strategies which will use monetary bills and proper effort. Becoming internationally recognized will create more opportunities for the business to help and provide jobs not just for the Abaca farmers, but also for the general welfare of the marginalized and the needy, in particular, and promote the Philippine industry, in general.

#### V. ACKNOWLEDGEMENT

The business would like to show its appreciation to the following people:

First and foremost, Sir Generie M. Manuel, for helping and guiding the researchers through the process of doing this research and for sacrificing his time to give his comments and suggestions for the betterment of this paper.

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To Edward Sewing and Printing Services, for their time and patience to communicate with the managers through virtual and face-to-face meetings.

To Springworks Inc., for the time they offered to accommodate the group regarding the product diversification and Ms. Lara Dizon as the person they communicate with for the production of the product.

To Hwa Sin Print Corp., for the time they have contributed to the group regarding the tags to be put in the business' product diversification.

Hiraya would also like to express its appreciation to its customers for trusting its products and continuously supporting its small local business.

To the family and friends of the researchers, for the trust, they have for the business. Hiraya wouldn't have been able to reach this point without their endless support and guide throughout the entire operation of the business.

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## Assessing the Marketability of BEU as a Loungewear Brand Producing Ethically-Made and Gender-Inclusive Clothing in the Philippines

# BEU

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**Executive Summary:** BEU is an ethical and gender-inclusive brand that aims to provide its customers with high-quality loungewear products promoting a more sustainable approach in terms of manufacturing and purchasing contemporary clothing pieces while striving for inclusivity through their brand’s motto “Be You” encouraging individuals to be who they are in the clothes they wear.

BEU’s products within the market are manufactured by an ethical business: Candid Clothing. The material utilized for the production is French Terry fabric that is sourced through Tailored Projects. One of the most notable advantages of BEU is its established marketing strategies, particularly the launch of its website, which is functional and well-designed given its capacity to ease and improve the process of communication between the brand and its customers. As a sole proprietor business, their starting capital of Php 73,140 was acquired through the financial contribution of BEU’s shareholders. The expenses and transactions made after the launching of the business for resources, manufacturing costs, and packaging expenses are managed thoroughly; including the projected and actual sales monitored monthly for a better understanding of the business’ operation and sales performance.

With BEU’s drive to prove and satisfy its customers with a quality product, improve and address common societal concerns as a social enterprise, advocate an idea of embracing one’s truest self, and establish a promising vision of becoming an ethical brand affiliated with outstanding plans, the business could highly provide a positive impact to the society from a global perspective.

**Key Words:** ethical; sustainable; gender-inclusivity; loungewear; local business

### I. BUSINESS REGISTRATION AND ORGANIZATION

Last November 23, 2020, BEU has successfully accomplished its application forms for the corresponding government-issued permits required for instituting a business, particularly the DTI permit, Mayor’s permit, and BIR permit. One of the documents registered by BEU last November 22, 2020, is the DTI (Department of Trade and Industry) permit. Moreover, a government-issued permit from

the city government of Sta. Rosa, Laguna along with the BIR (Bureau of Internal Revenue) were registered and accomplished as well last November 23, 2020, for the fulfillment of requirements for BEU’s business operations.



**Fig. 1.** DTI Registration Permit

**Fig. 2.** Application for Mayor's Permit

**Fig. 3 (a-c).** BIR Application Form

**Organization Chart**



**Fig. 4.** Organizational Chart

BEU's organization is comprised of six different positions namely the Owner which is Ms. Angel Secillano, the Operations Manager which is

Ms. Nicka Dela Vega, Mr. Rhiean Bandola as the Financial Manager, Mr. Carlos Alonte as the Resource Manager, Ms. Kylene Nicole Lirio as the Marketing Manager, and Mr. Vondel Ventanilla as BEU's Advertising Manager.

**II. BUSINESS PLAN IMPLEMENTATION**

**II.1. Production**

**II.1.1. ACQUISITION OF RAW MATERIALS AND OTHER SUPPLIES**

For the production of our loungewear products, BEU entrusted the supply of fabric materials to Tailored Projects— a trusted clothing supplier here in the Philippines that specializes in garment manufacturing. Candid Clothing, on the other hand, was selected for the manufacturing of our products given it being one of the few businesses here in the country that embraces ethicality within the industry. For the packaging, the business decided to go with an eco-friendly hand-sewn organza tote bag. Raw materials for its production were sourced from Divisoria Market and the production itself was done in Efren's Tailoring, Biñan, Laguna. Other supplies such as clothing tags and labels were obtained from JM Prints and Designs located in Manila

**II.1.2. PROCESSING OF RAW MATERIALS AND OTHER SUPPLIES**

Attaining fabric supplies holds a waiting period of 1-2 weeks. For the manufacturing itself, approximately 4-5 weeks must be taken into account. On the other hand, for the packaging, a waiting period of 2 weeks must be considered and for the clothing tags, BEU acquired a total waiting period of 4 days from JM Prints and Designs.

**II.1.3. PROCESSING THE PRODUCTION OF ITEMS**

After the process of completing all the supplies and raw materials, the production of prototypes follows along with the changes to be made in preparation for the mass production itself. According to the aforementioned manufacturer, BEU needs to allow and consider estimation of 4-5 weeks in total for the complete processing of 80 loungewear products.

**II.1.4. QUALITY CONTROL**

BEU seeks to ensure that the products are well done and the condition is maintained and improved for customer satisfaction. With that being said, the finished products are then delivered to Sta.



Rosa, Laguna where the process of reviewing and evaluating the products take place to achieve the standards and quality requirements of BEU.

**II.1.5. PROCESSING OF ORDERS**

According to Sebjanic (2018), having websites help sell and promote services and products 24/7. Considering the aforementioned, BEU decided to launch its own website: www.wearbeu.com, where all of the orders and transactions would take place for a faster and simpler way of tracking orders and updating inventories considering that the website is connected to the email account of the business itself. In terms of the payments, transactions are settled through GCash or bank-to-bank transfer. Customers could also settle their payments by opting for Cash on Delivery for a convenient and worry-free process of paying for the ordered products.

**II.2. Inventory Management**

As stated, it takes a total of 4-5 weeks in acquiring a total of 80 finished loungewear products. Given that, BEU decided to have inventory control once the business itself would reach 70% of its sales from the total projected sales of the loungewear products offered within the market. Raw materials, along with the other necessary supplies mentioned, would then be restored and replaced for the next cycle of production.

**II.3 Marketing**

**Product**

Loungewear became BEU’s official product and the manufacturing process involves local tailors and seamstresses from Manila who specialize in producing ethically made products. The fabric that would be utilized with the production is specifically french terry which is said to be one of the most commonly used fabrics when producing loungewear products. In terms of the specifications, various colors and sizes are decided to be offered specifically Sky, Sand, Moss, and Mud available in Sizes 1, 2, and 3.

For the design, BEU has set a minimalistic design to depict what would best fit all given the advocacy for gender inclusivity. Embroidered on the upper left corner of the loungewear is the phrase “be you” which helps strongly emphasize what the business would want the market to support and embrace.

THE GAIA COLLECTION



**Fig. 5. BEU’s Flagship Product (The GAIA Collection)**

**Price**

For the pricing profile of BEU, a cost-plus pricing strategy was used along with the established markup rate of 35%. BEU has established a division of costs for the total expenses made for manufacturing and acquiring fabric supplies.

Provided below are the computations made by the business itself to identify and generate the most appropriate and reasonable estimation of costs and selling price.

**SWEATER**

Table 1: Pricing Profile for Sweater

	Cost
Materials	Php 354.375
Manufacturing	Php 139.50
Packaging	Php 48.25
Tags	Php 2.50
Etiketa	Php 7.90
Delivery Costs	Php 100
<b>TOTAL (Initial Price)</b>	<b>Php 652.525</b>

Table 2: Selling Price for Sweater

Initial Price	Mark-up	Selling Price
Php 652.525	35%	880.91 ≈ 899

**SWEATPANTS**

Table 3: Pricing Profile for Sweatpants

	Cost
Materials	Php 590.625
Manufacturing	Php 232.50
Packaging	Php 48.25
Tags	Php 2.50
Etiketa	Php 7.90
Delivery Costs	Php 100
<b>TOTAL (Initial Price)</b>	<b>Php 981.775</b>

Table 4: Selling Price for Sweatpants

Initial Price	Mark-up	Selling Price
Php 981.775	35%	1325.40 ≈ 1299



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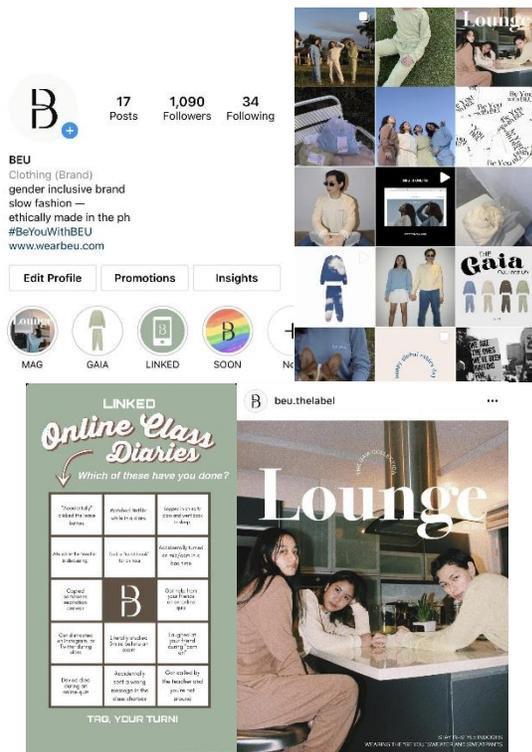
## BUSINESS CONCEPT BAZAAR

### Place

BEU's products are sold through online social media and commerce platforms. The business utilizes Facebook and Instagram in terms of promotional and marketing while officially selling its products through its own website which is customized and created in order to offer an easy transaction and shopping experience for the customers. The stocks and inventory on the other hand are in their headquarters in 4026, Block 3 Lot 1 & 2, Barangay Labas, Buena Perlas 2 Subdivision, City of Santa Rosa, Laguna, where they sanitize, pack, and ship their products.

### Promotion

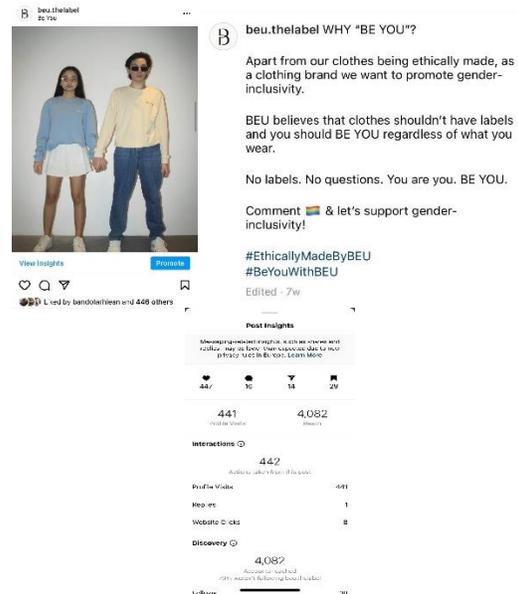
BEU extended its marketing strategies by truthfully advocating gender-inclusivity by supporting the LGBTQIA++ Community through videos and publication materials posted on Facebook and Instagram. In just a few months BEU has accumulated over 1,090 followers and established an approachable image to the business' future customers through interactive games via Instagram Story games and digital magazines.



**Fig. 6 (a-d).** Instagram Account and Publication Materials of BEU

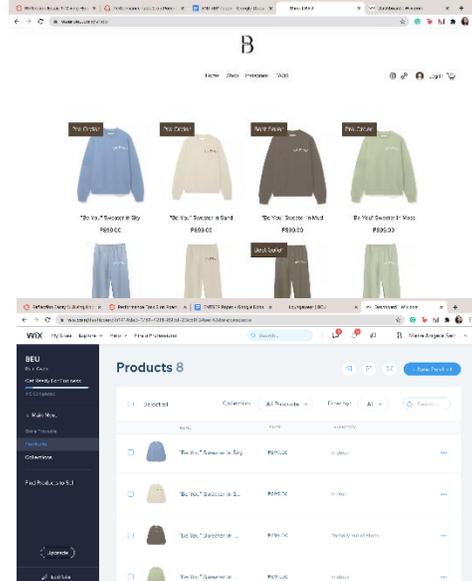
In terms of analytics and insights from the publication materials and posts, BEU has reached more than 7,000 impressions and engaged in 2,314

account activities which includes 2,054 profile visits and 260 website taps from November 12 to December 11 of 2020. Highlighting BEU's top post which is about its name "BEU" got over 4,082 reach and 442 interactions. The post acquired 447 likes, 16 comments, 14 shares, and 29 saves on Instagram.



**Fig. 7 (a-c).** Instagram Account and Post Insights

BEU became the very first business within the institution to launch its own website. With the launch of the business's website and its own domain, BEU automated data collections, sales emails, post sales emails, events, and customer lifecycle.



**Fig. 8 (a-b).** BEU's Official Website (<https://www.wearbeu.com/>)

In shooting their products, BEU shot the clothing pieces outdoors which symbolizes their first collection's inspiration: the earth. A fun and effortless personality are given to the clothes by shooting candid photos. In addition to that, BEU also shot the clothes paired with different clothing pieces such as pairing the Be You Sweater in Sky with a plain white tennis skirt for the customers to see how BEU's clothing pieces can be versatile and styled in many ways.



**Fig. 9 (a-d).** Sample images from the Official Product Shoot

### II.4 Human Resources

Six proponents, supervise BEU and its overall progress. Ms. Angel Secillano oversees the overall success of the company venture as the owner of BEU. On the other hand, as the business company's financial manager, Mr. Rhiean Bandola is accountable for controlling its economic and financial development. Ms. Nicka Dela Vega, as the operational manager of the BEU, is responsible for controlling the production as well as the output of the goods of the business venture. As the human resources manager, Mr. Carlos Alonte is the one responsible for monitoring the tasks assigned and carried out by each proponent. Finally, as the advertising and marketing manager respectively, Mr. Vondel Ventanilla and Ms. Kylene Lirio are the managers assigned in initiating various strategies and plans for promoting the overall state of the business venture and its products.

Aside from this, the business has also chosen to enlist the product's manufacturer: Candid Clothing, an ethical company specializing in manufacturing sweaters and sweatpants. Moreover, the business opted to choose two (2) more manufacturers as well to aid the production of labels: JM Prints and Designs, and packaging: Efren's Tailoring, which is used to pack and complete the overall appearance of the products.



**Fig. 10 (a-d).** BEU's clothing tags and packaging

### A. FINANCE (Projected vs. Actual)

**Table 5. Projected Sales for November 2020**

BEU				
November 2020 (Actual)				
Product	Quantity	Price	Per Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2	2	899		1,798
"Be You" Sweater in SAND, Size 1	2	899		1,798
"Be You" Sweater in SAND, Size 2	1	899		899
"Be You" Sweater in MOSS, Size 1	1	899		899
"Be You" Sweater in MOSS, Size 2	1	899		899
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2	1	899		899
"Be You" Sweatpants in SKY, Size 1	1	1,299		1,299
"Be You" Sweatpants in SKY, Size 2	2	1,299		2,598
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1	2	1,299		2,598
"Be You" Sweatpants in SAND, Size 2	1	1,299		1,299
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 2	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 3		1,299		
"Be You" Sweatpants in MUD, Size 1	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 2	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 3		1,299		



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**Table 6. Actual Sales for November 2020**

BEU				
November 2020 (Projected)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2		899		
"Be You" Sweater in SAND, Size 1	2	899		1,798
"Be You" Sweater in SAND, Size 2		899		
"Be You" Sweater in MOSS, Size 1	1	899		899
"Be You" Sweater in MOSS, Size 2	1	899		899
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2	1	899		899
"Be You" Sweatpants in SKY, Size 1	1	1,299		1,299
"Be You" Sweatpants in SKY, Size 2	1	1,299		1,299
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1	1	1,299		1,299
"Be You" Sweatpants in SAND, Size 2	1	1,299		1,299
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 2	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 3		1,299		
"Be You" Sweatpants in MUD, Size 1	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 2	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 3		1,299		

**Table 7. Total Sales, COGS, and Profit for November 2020**

November	
SALES	Php 21,980
COST OF GOODS SOLD	Php 16,343
<b>PROFIT</b>	<b>Php 5,637</b>

For the month of BEU's launching last November 2020, the business has acquired 10 sets of pre-ordered loungewear products amounting to P21,980. To this, a total of Php 5,637 for the profit was initially acquired by BEU for the first 10 sets of orders.

**Table 8. Projected Sales for December 2020**

BEU				
December 2020 (Actual)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2	2	899		1,798
"Be You" Sweater in SAND, Size 1	3	899		2,697
"Be You" Sweater in SAND, Size 2	1	899		899
"Be You" Sweater in MOSS, Size 1	5	899		4,495
"Be You" Sweater in MOSS, Size 2	3	899		2,697
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2	5	899		4,495
"Be You" Sweatpants in SKY, Size 1		1,299		
"Be You" Sweatpants in SKY, Size 2		1,299		
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1		1,299		
"Be You" Sweatpants in SAND, Size 2		1,299		
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1		1,299		
"Be You" Sweatpants in MOSS, Size 2	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 3	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 1		1,299		
"Be You" Sweatpants in MUD, Size 2		1,299		
"Be You" Sweatpants in MUD, Size 3	2	1,299		2,598

**Table 9. Actual Sales for December 2020**

BEU				
December 2020 (Projected)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	2	899		1,798
"Be You" Sweater in SKY, Size 2	1	899		899
"Be You" Sweater in SAND, Size 1	3	899		2,697
"Be You" Sweater in SAND, Size 2	4	899		3,596
"Be You" Sweater in MOSS, Size 1	2	899		1,798
"Be You" Sweater in MOSS, Size 2	1	899		899
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2	1	899		899
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"Be You" Sweatpants in MOSS, Size 1	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 2	1	1,299		1,299
"Be You" Sweatpants in MOSS, Size 3	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 1	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 2	2	1,299		2,598
"Be You" Sweatpants in MUD, Size 3		1,299		

**Table 10. Total Sales, COGS, and Profit for December 2020**

December	
SALES	Php 24,075
COST OF GOODS SOLD	Php 17,630.125
<b>PROFIT</b>	<b>Php 6,444.875</b>

Last December 2020, BEU acquired a total of 25 orders; 21 orders for the sweaters and 4 orders for the sweatpants respectively, a sale amounting to Php 24,075 with a profit of Php 6,444.875 was obtained by BEU for the whole month of December.

**Table 11. Projected Sales for January 2021**

BEU				
January 2021 (Projected)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1		899		
"Be You" Sweater in SKY, Size 2	1	899		899
"Be You" Sweater in SAND, Size 1	1	899		899
"Be You" Sweater in SAND, Size 2		899		
"Be You" Sweater in MOSS, Size 1		899		
"Be You" Sweater in MOSS, Size 2		899		
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2		899		
"Be You" Sweatpants in SKY, Size 1		1,299		
"Be You" Sweatpants in SKY, Size 2	1	1,299		1,299
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1	1	1,299		1,299
"Be You" Sweatpants in SAND, Size 2		1,299		
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1		1,299		
"Be You" Sweatpants in MOSS, Size 2		1,299		
"Be You" Sweatpants in MOSS, Size 3		1,299		
"Be You" Sweatpants in MUD, Size 1	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 2		1,299		
"Be You" Sweatpants in MUD, Size 3		1,299		



**Table 12. Actual Sales for January 2021**

BEU				
January 2021 (Actual)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2		899		
"Be You" Sweater in SAND, Size 1	1	899		899
"Be You" Sweater in SAND, Size 2		899		
"Be You" Sweater in MOSS, Size 1		899		
"Be You" Sweater in MOSS, Size 2		899		
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2		899		
"Be You" Sweater in SKY, Size 1	1	1,299		1,299
"Be You" Sweater in SKY, Size 2		1,299		
"Be You" Sweater in SKY, Size 3		1,299		
"Be You" Sweater in SAND, Size 1		1,299		
"Be You" Sweater in SAND, Size 2		1,299		
"Be You" Sweater in SAND, Size 3		1,299		
"Be You" Sweater in MOSS, Size 1		1,299		
"Be You" Sweater in MOSS, Size 2		1,299		
"Be You" Sweater in MOSS, Size 3		1,299		
"Be You" Sweater in MUD, Size 1	1	1,299		1,299
"Be You" Sweater in MUD, Size 2		1,299		
"Be You" Sweater in MUD, Size 3		1,299		

**Table 13. Total Sales, COGS, and Profit for January 2021**

January	
SALES	Php 5,295
COST OF GOODS SOLD	Php 3,921.125
<b>PROFIT</b>	<b>Php 1,373.875</b>

For the month of January 2021, BEU encountered an off-peak period with the actual sales recorded. To this, actual sales obtained from a total of 5 ordered items amounted to Php 5,295 resulting in a total of Php 1,373.875 profit.

**Table 14. Projected Sales for February 2021**

BEU				
February 2021 (Projected)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2	2	899		1,798
"Be You" Sweater in SAND, Size 1		899		
"Be You" Sweater in SAND, Size 2		899		
"Be You" Sweater in MOSS, Size 1		899		
"Be You" Sweater in MOSS, Size 2		899		
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2	1	899		899
"Be You" Sweater in SKY, Size 1	1	1,299		1,299
"Be You" Sweater in SKY, Size 2		1,299		
"Be You" Sweater in SKY, Size 3		1,299		
"Be You" Sweater in SAND, Size 1		1,299		
"Be You" Sweater in SAND, Size 2		1,299		
"Be You" Sweater in SAND, Size 3	1	1,299		1,299
"Be You" Sweater in MOSS, Size 1		1,299		
"Be You" Sweater in MOSS, Size 2		1,299		
"Be You" Sweater in MOSS, Size 3		1,299		
"Be You" Sweater in MUD, Size 1	1	1,299		1,299
"Be You" Sweater in MUD, Size 2	2	1,299		2,598
"Be You" Sweater in MUD, Size 3	1	1,299		1,299

**Table 15. Actual Sales for February 2021**

BEU				
February 2021 (Actual)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	1	899		899
"Be You" Sweater in SKY, Size 2		899		
"Be You" Sweater in SAND, Size 1	1	899		899
"Be You" Sweater in SAND, Size 2	1	899		899
"Be You" Sweater in MOSS, Size 1	1	899		899
"Be You" Sweater in MOSS, Size 2	1	899		899
"Be You" Sweater in MUD, Size 1	1	899		899
"Be You" Sweater in MUD, Size 2		899		
"Be You" Sweater in SKY, Size 1	1	1,299		1,299
"Be You" Sweater in SKY, Size 2		1,299		
"Be You" Sweater in SKY, Size 3		1,299		
"Be You" Sweater in SAND, Size 1	1	1,299		1,299
"Be You" Sweater in SAND, Size 2	1	1,299		1,299
"Be You" Sweater in SAND, Size 3		1,299		
"Be You" Sweater in MOSS, Size 1	1	1,299		1,299
"Be You" Sweater in MOSS, Size 2	1	1,299		1,299
"Be You" Sweater in MOSS, Size 3		1,299		
"Be You" Sweater in MUD, Size 1	1	1,299		1,299
"Be You" Sweater in MUD, Size 2	1	1,299		1,299
"Be You" Sweater in MUD, Size 3		1,299		

**Table 16. Total Sales, COGS, and Profit for February 2021**

February	
SALES	Php 14,487
COST OF GOODS SOLD	Php 10,787.575
<b>PROFIT</b>	<b>Php 3,699.425</b>

Last February 2021, BEU decided to improve its social media engagement given that it would be beneficial for the sales development due to the significant drop of sales last January 2021. To this, BEU established certain marketing strategies and provided multiple publication materials to further acquire and increase its sales by the end of the month. Fortunately, an amount of Php 14,487 was recorded for the sales last February which is beyond the stated projected sales of Php 12,289. The aforementioned total sales resulted in a total profit of Php 3,699.42.



**Table 17. Projected Sales for March 2021**

BEU				
March 2021 (Projected)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	2	899		1,798
"Be You" Sweater in SKY, Size 2	1	899		899
"Be You" Sweater in SAND, Size 1		899		
"Be You" Sweater in SAND, Size 2		899		
"Be You" Sweater in MOSS, Size 1	1	899		899
"Be You" Sweater in MOSS, Size 2		899		
"Be You" Sweater in MUD, Size 1		899		
"Be You" Sweater in MUD, Size 2		899		
"Be You" Sweatpants in SKY, Size 1		1,299		
"Be You" Sweatpants in SKY, Size 2		1,299		
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1		1,299		
"Be You" Sweatpants in SAND, Size 2		1,299		
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1		1,299		
"Be You" Sweatpants in MOSS, Size 2		1,299		
"Be You" Sweatpants in MOSS, Size 3		1,299		
"Be You" Sweatpants in MUD, Size 1	1	1,299		1,299
"Be You" Sweatpants in MUD, Size 2		1,299		
"Be You" Sweatpants in MUD, Size 3	1	1,299		1,299

**Table 18. Actual Sales for March 2021**

BEU				
March 2021 (Actual)				
Product	Quantity	Price Per	Quantity	Sales
"Be You" Sweater in SKY, Size 1	2	899		1798
"Be You" Sweater in SKY, Size 2		899		
"Be You" Sweater in SAND, Size 1		899		
"Be You" Sweater in SAND, Size 2	2	899		1798
"Be You" Sweater in MOSS, Size 1		899		
"Be You" Sweater in MOSS, Size 2		899		
"Be You" Sweater in MUD, Size 1	2	899		1798
"Be You" Sweater in MUD, Size 2		899		
"Be You" Sweatpants in SKY, Size 1		1,299		
"Be You" Sweatpants in SKY, Size 2		1,299		
"Be You" Sweatpants in SKY, Size 3		1,299		
"Be You" Sweatpants in SAND, Size 1	1	1,299		1299
"Be You" Sweatpants in SAND, Size 2		1,299		
"Be You" Sweatpants in SAND, Size 3		1,299		
"Be You" Sweatpants in MOSS, Size 1		1,299		
"Be You" Sweatpants in MOSS, Size 2		1,299		
"Be You" Sweatpants in MOSS, Size 3		1,299		
"Be You" Sweatpants in MUD, Size 1		1,299		
"Be You" Sweatpants in MUD, Size 2		1,299		
"Be You" Sweatpants in MUD, Size 3		1,299		

**Table 19. Total Sales, COGS, and Profit for March 2021**

March	
SALES	Php 6,693
COST OF GOODS SOLD	Php 4,896.925
<b>PROFIT</b>	<b>Php 1,796.075</b>

Due to the unavailability of other items that are already sold out by the beginning of March, it is

expected by the business itself that the possibility of experiencing another drop in sales would highly be possible. The actual sales for March amounted to Php 6,693 with a total profit of Php 1,796.075. With the aforementioned factor for the sudden drop in sales, BEU has decided to manufacture and restock some of the best-selling items from its loungewear products. A total number of 36 items is expected to be offered within the market by the start of April 2021.

**Table 20. Income Statement for months ended November 2020 to March 2021**

BEU	
Income Statement	
For the months ended November 2020 to March 2021	
Sales	72,530.00
Cost of Sales	53,578.75
Gross Income	18,951.25
Net Income	18,951.25

For the overall sales acquired by BEU for the months ended **November 2020 to March 2021**, a total sale of **Php 72, 530** was successfully attained by the business itself resulting in an amount of **Php 18, 951.25** for the overall profit.

### III. PRODUCT DIVERSIFICATION

The business's new collection will be called "BEU Essentials" which consists of new loungewear designs: a hoodie in neutral colorways White and Black. The inspiration for this collection is to provide a more versatile loungewear collection through its comfortability and style. The design of the product incorporates BEU's online advocacy called the "Be You Movement" where people may empower themselves or other people through clothing.



**Fig. 11. BEU Essentials Actual Product (The "BYM" Hoodie)**

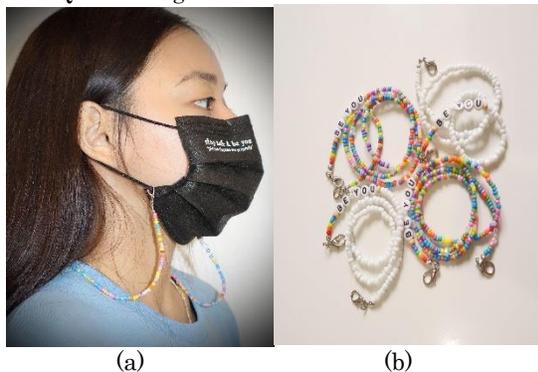
In BEU's second collection, the business will also incorporate a surgical facemask which is FDA-approved with the text "stay safe & be you" and "please dispose of me properly" to symbolize the importance of wearing a mask and BEU's branding, also making sure that people will dispose the mask

properly in order to reduce the risk of negative environmental impacts.



**Fig. 12.** *BEU Essentials Actual Product (Stay Safe & Be You FDA Approved Mask)*

Supporting small and local businesses is one of the few ways on how to be sustainable because these brands use fewer resources in manufacturing products and you will also help a small business owner’s dream. BEU collaborated with Astrid By J which is an online jewelry shop on Instagram specializing in handmade beaded accessories owned by a college student. BEU reached out to the mentioned small business to create a mask chain which comes very handy when you want to prevent your mask from touching other surfaces when you would like to remove it. There are two colorways for the product: a full rainbow chain with the text “Be You” and a mostly white chain with a few rainbow beads on the side. Both designs pay homage to the LGBTQIA++ Flag.



**Fig. 13 (a-b).** *BEU Essentials Actual Product (“BEUxAstridByJ” Handmade Mask Chain)*

General Partnership Agreement

**BEU (@beu.thelabel)**, owned by Angel Secillano, residing at 4026, Block 3 Lot 1 & 2, Buena Perlas 2 Subdivision, City of Santa Rosa, Laguna and **astrid by j (@astrid.byj)**, owned by Janna Marithé Tañedo, residing at Viera Residences Scout Tuason, Quezon City hereinafter referred to as the “Partners” agree as follows:

The Partners voluntarily associate themselves together as general partners as astrid by j will supply BEU with their products and services and in exchange BEU and its owner, will provide monetary and marketing support.

The name of the partnership shall be “BEU x astrid by j” which will be used for publication materials and promotional purposes. This partnership will be held through online commerce and social media platforms utilized by both partners.

**BEU and astrid by j agrees to fulfill the following terms and conditions:**

1. BEU to pay the amount of Php 3,500.00 to astrid by j as payment for the 100 pieces of products the partner will provide.
2. BEU will be posting 5 Instagram Posts and 5 Instagram stories featuring astrid by j
3. Angel Secillano, owner of BEU and online content creator, will be featuring astrid by j through the following marketing and promotional supplements:
  - a. 2 Instagram Photos posted on Instagram Feed open for cross posting
  - b. 5 Instagram Stories mentioning @astrid.byj
  - c. 2 Youtube Video mentions through the channel named Angel Secillano
4. BEU and Angel Secillano will be hosting a giveaway featuring astrid by j
  - a. BEU shall include in the mechanics the mandatory following and sharing of @astrid.byj
  - b. Astrid by j shall share the publication materials of the giveaway
5. Astrid by j shall share all publication materials of the collaboration in their Instagram Story
6. Astrid by j shall post 2 Instagram Feed posts and 5 Instagram Stories featuring @beu.thelabel

This instrument contains the sole agreement of the parties relating to their Partnership and correctly sets forth the rights, duties and obligations of each to the other in connection with is as of its date. Both parties agree that unfulfillment of the terms and conditions stated above shall be in exchange for a Php 5,000 fee.

Signed By:

Angel Secillano  
Owner of BEU

Janna Marithé Tañedo  
Owner of astrid by j

Date Signed: March 20, 2021

Date Signed: March 19, 2021

**Fig. 14 .** *General Partnership Agreement of BEU and Astrid By J*

IV. FUTURE PLANS

*IV.1 Ethicality And Sustainability*

Traditionally, Filipinos have followed a ‘*tiangge*’ culture (a Filipino term for a flea market or bazaar) but since the items sold at these retail spaces are not frequently updated compared with fast fashion retail outlets, Filipinos happily embrace this invasion. *Pinoys* would also rather buy upscale and imported brands rather than locally-produced clothing and accessories found at *tiangges* simply because imported fashion is seen as ‘cooler’ and is believed to be of better quality compared to local finds. The number of garments shopped by an average consumer from these global brands grew by 60% each year from 2000 to 2014 alone (Perez, 2019).

With this, BEU would like to expand its horizons as an ethical brand. BEU will continue to



develop its brand, grow within the community they are in, and inform more Filipinos about the importance of supporting local and small businesses, as well as the positive impacts of doing so.

#### *IV.2 Products*

Fashion is undetermined, meaning there will always be new ways on how a brand like BEU can improve its designs and create more innovative products. One of the business's proposed products is a tote bag made out of PVC and recycled bubble wraps. BEU noticed that many businesses nowadays use bubble wraps to transport the corresponding products offered from one place to another in order to guarantee protection. However, bubble wraps can give off irritating vapors that may cause breathing problems if inhaled and not properly disposed of.

An upcoming product will be BEU's collaboration with a local business called Separi Wear for a Zero Waste Collection which will utilize BEU's fabric scraps and turning them into new clothing pieces such as Terry Block Knit Tops manufactured by Separi Wear. This will help the brand work with more businesses and also reduce the brand's wastes.

#### *IV.3 Public Relations and Advocacy*

For BEU's second release, the business will be introducing the "Be You Movement" which refers to the advocacy of promoting gender inclusivity and equality here in the Philippines. Clothing and fashion have always been an instrument for each individual to express themselves and through BEU it will be possible for individuals to show who they are with the clothes they wear without the judgment of society, empowering them to live a life with confidence.

Included in BEU's advocacy are several campaigns which are allied to its movement. Through the presence of several influencers online who are members of the LGBTQIA++ Community, BEU will be conducting a series of interviews that talks about how these people are empowering others online by showing their own true colors. The business will also allot several pieces from its collection which will be sent as Public Relation (PR) Packages for creators online whom the business thinks would greatly contribute to empowering and inspiring individuals through its established platform. With the presence of these campaigns, BEU will extend its marketing strategies and make a difference within its community.

#### **V. ACKNOWLEDGEMENT**

The research proponents would like to acknowledge their corresponding parents namely Mr. and Mrs. Alonte, Mr. and Mrs. Bandola, Mr. and Mrs. Dela Vega, Mr. and Mrs. Lirio, Mr. and Mrs. Secillano, and Mr. and Mrs. Ventanilla, with their full support and trust in providing a starting capital for their business venture. Nevertheless, the parents did not only provide financial support but also offered certain strategies and recommendations with regards to how the business would be successfully managed and operated. With that said, the success that BEU had achieved would not be possible without their family serving as one of the business venture's backbones.

#### **VI. REFERENCES/APPENDICES**

- Sebjanic, S. (2018, January 17). 25 Reasons Why Small Businesses Need A Website. Nomiscom WebDesign. <https://nomiscomwebdesign.eu/why-small-businesses-need-a-website/>
- Perez, D. (2019, March 17). How Fast Fashion Invaded the Philippines Retail Market. Eco Warrior Princess. [https://ecowarriorprincess.net/2019/03/how-fast-fashion-invaded-philippines-retail-market/?fbclid=IwAR3qoxAqFt0JVRvk1w\\_dqvZru5dZybeEQUjsLwhUeGcKWajKkzHjsFe1gJs](https://ecowarriorprincess.net/2019/03/how-fast-fashion-invaded-philippines-retail-market/?fbclid=IwAR3qoxAqFt0JVRvk1w_dqvZru5dZybeEQUjsLwhUeGcKWajKkzHjsFe1gJs).



## Kargaen



Trishia Emilia L. Belarmino, Raphael Angelo Buquiz, Paul Alfred U. Diaz,  
Edilberto II L. Tamis, and Angelina Isabelle S. Tejada  
De La Salle University Integrated School, Biñan City, Laguna

**Executive Summary:** Kargaen was formed last 2020. From supporting local products to being an advocate of raising awareness on indigenous people, it was able to create a product that helps both. Since they were into helping the indigenous people, selling bags was one of the many helps that Kargaen pursued to promote the aesthetic value of Inabel, a fabric from Ilocos, on modern-designed handbags. What sets Kargaen apart from other products is having a completely customizable bag that is reversible where the fabric, Inabel, is visible on its covert side. The General Manager, Trishia Belarmino is in charge of the continuous growth of Kargaen as Angelina Tejada, Operations Manager, and Raphael Buquiz, Financial Manager, aid her. With the amount of effort both EG Tamis, and Paul Diaz brought to the table, the operation of the venture flowed more smoothly. So far, the bags that were sold touched both a modern and vintage look. This information helped Kargaen innovate a different shape of tote bags in order to compete with other bag sellers. Every bag has its purpose and use, so it's hard to distinguish their weak links. For the start-up capital of the business, every partner-member had contributed P5,000.00 each that amounted to a total of 25,000.00. Right after reaching breakeven, the members have agreed to get back their contribution and continue selling the rest of the inventory until it reaches its closure.

**Key Words:** tote; handbag; trendy; reversible; inabel

## I. BUSINESS REGISTRATION AND ORGANIZATION

Sole proprietorship is the simplest business form under which one can operate a business (Fay, 1998). Kargaen operated as a sole proprietorship with minimal start-up capital of Php 25,000.00 and few personnel to initially operate. Lastly, this type of business was adopted as it was characterized by a fast decision-making process since the owner was tasked to mainly direct the business operations.

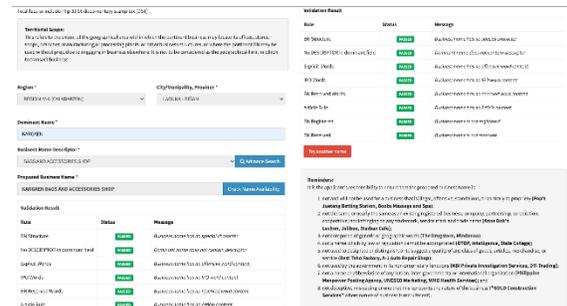


Figure 1. DTI Form



# 3<sup>RD</sup> DLSU SENIOR HIGH SCHOOL RESEARCH CONGRESS

BUSINESS CONCEPT BAZAAR

**APPLICATION FORM FOR BUSINESS PERMIT**  
TAX YEAR **2020-2021**  
CITY/MUNICIPALITY **Biñan, Laguna**

No. \_\_\_\_\_

**INSTRUCTIONS:**  
1. Provide accurate information and print legibly to avoid delays. Incomplete application form will be returned to the applicant.  
2. Ensure that all documents attached to this form (if any) are complete and properly filed out.

**APPLICANT SECTION**

**1. BASIC INFORMATION**

New  Renewal Mode of Payment:  Annually  Semi Annually  Quarterly

Date of Application: \_\_\_\_\_ DTI/SEC/CDA Registration No.: \_\_\_\_\_  
TIN No.: \_\_\_\_\_ Tax Payer Category:  Large  Medium  Small  Micro

Type of Business:  Single  Partnership  Corporation  Cooperative  
Amendment: From  Single  Partnership  Corporation  Corporation  
To  Single  Partnership  Corporation

Are you enjoying tax incentive from any Government Entity?  Yes  No

Please specify the entity?  Local Investment  Provincial  PEZA

Name of Taxpayer / Registrant  
Last Name: **Tejada** First Name: **Angelina Isabelle** Middle Name: **Soneja**  
Business Name: **Kargaen**  
Trade name/ Franchise: \_\_\_\_\_

**2. OTHER INFORMATION**

Business Address: (e.g. Street, Barangay, Municipality, Province)  
**Biñan, Laguna**  
Postal Code: **4024** Email Address: **eco.kargaen@gmail.com**  
Telephone No.: \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Owner's Address: (e.g. Street, Barangay, Municipality, Province)  
**Southpoint Subdivision, Pulò Cabuyao, Laguna**  
Postal Code: **4025** Email Address: **angelina\_isabelle\_tejada@dlsu.edu.ph**  
Telephone No.: \_\_\_\_\_ Mobile No.: **09272447177**

In case of emergency, provide name of contact person: **Trishia Emilia L. Belarmino**  
Telephone/Mobile No.: **09178303196** Email Address: **trishibelarmino3.tb@gmail.com**  
Business Area (in sq. m.): \_\_\_\_\_ Total No. of Employees in Establishment: **6** No. of Employees Residing within LGU: \_\_\_\_\_

**Note: Fill Up Only If Business Place is Rented**  
Lessor's Full Name: \_\_\_\_\_  
Lessor's Full Address: \_\_\_\_\_  
Lessor's Full Telephone/Mobile No.: \_\_\_\_\_  
Lessor's Email Address: \_\_\_\_\_  
Monthly Rental: \_\_\_\_\_

**3. BUSINESS ACTIVITY**

Line of Business	No. of Units	Capitalization (for New Business)	Gross/ Sales Receipts (for Renewal)	
			Essential	Non-Essential
<b>Bags and Luggage</b>	<b>54</b>	<b>25,000</b>		

I DECLARE UNDER PENALTY OF PERJURY that the foregoing information are true based on my personal knowledge and authentic records. Further, I agree to comply with the regulatory requirement and other deficiencies within 30 days from release of the business permit.

  
**Angelina Isabelle S. Tejada**  
 SIGNATURE OF APPLICANT/TAXPAYER OVER PRINTED NAME

Figure 2. Mayors Permit Form

Figure 3. BIR Form

Kargaen's goal was to supply products that were of everyday use. The business has produced quality bags made by skilled seamstresses in hopes of providing additional livelihood and promote the skills of the locals in the community. The business also aimed to spread awareness of the concepts of sustainability and environmental consumerism as well as the production and promotion of items with eco-friendly natures—while still being commercially competitive to meet the owners' expectations on the return on investments.

Kargaen aimed to be known in the area of Biñan, Laguna in delivering quality tote bags. The business hoped to be included in the consumers' choice when selecting bags or luggage. All products that were available for sale by Kargaen were eco-friendly, impacting the lifestyle of environmentally conscious users. The business team of Kargaen is composed of Grade 12 students aspiring to be successful entrepreneurs. The power team of five students chose the sale of tote bags as a basic and versatile introductory product of the business. The roles of the members in the organization were assigned according to their potentials, talents, and contributions to the startup business and were responsible to managing specific business organizational roles, namely, operations and production, human resource, finance, and marketing, to meet the business's objectives (Bloomenthal, 2021).

The Owner and General Manager is at the top of the organizational chart and responsible for the organization's members' synergy and cooperation. The roles of Assistant Manager and Operations and Production Manager of the business are assigned to Angelina Tejada, with the task to oversee the team of managers' collective performance in the General Manager's absence. As Operations and Production Manager, Ms. Tejada was tasked to monitor the effective and efficient procedures each department is assigned to in order to produce and trade the business's product. The Finance Manager of the business is Raphael Buquiz. Based on the organizational business chart, the following managerial roles were outlined: the Finance Manager of the business is Raphael Buquiz. As Finance Manager, Mr. Buquiz was responsible for the overall financial standing of the business. The Human Resource Manager of the business is Paul Diaz. As Human Resource Manager, Mr. Diaz was tasked to help the business in outsourcing the needed manpower and services. The Marketing Manager of the business is Edilberto Tamis. Mr. Tamis was responsible for promoting, updating, and keeping track of the business's social media presence on sites such a



Facebook and Instagram to give the company the strong advantage that social media brings to the business, especially given the situation of community quarantine.

## II. BUSINESS PLAN IMPLEMENTATION

### II.A. Production

The production process started with the search of materials needed for the tote bags. The goal was to purchase quality materials within a reasonable price range. After retrieving all of the necessary items needed to fulfill the production process of the tote bags, it was later given to the seamstress for manufacturing.

One of the business members had proposed to use a Philippine fabric that could possibly display the talents and craftsmanship of the indigenous people—specifically from the Ilocos region. Inabel fabric is known for its unique stunning designs and durability (Kathleen Dinah Trocino, 2019). Additionally, the business members decided to purchase the fabric from its origin, which is Ilocos. The business would ideally like to be recognized as a business that sells authentic products. The following materials needed for the overall production are: canvas fabric, inabel fabric, oval hooks, buckle rings, webbing fabric, boxes, kraft paper, thank you stickers, thank you cards, and logo stickers resulting in a price of Php. 23,000.24. The production cost of each tote bag amounts to about Php150.00.

After the first set of products was manufactured, it was then gathered, quality-checked, sanitized, and packaged accordingly. The sanitation process was also done as an initiative by the business members to ensure the safety of every customer receiving the product. After packaging, a quota-based style of selling was adopted by the managers to distribute the needed amount equally to every business member.

### II.B. Marketing

#### Pricing

Kargaen decided to sell the errand-sized bags and laptop-sized bags for six hundred (600) pesos and six hundred fifty (650) pesos. Initially, the markup that Kargaen decided to go with was thirty percent (30%). Since Kargaen is an emerging business, we want the price of our products to be competitive, and we have to settle for lower profit at this point in our business.

**Table 1. Pricing Of Product Variations**

Product	Price
Blue Inabel Variation (Errand Size)	PHP 600.00
Grey Inabel Variation (Errand Size)	PHP 600.00
Blue Inabel Variation (Laptop Size)	PHP 650.00
Grey Inabel Variation (Laptop Size)	PHP 650.00

#### Product

Kargaen opted for the sale of tote bags. Our tote bag is not the same as others since it is unique. One side of the bag has our featured fabric inabel and the other side being a minimalist and customizable plain canvas. Additionally, there are four available pockets present on the minimalist side of the tote bag. Kargaen tote bags encourage the creativity of customers whenever they express their artistry on the minimalists' side of the tote bag.

**Figure 4. Product Pictures**

Blue Inabel Variation (Errand Size)	Grey Inabel Variation (Errand Size)
	
Blue Inabel Variation (Laptop Size)	Grey Inabel Variation (Laptop Size)
	



**Place**

Kargaen’s main address is at Southpoint Subdivision Blk80 Lot39 Pulo, Cabuyao, Laguna; the members have strategized on scheduling a date the members could pick up their orders. Before the products are dispersed, the Operations and Production Manager does a quality check and later given to the other business members for selling.

**Figure 5.** “SouthPoint Subdivision”



**Promotion**

Promotions for Kargaen were centralized on their featured fabric inabel, which came directly from Ilocos (Alalwan et al., 2017). Kargaen promoted through social media platforms that are customer-friendly such as Instagram and Facebook. An example of one of our promotions is teaching the targeted audience a set of phrases in Ilocano. Kargaen solely thought about how the audience may feel in any way connected with the Philippine culture.

**Figure 6.** *Publication Material*



**II.C. Human Resources**

Besides our current personnel of five managers, the business hired one subcontractor.

The business wanted to make payments easier; therefore, only paying for one personnel. Initially, the business also wanted to potentially lessen any money loss when the business decides to hire more workers.

The business made arrangements with a subcontractor through Ms. Tejada. The subcontractor is a seamstress with years of experience; therefore, we were able to trust our subcontractor that our products are of good quality.

The business plans to expand the plantilla by hiring couriers to deliver products to our customers. Before, the managers delivered the bags themselves; nowadays, they are trying to integrate this for efficiency and safety of the personnel and customers.

For our compensation, because the business plans to liquidate, the annual salary will not be calculated; however, this would be the cut of all members.

**Table 2.** *Compensation Packages of the Managers after Liquidation*

General Manager	P5026
Operations and Assistant Manager	P5026
Financial Manager	P5026
Marketing Manager	P5026
Human Resources Manager	P5026

**II.D. Finance**

At the end of January 2021, the business’s earnings totaled fourteen thousand nine hundred (14,900) pesos, while our ending inventory resulted in two thousand six hundred ninety-five (2,695) pesos. The business was at a net loss of five thousand four hundred five (5,405) pesos due to the difference of the sales (14,900) and the cost of goods sold which amounted to twenty thousand three hundred five (20,305) pesos. Initially, the business had to pay the seamstress one hundred fifty (150) pesos per bag which added to the total expenses. Although the pandemic is a reason as to why there have not been as much sales as expected, we understand that people would rather focus their finances on basic necessities such as food, water, and sanitary supplies. On the other hand, the business is doing well because we have sold enough to reach fifty percent (50%) right after starting the business operations. The financial manager projected that the business would have an income of fourteen thousand three hundred fifty (14,350) pesos by the end of March 2021.



**Figure 7. Income Statement**

KARGAEN INCOME STATEMENT For the quarter ending October - January 2021				
Sales				
Errand	(14 x 600)		8,400.00	
Laptop	(10 x 650)		6,500.00	
<b>Total Sales</b>				<b>P 14,900.00</b>
Less: Cost of Goods Sold				
Purchases		23,000.24		
Less: Ending Inventory				
Errand	(3 x 315)	945.00		
Laptop	(5 x 350)	1,750.00	2,695.00	
<b>Total Cost of Goods Sold</b>			<b>20,305.24</b>	
<b>Net Sales</b>			<b>(5,405.24)</b>	
Less: Operating Expenses				
Salaries and wages		5,250.00		
<b>Total Expenses</b>			<b>5,250.00</b>	
<b>Net Income (Net Loss)</b>				<b>P -10,655</b>

**Figure 10. Projected Balance Sheet**

KARGAEN PROJECTED BALANCE SHEET As of March 31, 2021				
<b>Assets</b>				
Cash on hand				P 39,350.00
<b>Total Assets</b>				<b>P 39,350.00</b>
<b>Liabilities &amp; Owner's Equity</b>				
Liabilities				
<b>Total Liabilities</b>				0
Owner's Equity				
Tejada, Capital			P 25,000.00	
Add: Net Income			14,350.00	
<b>Total Owner's Equity</b>			<b>P 39,350.00</b>	
<b>Total Liabilities &amp; Owner's Equity</b>				<b>39,350.00</b>

**Figure 8. Projected Income Statement**

KARGAEN PROJECTED INCOME STATEMENT For the month ending March 2021				
Sales				
Errand	(13 x 600)		7,800.00	
Laptop	(17 x 650)		11,050.00	
<b>Total Sales</b>				<b>P 18,850.00</b>
Less: Operating Expenses				
Salaries and wages		4,500.00		
<b>Total Expenses</b>			<b>4,500.00</b>	
<b>Net Income (Net Loss)</b>				<b>P 14,350.00</b>

**Figure 9. Balance Sheet**

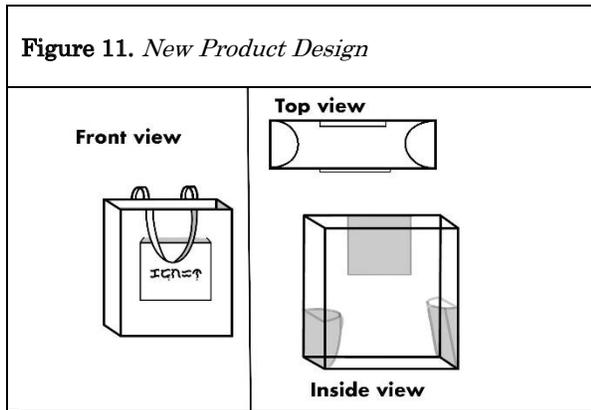
KARGAEN BALANCE SHEET As of January 31, 2021				
<b>Assets</b>				
Cash on hand			P 5,030.00	
Cash in Gcash			3,450.00	
Cash in Bank			6,250.00	
Accounts Receivable - Tejada			170.00	
Merchandise Inventory			2,695.00	
<b>Total Assets</b>			<b>P 17,595.00</b>	
<b>Liabilities &amp; Owner's Equity</b>				
Liabilities				
Accounts Payable - Tejada		P 2,250.00		
Accounts Payable - Diaz		1,000.00		
<b>Total Liabilities</b>		<b>3,250.00</b>		
Owner's Equity				
Tejada, Capital		P 25,000.00		
Less: Net Loss		-10,655.00		
<b>Total Owner's Equity</b>		<b>P 14,345.00</b>		
<b>Total Liabilities &amp; Owner's Equity</b>				<b>17,595.00</b>

### III. PRODUCT DIVERSIFICATION

The next product to be featured is fresher, culture-centered, and greatly takes part in the environmental movement by taking another step into making each product eco-friendly and multipurpose as much as possible. This includes the packaging for every product manufactured.

Kargaen aimed for a simpler design for their next product. The bag will bear three pockets inside; one pocket will be placed at the right of the bag, and the other pocket will be on the opposite side. Following, the last pocket will be placed at the top center part of the bag. Furthermore, the bag will contain a front pocket with special embroidered detailing containing the business name in *baybayin* as this is another way of showcasing our Philippine culture. The material used for the bag would be canvas, which is generally known for its eco-friendly characteristics. Additionally, the business solely aims to make *baybayin* prevalent in the Philippines as there are not many individuals who are aware—let alone know how to write *baybayin*.

The product would simply be wrapped in kraft paper, ideally known to be eco-friendly as well. It would be sealed with a thank you sticker and twine. Additionally, it also contains a thank you card as a sign of gratitude to the customers who have purchased the business' product.



#### IV. FUTURE PLANS

The business plans on initially selling the original designs of the tote bags; however, other business members have started to brainstorm on new design ideas that are sure to be in trend.

In addition, the business would also like to give back to the community; therefore, they plan on giving a percentage of their earned profits to the indigenous communities of the Ilocos. The business plans to give 10% of their shared profit for now, but in later occurrences, they may increase the amount. The platform the business plans on donating the money to would be through online means since there are many different charities to select from, like the International Alert and the Cartwheel Foundation.

The "Kargaen" name will also be trademarked by the business such that it cannot be used by anyone except the business and everyone involved within the business; however, because the reversible feature of our tote bags is patented, the business would have to negotiate with the owner of the patent wherein we pay an amount that benefits both sides.

Furthermore, the business also plans to turn into a partnership type of business since it is much more suitable for the business respectively. Additionally, the business strives to register as a partnership since there are unlimited liability risks in a sole proprietorship type of business. Moreover, the business would also register the designs to be protected by a patent—this also includes the product name. Lastly, the business could also consider expanding and selling on online selling platforms such as Lazada or Shopee. This could be a key opportunity for the business to improve and entice future investors.

#### V. ACKNOWLEDGMENT

Firstly, the business team would like to sincerely thank our Lord God almighty for continuously showering the team with blessings throughout the business simulation and the research paper process. Thanks to his constant guidance, the group can constantly deliver and achieve what they need to succeed.

The group would also like to give their sincere gratitude and thanks to the people who are involved in constructing the research paper. These people whom the group would like to thank are our research adviser, Sir Generie M. Manuel, our former practical research teacher Ms. Maya Magsino, and lastly the De La Salle University for bestowing upon us students an excellent opportunity to take part in this research endeavor.

Our research adviser, Sir Generie M. Manuel, constantly guided the group in the right direction. He kept the team on the proper path all throughout the journey, which positively impacted the team by finishing their tasks and improving their work. His inputs were able to help the group to make their performance better. Ms. Maya Magsino was able to help the group by giving insights on our proposed products before directing them to our research adviser. She helped the group reevaluate and gain some confidence. Lastly, the group would like to thank De La Salle University for giving the team an opportunity to experience an actual business simulation.

Furthermore, the group would also like to give thanks and our sincere gratitude to our loved ones for constantly giving us support throughout this experience. Every member wishes to express their appreciation for their countless prayers for us in relation to completing a fruitful research paper. The group members would also like to express our sincerest gratitude to our family and relatives for supporting us with our initial capital investment, which aided us in developing our business product, as the group appreciates the sacrifices they had made to make this business and research paper come into reality.

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BUSINESS CONCEPT BAZAAR

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## Minutes of the meeting

**MINUTES OF THE MEETING**  
(MARCH 15-19)  
Business Enterprise Simulation  
(Kargaen)

---

**Meeting Information:**

<b>Location</b>	[google meeting] (each respective individual was located in their respective homes)
<b>Date</b>	March 19, 2021 (FRIDAY)
<b>Time</b>	(10:00-10:30)

**Attendance:**

Name	Signature
Trishia Emilia L. Belarmino	
Raphael Angelo Buquitz	
Paul Alfred U. Diaz	
Edilberto II L. Tamis	
Angelina Isabelle S. Tejada	

**Presiding Officer:**

Name	Signature
Sir. Generie Manuel	(N/A)

**Attendees:**

Name	Signature



# 3<sup>RD</sup> DLSU SENIOR HIGH SCHOOL RESEARCH CONGRESS

2020-2021

## BUSINESS CONCEPT BAZAAR

Trishia Emilia L. Belardino	
Raphael Angelo Buquiz	
Edilberto II L. Tamis	
Angelina Isabelle S. Tejada	

**Absentee/s:**

Name	Reason
Paul Alfred U. Diaz	(N/A)

**Agenda:**

Information	Additional Notes

Update Sir. Gene about the recent sales and products. In addition, make a schedule or timetable in completing the research congress paper.	"SCHEDULE" Friday (March 19, 2021): Finish Individual Tasks Saturday (March 20, 2021): Trishia Checks Paper Sunday (March 21, 2021): Final Checking By Each Member Monday (March 22, 2021): Submit To Sir. Gene
--	---

**Action Items:**

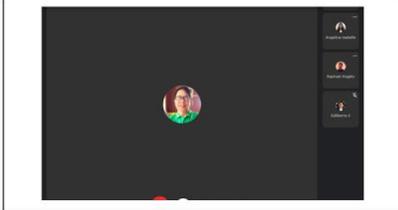
Information	Additional Notes
[Item description, point person, due date] (N/A)	(N/A)

**Other Notes:**

Information	Additional Notes
Trishia's Mom Will Pick Up Tote Bags From Geli's Subdivision  (5 ORDERS)	"ORDERS" - LAPTOP SIZE - BLUE (650) - LAPTOP SIZE - BLUE (650) - LAPTOP SIZE - BLUE (650)  - LAPTOP SIZE - GREY (650)  - ERRAND SIZE - BLUE (600)

**Screenshot/s Of The Meeting:**


--



**Prepared by:**  
Trishia Emilia L. Belardino  
General Manager and Owner, Kargaon

**Noted by:**  
Sir. Generie Manuel



UNFURL OFFICIAL



Sher Ashley P. Aquino, Van Ace D. Baña, Gian Kenneth G. Celino, Aezra Reign A. Dionisio,  
 and Charles Patrick A. McMillan  
 De La Salle University Integrated School, Biñan City, Laguna

**Executive Summary:** Hoodies can be found anywhere because they can be used for comfort and fashion. However, if customers want a different level of comfort and security when they wear their hoodies, Unfurl may be just what they are looking for. Unfurl was established in the year 2020 and is located in Laguna. Unfurl focuses on giving customers high-quality premium products and integrating fashion and comfort into their apparel. Their Marketing and Sales is focused on online selling, utilizing social media platforms to sell their products. Unfurl is a socially aware clothing brand that spreads awareness and advocates change on ongoing global issues like climate change, pollution, and many more through their designs, packaging, and social media. They also aim to solve a common problem with securing valuables through their innovative secret pocket design. The sales projection for 2021 is Php 130,000.00. Each member has invested Php 4,000 with a total of Php 20,000 for their capital which was enough to secure their first batch profit of more than Php 4,000 and exceed their break-even. In the future and with the help of effective marketing, Unfurl is planning to expand their line in apparel and include shirts into their brand.

**Key Words:** Hoodies; Innovative; advocates; comfort; clothing-brand

**Mission**

“Guided by the values of teamwork, respect, and integrity, Unfurl is dedicated to incorporating fashion and comfort through apparel that will be able to secure the valuables of our customers nationwide while also raising awareness on global issues. We firmly believe that anyone is capable of advocating change that will help in making the world a better place for everyone.”

**Vision**

“Unfurl is a socially aware brand, and through little or big gestures, Unfurl aspires to fulfill the desire of a person to help and be a vessel of change. Anyone who wears Unfurl’s apparel will feel empowered and feel the highest level of comfort and security. We aim to bring a positive impact to the community and build a positive relationship with our stakeholders.”

I. BUSINESS REGISTRATION AND ORGANIZATION

Figure 1.1. DTI Registration First Page

Republic of the Philippines  
 Department of Trade and Industry  
**BUSINESS NAME REGISTRATION**  
 SOLE PROPRIETORSHIP APPLICATION FORM

PLEASE READ THE GENERAL RESTRICTIONS ON THE LAST PAGE BEFORE FILING UP THIS APPLICATION FORM

**A. TYPE OF DTI REGISTRATION**

1.  NEW  RENEWAL  CONTRIBUTION TO ...  Acquisition Date: 02 December 2020

**B. TAX REGISTRATION NO. (TRN)**

2.  WITH TRN  Current TRN  Without TRN

**C. OWNER'S INFORMATION**

3. First Name: AERNA REGIN 4. Middle Name: ANG 5. Last Name: DIMASIO 6. Birth Date (d-m-y): 01-01-1991

7. Date of Birth: Year: 2003, Month: April, Day: 08 8. Civil Status:  Single  Legally Separated  Married  Widowed 9. Gender:  Male  Female 10. Any type of Disability?  Yes  No

11. Citizenship:  Foreign  PHILIPPINES  FILIPINO

**D. BUSINESS NAME REGISTRATION - Please choose ONLY 1 item**

12.  Payment of P 500.00  Contribution of P 500.00  Acquisition of P 500.00  Renewal of P 500.00

13. Payment of P 20.00 Documentary Stamp Tax to be made  Payment for electronic Address Book registration fee of P 100.00  P 100.00  P 100.00  P 100.00  P 100.00  P 100.00  P 100.00

**E. PROPOSED BUSINESS NAME - Please provide at least three (3) proposed Business Name options**

14. UNFURL APPAREL STORE

15. \_\_\_\_\_

16. \_\_\_\_\_

**F. BUSINESS DETAILS**

17. Business No. & Name: BLK 24 LOT 3 BEAN STREET

18. Business: CAGLAGUAN CITY OF CALABARZON 19. City/Municipality: CAGLAGUAN CITY OF CALABARZON 20. Province: LAGUNA

21. Region: REGION IV-A (CALABARZON) 22. Phone No. (0+area code): 23. ALIAS No. 999999999



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Figure 1.2. DTI Registration Second Page

<b>G. PHILIPPINE STANDARD INDUSTRIAL CLASSIFICATION (PSIC)</b>			
24. Main Business <input type="checkbox"/> Manufacturer/Producer <input type="checkbox"/> Wholesaler		25. PSIC (Indicate Main Product Handled/Service Rendered)  RETAIL SALE OF CLOTHING, FOOTWEAR AND LEATHER ARTICLES IN SPECIALIZED STORES	
<input type="checkbox"/> Service <input type="checkbox"/> Importer		<input type="checkbox"/> Retailer <input type="checkbox"/> Exporter	
<b>H. OWNER DETAILS</b>			
<input type="checkbox"/> Same as Business Details provided in box Nos. 16 to 23. Proceed to no. 34			
26. House/Building No. & Name: BLK 20 LOT 5		27. Street BEAR STREET	
29. City/Municipality CITY OF CALAMBA		30. Province LAGUNA	
32. Phone No. (Area Code)		33. Mobile No. 09663552090	
		34. Email Address AEZRA_REIGN_DIONISIO@DLSU.EDU.PH	
<b>I. PARTNER AGENCIES</b>			
35. Core agencies registration (Please choose what ERNs you want to have): <input type="checkbox"/> PhilHealth <input type="checkbox"/> SSS <input type="checkbox"/> Pag-IBIG			
<b>H. OTHER DETAILS</b>			
36. Asset 0.00		37. Capitalization 0.00	
39. Planned No. of Employees Male: 0		Female: 0 Total: 0	

FOR DTI USE ONLY			
Approved Business Name	Fee	Received by	
-	2,030.00		
Business Name No.	Date Registered	OR Number	Date Paid
-	-	-	-
Issuing Office	Processed by	Reference Code YV21455011726212	
-	-		
BIR Tax Identification No	SSS Employer No	PhilHealth Employer No	Pag-IBIG Employer No
-	-	-	-

The team was able to finish the DTI Registration form by filling out the information needed. Through their website, they were able to download the filled out form that includes the proposed business name and other details about the owner and the business.

Figure 2.1. BIR Registration First Page

Figure 2.2. BIR Registration Second Page

Provided with the personal information that is given by Unfurl's owner, the BIR application for registration is filled out. Other personal information like the address from another manager was also utilized to comply with the necessary information that was asked. In completing the application for registration, the BIR Form No. 1901 was taken directly from BIR's website to make sure that the form was up to date.

Figure 3.1. Mayor's Permit First Page



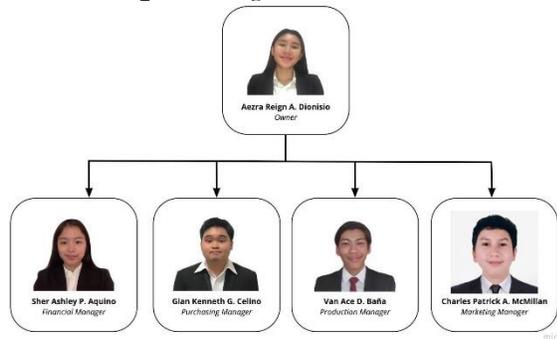
**Figure 3.2.** Mayor's Permit Page 2

CITY VETERINARIAN OFFICE For Mayor's Permit			
Business Permit & License Office			
Mayor's Permit received By:		Business Plate No.:	
Signature _____	Date _____	Signature _____	Date _____
Name in Print _____		Name in Print _____	
Business Trade Name: Unfurl Official		BUSINESS PERMIT AND PLATE CLAIM STUB	
Date of Release: _____		Mayor's Permit No.: _____	
Time Release: _____		Released By: _____	

Passay City Official website: [www.passay.gov.ph](http://www.passay.gov.ph)

Using a real-life simulation, Unfurl was able to apply for the business's mayor's permit using the owner's details in order for the applied documents to have a continuous and clean output of details.

**Figure 4.** Organizational Chart



Unfurl is a sole proprietorship and is composed of five key personnel who manage the business; the Owner, the Finance Manager, the Marketing Manager, the Operations Manager, and the Purchasing Manager. Each member of the business will receive the same rights and benefits; thus the responsibilities within the venture are equal, and the distribution of payments at the end of the period will be made equal to each of the members of the business.

## II. BUSINESS PLAN IMPLEMENTATION

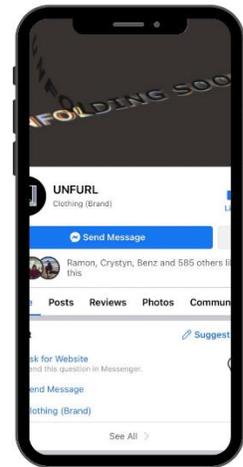
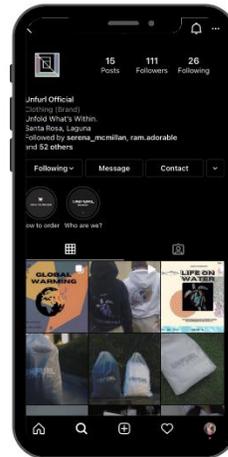
### II.A. Production

Unfurl's production begins with the help of a graphic designer. The team utilized the help of the designer to improve their designs but at the same time, to support small artists. For the product itself, Unfurl gets their hoodies from Gravitee Sales Corporation, a local distributor of Gildan products. As for the embroidery and printing of the designs, these services are both located at Biñan, Laguna. For Unfurl's packaging, the team uses online shopping websites such as Shopee and Lazada.

### II.B. Marketing

Unfurl makes use of the 4p's of Marketing. First, the essential part of the business, Unfurl offers oversized high-quality premium hoodies made of cotton and polyester. It also adds security with its unique secret pocket feature. The design is simple and trendy; the front portion has Unfurl's logo embroidered while the back part has a printed design with a cyber-retro with funky design inspired by current global issues with the intention to spread awareness and advocate change. Frosted string bags are the packaging of Unfurl products. It was chosen for its elegant appearance and its functionality since it is reusable.





### *II.C. Human Resources*

The Unfurl team consists of five members with their specific roles in the business. The owner, financial manager, purchasing manager, production manager, and marketing manager. Aezra Dionisio, Unfurl's Owner, is in charge of managing all activities happening within the business. She makes sure that all the departments help each other in operating the business. She also oversees the possible problems the company could face and how to solve them. The Financial Manager, Ashley Aquino, keeps track of Unfurl's expenses and sales. She is in charge of safe-keeping Unfurl's money while being transparent to all the members by sharing a Google sheet that has all the financial statements needed in making decisions. Gian Celino, the Purchasing Manager, is in charge of purchasing the materials required in producing Unfurl hoodies. The production consults the purchasing manager before buying materials. Ace Baña, the Production Manager, is in charge of contacting suppliers and service providers. He makes sure that the service providers will be able to embroider, print, and alter the products correctly and efficiently while minimizing costs. Charles McMillan, the Marketing Manager, is responsible for social media postings and contacting possible models and ambassadors. He is in charge of promoting our products to our target market and the public.

Second, Unfurl hoodies' current price point is 999 pesos. One of Unfurl's marketing strategies is through its pricing; the price may depend on the cost, but Unfurl makes it affordable for its premium high-quality material compared to its competitors to entice the customers.

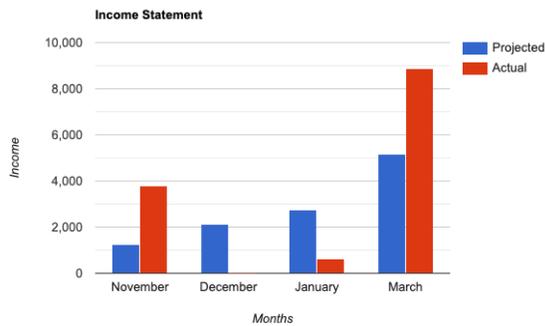
Third, unfurl uses a direct distribution channel. They control all of the operations, decisions, and prices to sell their products. This also helps build a better relationship with their customers.

Lastly, their Marketing and sales focus on online selling, utilizing social media platforms such as Facebook and Instagram to sell their products. Since the pandemic, most people have turned to online shopping as an alternative and for convenience and safety reasons as well.



II.D. Finance

**Figure 5.1. Income Statement**



As shown in the graph above, March has the highest actual income. During the start of Unfurl's operations, Unfurl hoodies were sold for the price of only P945 pesos that was the team's strategy to penetrate the market. The strategy used helped Unfurl to be able to sell out their hoodies during the first month of selling. However, the profit was not maximized during the first release. The team then decided to increase the price by P54 pesos leading to a price of P999 per hoodie. The minimal increase in price contributed to having higher income for the month of March.

**Table 1.1. November Income Statement**

UNFURL Income Statement For the Month Ended November 30, 2020				
			Projected	Actual
Net Sales Revenue		P	11,340	22,680
Cost of Sales			9,200	18,400
Gross profit			2,140	4,680
Total Income		P	2,140	4,680
Operating Expenses				
Distribution expense	P	883.00	-883	-883
Net income			1,257	3,797

**Table 1.2. December Income Statement**

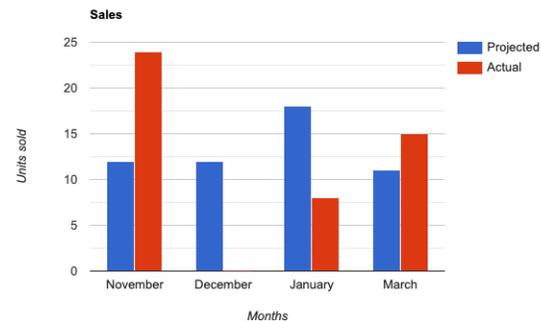
UNFURL Income Statement For the Month Ended December 31, 2020				
			Projected	Actual
Net Sales Revenue		P	11,340	0
Cost of Sales			9,200	0
Gross profit			2,140	0
Total Income		P	2,140	0
Operating Expenses				
Distribution expense	P	-		
Net income			2,140	0

**Table 1.3. January Income Statement**

UNFURL Income Statement For the Month Ended January 31, 2021				
			Projected	Actual
Net Sales Revenue		P	9,990	2,997
Cost of Sales			7,000	2,100
Gross profit			2,990	897
Total Income		P	2,990	897
Operating Expenses				
Distribution expense	P	-255.00		
Net income			2,735	642

**Table 1.4. March Income Statement**

UNFURL Income Statement For the Month Ended March 31, 2021				
			Projected	Actual
Net Sales Revenue		P	26,460	27,972
Cost of Sales			21,196	19,096
Gross profit			5,264	8,876
Net income			5,264	8,676



**Figure 5.2. Units sold**

In Figure 5.2, we can see that there were no sales during December. This is because the team was able to sell out the first batch during the first month of selling. For the second batch of hoodies, the team was not able to reach the sales quota for the month of January. However, the team was able to sell more than what was projected for the month of March.

III. PRODUCT DIVERSIFICATION

For the diversification product, Unfurl has decided to push through with shirts, specifically oversized round neck shirts. Unfurl would like to offer shirts that are affordable, stylish, and high in quality. The shirts would also have graphic designs about global issues as it is part of Unfurl's purpose from the very beginning. We ought to maintain the designs while opting for a minimal vibe for the features of the shirt. We also chose shirts for the reason that it is a piece of clothing that everyone can wear—perfect for going out casually, for fashion, and even as stay-at-home loungewear, giving customers not only their desired stylish and fashionable demands, but also the highest level of comfort when they wear these shirts. Made from high-quality cotton material, we will mainly be focusing on the oversized aspect or “oversized shirts” since it is trendy and chic. Furthermore, sizes ranging from small up to extra-large and two different colors from Unfurl's color palette for the shirts are what we can all expect to be executed for the release.



#### IV. FUTURE PLANS

Unfurl plans to widen its range of products and will venture into future trends in the apparel industry. Unfurl aims to extend the target market by joining bazaars to showcase the products that Unfurl offers. Unfurl will also try to broaden what they can showcase to their customers by adding more stylish garments with different designs, which will allow customers to select from various styles. Furthermore, with Unfurl's mission to spread awareness on global issues, the team aims to better incorporate it into their ventures, not just through their designs but by involving the business with non-profit organizations. With that, Unfurl is in talks with an organization called Bahay Pag-Asa Youth Rehabilitation in hopes to be a vessel of hope to them; Unfurl plans to shoulder a week's load of groceries and be of help in any way we can. When the time is right, Unfurl Official aims to proceed with taking legal and appropriate actions into claiming rights to our products in the eyes of the law. Unfurl will be able to take full ownership and sole rights to every product that we have published using tools such as patents, copyrights, and licenses used in the publication of our products. In the future, where we will begin to work with other entrepreneurs alike, Unfurl official plans to make use of royalties that will become useful when the given occasion arises. In the future, when the pandemic is over, and it is safe for everyone, Unfurl is hopeful for physical stands, joining bazaars, and meeting with people to further expand their audiences.

#### V. ACKNOWLEDGEMENT

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