

**ESTABLISHMENT OF PAINITAN AND NATIVE DELICACIES STORE  
IN PITOGO PRES. CARLOS P. GARCIA, BOHOL**

**College of Technology and Allied Sciences  
BOHOL ISLAND STATE UNIVERSITY  
Zamora, Bilar, Bohol**

**JOAN G. BUATES  
JEMECEL M. BUSLON  
MENI ROSE S. CASABERDE  
FELVIN L. DIEZ  
IVY L. LINGO  
ROBERTILINE MACARAYAN  
ELMA L. PAULINES**

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ESTABLISHMENT OF PAINITAN AND NATIVE DELICACIES  
STORE IN PITOGO PRES. CARLOS P. GARCIA, BOHOL

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A Project Feasibility Study  
Presented to the Faculty of the  
College of Technology and Allied Sciences  
Bohol Island State University  
Zamora Bilar, Bohol

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In Partial Fulfillment  
Of the Requirements for the Degree of  
Bachelor in Science in Entrepreneurship

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Joan G. Buates  
Jemecel M. Buslon  
Meni Rose S. Casaberde  
Felvin L. Diez  
Ivy L. Lingo  
Robeiline Macarayan  
Elma L. Paulines

June 2022

## APPROVAL SHEET

This feasibility study entitled "ESTABLISHMENT OF PAINITAN AND NATIVE DELICACIES STORE IN PITOGO PRES. CARLOS P. GARCIA, BOHOL", prepared and submitted by Joan G. Buates, Jemelcel M. Buslon, Meni Rose S. Casaberde, Felvin L. Diez, Ivy L. Lingo, Robeiline Macarayan and Elma L. Paulines, in partial fulfillment of the requirements for the degree Bachelor of Science in Entrepreneurship has been examined and recommended for acceptance and approval for oral defense.

### RESEARCH COMMITTEE

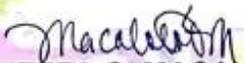
  
**ARLEN B. GUDMALIN, Ph.D.**  
Dean

  
**MAE S. DAGUPAN, MBA**  
Adviser

  
**CECILIO C. BA-AY JR.**  
Editor

Approved by the Examining Panel during the Oral Examination conducted on October 19, 2021 with a rating of 1.4

### EXAMINING PANEL

  
**MARIETTA C. MACALÓLOT, Ph.D.**  
Campus Director

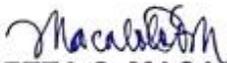
  
**JES MARIÉS M. MENDEZ**  
Member

  
**ARLEN B. GUDMALIN, Ph.D.**  
Member

  
**WENDELL B. DORIA, MSBA, JD**  
Member

Accepted and approved as partial fulfillment of the requirements for the degree of Bachelor of Science in Entrepreneurship.

October 19, 2021  
Date of Oral Defense

  
**MARIETTA C. MACALÓLOT, Ph.D.**  
Campus Director

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**The Researchers**

## ABSTRACT

This study aims to determine the feasibility of establishing a painitan and native delicacies store at Poblacion, Pitogo Pres. Carlos P. Garcia, Bohol which will be named as "COFFEED ISLAND PAINITAN AND NATIVE DELICACIES STORE". The target market is the residents of Pitogo, Pres. Carlos P. Garcia, Bohol. Based on the findings, majority of the respondents were in the age bracket of 31-40, most of them were female and had a monthly income of 1,000-5,000. There is a high demand of the proposed products on the target area since projected demand is higher than the projected supply. The proposed business will only need one helper that will help and assist the proprietor in the operation of business. The total project cost of the proposed business is P93, 981.00. The existence of this proposed business will greatly benefit the residence and community because the local government can earn additional out of the permit and licenses to be served by the proposed business and it can give opportunities and additional income for the direct suppliers out of the materials and ingredients to be purchased for the proposed business. Moreover, the investment of the proposed study will be recovered at the year of operation. Results of the study implies that the proposed business is favorable and feasible. Based on the results and conclusions of the study, the researchers recommends to serve puto maya and hot choco for painitan products, innovative cassava cake and banana cake for native delicacy products. Maintaining the cleanliness of the establishment to ensure the food safety and security of the products to be serve and as well as the cooking facilities and overall perspective of the store. Moreover, researchers also recommends setting the product prices affordable for customers, affordable price yet, proponents can still gain profit without making any losses. Thus, finalization of the business for putting up the business is highly recommended.

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## Chapter 1

### THE PROBLEM AND ITS SCOPE

#### INTRODUCTION

##### **Rationale**

Filipinos are certified food lovers, whether it is breakfast, lunch and dinner. Filipinos love to eat snacks in the morning, including merienda in the afternoon. On every occasion, there are foods on the table and every member of the family starts to interact with each other with food in front. Family bonding, friends, hangouts meetings in the company, or anything that Filipino would gather around, there is food on the table and everyone becomes one, once the food is offered or served. (Santos, 2014)

Furthermore, Filipino also eats three (3) times a day with snacks in between meals and that is the tradition that we take from our grandparents. Filipinos are also known to be snack lovers. Delicacies and “Painitan” products like “sikwate” also known as hot chocolate, “puto maya”, sweet munchies snacks or desserts have been an integral part of the Filipino food culture. Even Covid-19 pandemic cannot hinder the love of Filipinos for food. Hence, Filipinos still love to go out and eat with their families in accordance with the Covid-19 safety protocols. In connection with this, people nowadays are required to stay at home for confinement. The behavior of human towards food and eating habits changes. Since all are required to stay at home, people love eating to avoid anxiety and stress with the epidemic. Pandemic is a blessing in disguise to every family

because they had more time together at home baking and cooking foods or ordering food online where they used to gather and eat together. It's been a year since the biggest outbreak jounced the Philippines, however Filipinos innately have sweet tooth they really enjoy eating delicacies on any sort of occasion, or just part of their snacks because of its sweetness, distinct tastes and flavor. On the other hand, some Filipinos also believe that food will make their family harmonious, prosperous and united if they serve delicious food during the celebration of media noche or New Year's Eve wherein families from all walks of life share the food, love and happiness of the yuletide season.

Considering the existence of the thigs mentioned above to humans. Thus, the researchers find it easy for the opportunity of making, feasibility study on the establishment of a painitian and native delicacy business. Researchers target market is the municipality of Pitogo, Pres.Carlos. P.Garcia, Bohol. The target market has total land area of 6,528 hectares ad subdivided into 23 barangays. It has port and has variety of passenger vessels via Pitogo to Ubay, Pitogo to Cebu City and vice versa. In addition, there are also barges and buses within the vicinity as well as passengers who came by the port, moreover, there is no existing painitan and delicacy business in the area. This gives a lot of opportunity to the researchers to conduct research in order to determine the feasibility of starting a small painitan and native delicacies store in Pitogo Pres. Carlos P. Garcia, Bohol.

## THE PROBLEM

### Statement of the Problem

The sole purpose of this study is to determine the feasibility of starting a small painitan and native delicacy store at Pitogo Pres. Carlos P. Garcia, Bohol. The study examined economic and demographic data to determine profitability of the proposed business with the target market area.

Specifically, this study aimed to answer the following questions:

1. What is the profile of the respondents in terms of:
  - 1.1. Target Market
    - 1.1.1. Age
    - 1.1.2. Gender
    - 1.1.3. Monthly Income
  - 1.2. Competitors
    - 1.2.1. Business Age
    - 1.2.2. Monthly Income
2. What is the viability of the proposed business in terms of:
  - 2.1. Market Aspect
  - 2.2. Technical Aspect
  - 2.3. Management Aspect
  - 2.4. Financial Aspect
  - 2.5. Socio-economic Aspect

## **Significance of the Study**

This study would be beneficial to the following:

**Prospective Investors.** This study will aid financiers in making reasonable assumptions.

**Future Researchers.** This study will guide and help researchers as their reference for their studies and/or research in the future. The result of this study will give pervasive knowledge to the researchers to come up with their own proposed business.

## **RESEARCH METHODOLOGY**

### **Research Design**

The researchers used the descriptive research design using a survey questionnaire as a major data gathering tool in order to achieve the objectives of the study. The method is utilized because it is a fact in finding study that tries to illustrate and define the present state of event and its significance in influencing any possible profit making.

### **Environment and Participants**

Pitogo Pres.Carlos .P. Garcia is an island located at the Northern part of Bohol. Pitogo is the fourth class municipality and part of the second congressional district of the province. It has total land area of 6,528 hectares and

subdivided into 23 barangays. It is classified as fourth class municipality based on the income classification and economic stability. Islanders are mostly fishermen, fishing for their own provisions or for trade. With the abounding marine resources, it sustains the daily needs of the residents.

Researchers target market is the municipality of Pitogo Pres. Carlos P. Garcia, Bohol. The target market has total land area of 6,528 hectares and subdivided into 23 barangays. It has port and has variety of passenger vessels via Pitogo to Ubay, Pitogo to Cebu City and vice versa. In addition, there are also barges and buses within the vicinity as well as passengers who came by the port, moreover, there is no existing painitan and native delicacy business in the area. This gave a lot of opportunity to the researchers to conduct research in order to determine the feasibility of starting a small painitan and native delicacies store at Pitogo Pres. Carlos P. Garcia, Bohol.

The research respondents were the residents of Pitogo Pres. Carlos P. Garcia, Bohol and its neighboring barangays. The researchers gave random survey questionnaires to each barangay, Campamanog with twenty-five (25) respondents, Lapinig with twenty-four (24) respondents, Paraiso, with twenty-five (25) respondents, San Jose with seventeen (17) respondents and San Vicente with nine (9) respondents, a total of one hundred (100) respondents.

In determining the number of respondents, Slovin's formula and random sampling was used in choosing the target market who will respond the survey.

$$n = \frac{N}{1 + NE^2}$$

**Where:**

n=sample size

N= 6,144 (total population of the five neighboring barangays of Pitogo Pres. Carlos P. Garcia, Bohol)

E= margin error of 0.10 or 10% (due to the pandemic, the researchers use 10% margin error to come up with only 100 respondents)

$$n = \frac{N}{1+NE^2}$$

$$n = \frac{6,144}{1+6,144(0.01)^2}$$

$$n = \frac{6,144}{1+6,144 \times 0.01}$$

$$n = \frac{6,144}{61.45}$$

$$n = 99.98$$

**Research Instrument**

The study used a survey questionnaire in gathering data. A survey questionnaire contained the questions to respond to the problem objectives. A space was also provided for the respondents to fill indicating their choice/s. The survey questions were multiple choices, checklist and few open-ended questions.

The questionnaire was composed of two parts; the first part comprised the respondents' demographic profile while the second part contained questions to determine the respondents' preferences of the proposed business. For the

competitors, questions are mostly composed of open-ended questions and few checklist questions. The first part is the business profile and the second part is the history of their business, their estimated sales in a day and estimated profit monthly. There were 100 questionnaires prepared for the target market and 3 questionnaires for the competitors, distributed to the respondents and all were retrieved.

### **Data Gathering Procedure**

The researchers personally distributed the instruments to the respondents, and instructions were first classified on how to accomplish it. Moreover, the researchers conducted some interviews to the store owners and sales clerk of the food houses of the town with the guide of survey questionnaire for competitors. The questionnaires were retrieved after being answered and data were tabulated and analyzed in order to come up with the relevant information.

### **Scope and Limitation**

This study attempted to determine the feasibility of establishing a painitan and native delicacy business at Pitogo Pres. Carlos P. Garcia, Bohol.

Due to pandemic, the university only allows 100 respondents to be interviewed in gathering data in accordance with the COVID-19 safety protocols. Thus, the researchers sample size was 100 samples for the respondents and 5 for the competitors. The level of analysis of the market is based only on the data

gathered from the responses of the respondents. The study was conducted in the second semester of the school year 2020-2021 only.

The constraints met by the researchers towards the realizations of the study were the honesty and sincerity of the respondents in answering the questionnaire. However, the researchers tried to minimize this by making the respondents understand the sole purpose and importance of the study.

### **OPERATIONAL DEFINITION OF TERMS**

For a better comprehension of this study, the following definitions of terms are provided:

**Coffeed.** It is the proposed business name which means “Amidst COVID, we FEED”.

**Bilao.** Refers to a flat circulatory basket with food and/or native delicacies inside.

**Delicacy.** It is a native products that is sealed inside the bilao. Business proponents’ delicacy products are biko filled with lunok, puto cheese, kutsinta and macaroons.

**Painitan.** Refers to a store or stall that sells native snacks. Proponents’ native snack or “painitan” products are puto maya, corn coffee, hot choco (sikwate), and soman tiktik.

**Questionnaire.** It is a tool that was used during the collection of data.

## **Chapter 2**

### **MARKET ASPECT**

This chapter presents the market aspect of the study in order to analyze and interpret the gathered data. It includes responses of the respondents during data gathering, demand and supply analysis, projected demand, historical supply, projected supply, demand-supply gap and market share. Moreover, the factors, choices, perceptions and benefits of painitan and native delicacies store were also presented in this chapter.

#### **DEMAND ANALYSIS**

##### **Present Demand**

The target market of this study were the residents of Pitogo, President Carlos P. Garcia Bohol. Table 1 to 19 presents the responses of the respondents during the collection of data.

Table 1 presents the demographic profile of the respondents as to their age, gender and monthly income. The table shows that majority of the respondents were in the age bracket of 31-40 with a percentage rate of 48%, mostly were female with a percentage rate of 57% and had a monthly income of 1,000-5,000 pesos with a percentage rate of 85%.

Table 1  
Respondents Profile

<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Age</b>		
15-20	12	12
21-30	37	37
31-40	48	48
41-59	3	3
<b>Total:</b>	<b>100</b>	<b>100</b>
<b>Gender</b>		
Male	43	43
Female	57	57
<b>Total:</b>	<b>100</b>	<b>100</b>
<b>Monthly Income</b>		
1,000-5,000	85	85
5,000-10,000	12	12
10,000-20,000	2	2
20,000 and above	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 2 shows the customers approval rating with the proponents' proposed business. With a number of 64 respondents out of 100, it can be noted that majority of the respondents are in favor of the researchers proposed business. Result reveals that the proposed business is favorable in the proposed target market.

Table 2  
Acceptability of the Proposed Business

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly Agree	64	64
Agree	36	36
Disagree	0	0
Strongly Disagree	0	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 3 represents the number of respondents who likes to recommend the researchers proposed business to their friends and colleagues. It was found that highest number of responses is 99 or 99 percent of the total respondents. This means that majority of the respondents would like to recommend the business to their friends and colleagues.

Table 3  
Respondents Who Like to Recommend the Proposed Business

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
YES	99	99
NO	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 4 presents the characteristics that would attract the respondents to buy to a newly opened painitan. It was found out that the highest frequency is 52 or 52 percent of the respondents are somewhat attracted to the food quality of a

newly opened painitan. The lowest frequency is 8 or 8 percent who are attracted to the quality of service.

Table 4

## Store Characteristic that Attract Respondents to Visit a Painitan

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Food Quality	52	52
Ambiance	21	21
Price	19	19
Service	8	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 5 shows the responses of the respondents on the frequency in visiting a painitan. Sometimes got the highest frequency with 64% and 8% of the respondents answered they never been to a Panitan.

Table 5

## Frequency in Visiting a Painitan

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Always	28	28
Sometimes	64	64
Never	8	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 6 presents the frequency in ordering delicacies. As illustrated, out of 100 respondents, 82% of the respondents' orders delicacies occasionally 15 or

15 percent of the respondents responded always in ordering delicacies and 3% of the respondents never ordered delicacies at all.

Table 6  
Frequency in Ordering Delicacies

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Occasionally	82	82
Always	15	15
Never	3	3
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 7 illustrates the preference of the customers in buying the products. It was found out that 43% out of 100 respondents prefer to buy per slice/cuts, there were also 43% of the respondents who want to buy the product in both whole and or per slice and 14% of the respondents opt to buy products in whole.

Table 7  
Preference in Buying the Product

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Per slice/cuts	43	43
Both	43	43
Whole	14	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 8 presents the respondents choices of products to be served for painitan and delicacies business. The top 10 choices that the respondents

wanted to be served in the painitan including drinks are puto maya, hot choco, coffee, banana turon, bingka, biko, soman pilit, innovative cassava cake, banana cake and cuchinta.

Table 8  
Product Choices for Painitan and Delicacy to be Serve

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Painitan:</b>		
Puto Maya	18	18
Hot Choco	13	13
Coffee	11	11
Banana Turon	10	10
Bingka	13	13
Biko filled with lunok	5	5
Soman Pilit	3	3
<b>Delicacies:</b>		
Innovative cassava cake	12	12
Banana Cake	9	9
Cuchinta	6	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 9 shows the quantity that the respondents are willing to purchase from the painitan products. As displayed, the highest number of responses was 47 or 47 percent of the total respondents prefer to buy 1-3 pieces, 20 or 20 percent of 100 respondents opt to purchased 7-8 pieces. This implies that

customer opts to buy more if they are eating with their friends and family and or take outs for their family at home.

Table 9

Quantity of Painitan Products that Respondents are Willing to Purchase

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
1-3 pcs.	47	47
4-6 pcs.	33	33
7 pcs. and above	20	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 10 presents the quantity of delicacy products that respondents are willing to purchase. It was found out that 53% out of 100 respondents who are willing to buy 1-3 pieces of delicacy products and 14% of the respondents who are willing to buy 7 pieces and above.

Table 10

Quantity of Delicacy Products that Respondents are Willing to Purchase

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
1-3 pcs.	53	53
4-6 pcs.	33	33
7 pcs. and above	14	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 11 presents the respondents preferred services. The data showed that 85% out of 100 respondents opt to take out their purchased item for their

family and or family gatherings. There were also 15 responses out of 100 prefer to dine in. This is an expected result due to the current situation of pandemic in the country.

Table 11  
Respondents Preferred Service

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Dine-in	15	15
Take out	85	85
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 12 shows the social media platform that the respondents commonly used. As illustrated, most of the respondents used Facebook as their social media platform, it has the highest frequency of 96 or 96%. It has found out that 2 out of 100 respondents uses Twitter and Instagram. This data is essential for the marketing strategy of the proposed business.

Table12  
Commonly used Social Media Platform

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Facebook	96	96
Twitter	2	2
Instagram	2	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 13 shows how often the respondents order food online. It was found

out that 45% of the respondents responded sometimes in ordering food online, and 5% of the respondents responded they order food online every day.

Table 13

## Respondents' Frequency in Ordering Food Online

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Sometimes	45	45
Occasionally	22	22
Never	21	21
Most of the time	7	7
Everyday	5	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 14 displays the usual time of the respondents in visiting a painitan/foodhaus. Almost all respondents or 87% responded that they usually visit painitan or foodhaus in the morning while 1 out of 100 respondents visit painitan in the evening.

Table 14

## Usual Time in Visiting a Painitan/Foodhouse

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Morning	87	87
Late afternoon	7	7
Afternoon	5	5
Evening	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 15 presents how often respondents ate snacks in a day. Result shows that majority of the respondents ate snacks only once in a day with a percentage rate of 48%. There were also 4 out of 100 respondents prefer not to ate snacks in a day with a lowest percentage rate of 4%.

Table 15  
Frequency of Having Snacks in a Day

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Once	48	48
Two times day	31	31
Three times a day	10	10
Four times a day	7	7
Never	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 16 shows the responses of the respondents on how much cost are they willing to spend for their snacks. Result implies that respondents are willing to spend 10-30 pesos for their snacks, has the highest percentage of 47% and 20% of the respondents responded 60 and above.

Table 16  
Price Preference

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
10-30	47	47
40-60	33	33
60 and above	20	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 17 presents the respondents responses in buying a mixed products using the bilao. The table shows that out of 100 respondents, 94% respondents want to buy mixed products from the proposed painitan and native delicacy business using a bilao while 6% out of 100 respondents answered they do not want to buy mixed products with the use of bilao. This only means that respondents want mixed products in bilao from the proposed business.

Table 17  
Respondents Preferences on Buying Mixed Products in Bilao

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
YES	94	94
NO	6	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 18 presents the responses of the respondents for their most favorite painitan products. As illustrated, 44% of the respondents said puto maya is their

most favorite painitan products and 7% of the respondents said that bingka is their least favorite painitan product.

Table 18  
Respondents Favorite Painitan Products

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Puto Maya	44	44
Biko filled with lunok	24	24
Hot choco	14	14
Coffee	11	11
Bingka	7	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 19 shows the most favorite delicacy products of the respondents. Result reveals that out of 100 respondents there were 51% whose favorite delicacy product is banana cake, there were also 28% of the respondents whose favorite delicacy product is cuchinta, and cassava cake with a percentage rate of 21%.

Table 19  
Respondents Favorite Delicacy Products

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Banana Cake	51	51
Cutchinta	28	28
Cassava cake	21	21
<b>TOTAL</b>	<b>100</b>	<b>100</b>

## HISTORICAL DEMAND

The succeeding tables show the historical demand of the proposed business in the proposed location, this is necessary to determine the historical demand of the proposed business which could be used to projected future demand.

The table 20 presents the total number of population of the five (5) barangays in Pitogo, Bohol from 2016 up to 2020 namely; barangay Campamanog, Lapinig, Paraiso, San Jose and San Vicente. It can be interpreted in table 20 that the probable increase of demand each year is based on percentage increase. The data shows that there is an increasing demand each year.

Table 20

### Total Population of Five Barangays for the Past Five Years

<b>Year</b>	<b>No. of Population</b>	<b>Increase</b>	<b>Percent of Historical Demand (%)</b>
2016	4,608		
2017	4,929	321	7
2018	5,256	327	7
2019	5,467	211	4
2020	5,894	427	8

*Source: Office of Nutrition in the Municipality of Pitogo, Bohol*

Table 21 presents the computation of the Quantity Demand in pieces by year. The quantity demand by pieces is calculated by dividing the total average

of the selling price from the total average of the prices consumers are willing to pay.

It can be interpreted in the table 21 that demand in the target market and target area for the proposed business has high demand and the proposed study is feasible.

Table 21

Historical Demand of 5 Barangays for the Past Years (2016-2020)

Year	No. of Population	Quantity Demand By Pcs.	Quantity Demand Per Year (By Pcs.)	Quantity Demand Per Year (By Pcs.)	Increase	Percentage Increase (%)
2016	4,608	1	360	1,658,880		
2017	4,929	1	360	1,774,310	115,430	0.07
2018	5,256	1	360	1,892,045	117,734	0.07
2019	5,467	1	360	1,968,077	76,032	0.04
2020	5,894	1	360	2,121,754	153,677	0.08
<b>Average</b>				<b>1,939,046</b>	<b>115,718</b>	<b>0.06</b>

*Source: Office of Nutrition in the Municipality of Pitogo, Bohol*

### Projected Demand

Table 22 presents the projected demand for the next five (5) five years which is computed using the Average Arithmetical Method. In getting the percentage increase by year, projected demand by pieces per year divided by increase per year, then, quotient is multiplied by 100.

Table 22  
Projected Demand for the Years (2021-2025)

<b>Projected Year</b>	<b>Projected Demand by Pcs.</b>	<b>Increase</b>	<b>Percentage Increase (%)</b>
2021	2,237,472	115,718	0.05
2022	2,353,190	115,718	0.05
2023	2,468,909	115,718	0.05
2024	2,584,627	115,718	0.04
2025	2,700,346	115,718	0.04

Table 23 presents the computation for projected demand. With the increase of the demand percentage based on the previous years, it indicated the increase in the projected demand in the next five (5) years from 2016 to 2020. Result shows that the proposed business had high demand in the future years.

Table 23  
Computation of the Projected Demand

<b>Projected Years</b>	<b>Previous Years</b>	<b>Demand</b>		<b>Average Increase</b>		<b>Projected Demand</b>
2021	2016	1,658,880	+	115,718	=	1,774,598
2022	2017	1,774,310	+	115,718	=	1,890,028
2023	2018	1,892,045	+	115,718	=	2,007,763
2024	2019	1,968,077	+	115,718	=	2,083,795
2025	2020	2,121,754	+	115,718	=	2,237,472

## SUPPLY ANALYSIS

### Present Supply

Table 24 presents the estimated supply of the market for the past five years. Increase per year is calculated by subtracting the estimated supply by pcs (2017) from estimated supply by pcs (2016) until the last year. Quotient of increase in the year 2017 to estimated supply by pcs year (2016), then multiplied by 100 is the percentage increase in the year 2017. Same goes in the next four (4) years. Moreover, the first competitor which is Glyns Tea and bakeshop started their business on the year 2018, the second competitor which is Roxxe Tea started their business on 2019, and last which the Aiztea is started their business in the year 2020.

Table 24

Estimated Supply for the Past Five (5) Years (2016-2020)

<b>Year</b>	<b>Estimated Supply (by pcs)</b>	<b>Increase</b>	<b>Percentage Increase (%)</b>
2016	0	0	
2017	0	0	
2018	135,360	135,360	
2019	180,000	44,460	33
2020	306,000	126,000	70
<b>Average</b>	<b>124,272</b>	<b>76,500</b>	<b>51</b>

### Projected Supply

Table 25 presents the projected supply for the next five (5) years. Projected supply by pcs in year 2021 is calculated by adding the estimated supply by pieces in the year 2020 to the total average of the increase.

With the increase of the demand percentage based on the previous years, it is indicated that the increase in estimated supply by pieces for the future five years for the proposed business is high, this means that the proposed business is feasible and profitable.

Table 25

Projected Supply for Future Five Years (2021-2025)

<b>Supply Year</b>	<b>Projected Supply by Pcs.</b>	<b>Increase</b>	<b>Percentage Increase (%)</b>
2021	382,500	76,500	20
2022	459,000	76,500	17
2023	535,500	76,500	14
2024	612,000	76,500	13
2025	688,500	76,500	11

Table 26 presents the computation for projected supply. With the increase of the demand percentage based on the previous years, it is indicated the increase in estimated supply by pieces for the future years (2021-2022). This shows that the proposed business prescribed high projections in supply for the future five years.

Table 26  
Computation for Projected Supply

<b>Estimated Supply by Pcs.</b>		<b>Increase</b>		<b>Projected Supply by Pcs.</b>
306,000	+	76,500	=	382,500
382,500	+	76,500	=	459,000
459,000	+	76,500	=	535,500
535,500	+	76,500	=	612,000
612,000	+	76,500	=	688,500

#### **Demand- Supply Gap Analysis**

Table 27 shows the projected demand supply gap analysis for the future years (2021-2025). 4.5% presents the expected proponent capacity that the researchers can cater from the target market.

The product of demand supply gap per year and the percentage that the researchers can cater is the number of the expected proponent capacity per year. Demand-Supply Gap analysis is a good indication for a need of establishing painitan and native delicacy store at the proposed location.

It can be interpreted in table 27 that projected demand is higher than the projected supply which means the need of establishing painitan and native delicacy store in the proposed location is highly demandable and feasible.

Table 27

Projected Demand-Supply Gap Analysis of Painitan and Native Delicacies Store  
(2021-2025)

Year	Projected Demand (by pcs)	Projected Supply (by pcs)	Demand Supply Gap	Percentage of Unsatisfied (%)	Expected proponents Capacity (4.5%)
2021	2,237,472	382,500	1,854,972	83	74,199
2022	2,353,190	459,000	1,894,190	80	75,768
2023	2,468,909	535,500	1,933,409	78	77,336
2024	2,584,627	612,000	1,972,627	76	87,905
2025	2,700,346	688,500	2,011,846	75	80,474

### Market Share Analysis

Table 28 presents the market capacity for the year 2021-2025. Market capacity is the quotient of proponent production capacity and the solidity of competitor's supplies capacity and proponent's production capacity multiplied by 100. As a result of gathering data, it is proven that the target market area has insufficient supply that will be utilized for painitan and native delicacy products.

Market share is derived by computing the formula:

$$\text{Market Share} = \frac{\text{Proponents Production Capacity}}{\text{Competitors Supply Capacity} + \text{Proponents Production Capacity}} \times 100$$

The proponents used the given formula above to get the percentage for market capacity. The computed data is shown in the table below.

Table 28  
Market Share for the Years (2021-2025)

<b>Year</b>	<b>Competitors Supply Capacity (A)</b>	<b>Proponents Production Capacity ( 4%B)</b>	<b>A+B</b>	<b>Market share</b>
2021	382,500	83,474	465,974	15%
2022	459,000	85,239	544,239	14%
2023	535,500	87,003	622,503	12%
2024	612,000	88,768	700,768	11%
2025	688,500	90,533	779,033	15%
<b>Average</b>	<b>535,500</b>	<b>87,003</b>	<b>622,503</b>	<b>13%</b>

Results implies that there is an increasing demand for the proposed business. It shows that the proponents can only cater an average of 13% of the demand. Moreover, even if the proponents supply capacity and competitors supply capacity will be put together, it is still not enough to cater the increasing demand for the proposed business. Thus, competitors for establishing painitan and native delicacy store in Pitogo Pres. Carlos P.Garcia, Bohol can still compete freely in the target market to have sufficient supply for the increasing demand of the proposed business.

## **Marketing Mix**

Marketing mix is the goal of increasing sales and achieving a sustainable competitive advantage. Marketing mix is the business selection of market-oriented strategies that contributes to the goals of the business. The 4P's namely, product, price, place and promotion makes up a typical marketing mix. It influence each other and are the four essential factors involved in marketing a product to its market. Moreover, the marketing efforts of this project shall be for the purpose of informing target market and potential customers about the availability of the proposed business.

## **Product**

Products of the proposed business is categorized into two, painitan and native delicacy products.

- Painitan Products:56
  - A. Puto Maya
  - B. Hot Choco/Sikwate
  - C. Corn Coffee
  - D. Soman pilit
  
- Native Delicacy Products:
  - E. Bingka
  
  - F. Biko

G. Cassava Cake

H. Banana Cake

I. Cuchinta

The proposed business will also cater food delivery for the products for customers' convenience. Moreover, it can compete freely in the market since it is the only establishment in town who sells painitan and native delicacy products. The competitive edge of the proposed business is the taste of the products and it will have affordable prices, affordable prices yet proponents can still gain profit without making any losses.

Figure 1 presents the painitan and delicacy products for the proposed business. It will be serve as either for take-out or dine-in. Products will be serve either by pieces, whole, slice or in bilao, it depends on the customers preference in purchasing the products.



Figure 1. Product

## Pricing

Pricing is important since it defines the value of the product that is worth to make and to use. It is the tangible price point to let customers know whether product is worth to their time and investment

Pricing of the proposed is be done by simply calculating the cost of ingredients used and adding a mark-up since business will be the one who will create the products. Pricing will also be based on customers' preference price during gathering of data. Price that will surely fit customer's budget and will help maximized the business profit.

The following are the list of prices by pieces for the products of the proposed business. Selling price is expected to increase 4.5% annually. Computation for selling price is in Appendix C, schedule 2 and 3.

- Puto Maya= P15.00
- Hot Choco= P10.00
- Coffee= P13.00
- Banana Turon = P10.00
- Bingka= P20.00
- Biko Filled with Lunok= P15.00
- Soman Pilit= P10.00
- Innovative Cassava Cake= P12.00
- Banana Cake= P8.00

- Cutchinta= P8.00

## Place

The business will be located at Pitogo Pres.C.P. Garcia, Bohol. The market place is suitable for the proposed business since it has no direct competitors.

## Promotion

To ensure the wide reach of customers, promotion of the proposed business shall be done through the following.

Figure 2 below presents the promotional tools and strategies for the proposed business.

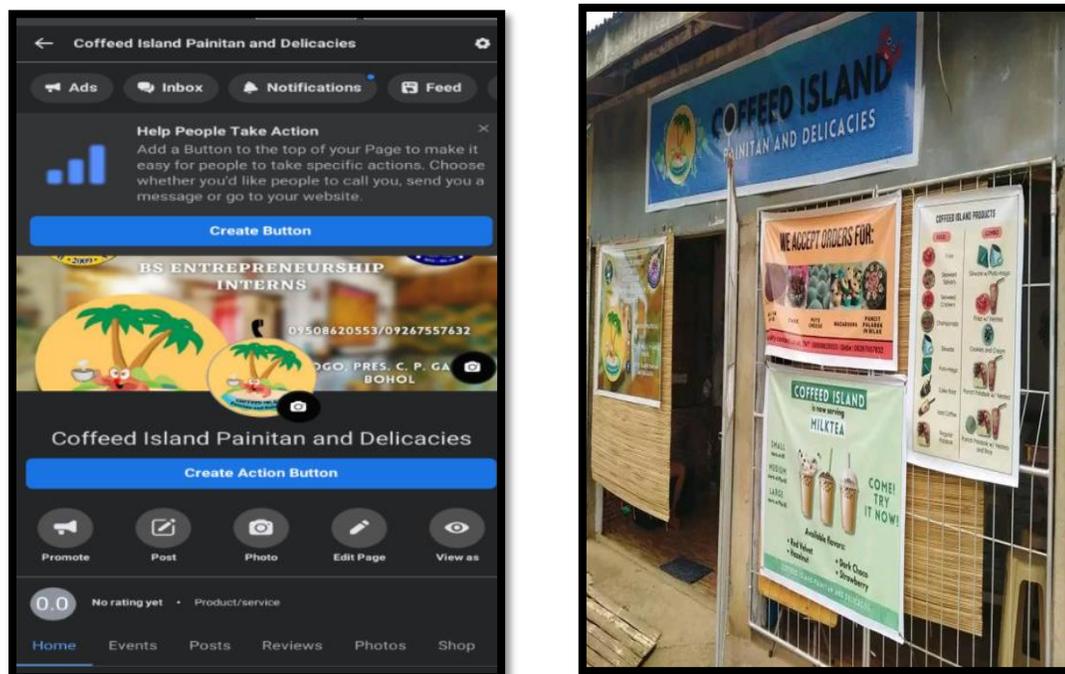


Figure 2. Promotion

- Tarpaulins

Tarpaulin will be placed in conspicuous areas or those areas where posters of the municipality is being installed. Moreover, other tarpaulins will be placed in the conspicuous area of different barangays which is nearby the business location.

- Flyers

Giving of flyers shall be done after opening where people used to come and go in the newly opened business.

- Online Promotions

Online promotion will be done via Facebook. Proprietor will create Facebook page of the business. Through Facebook page, proprietor can update the latest products and promos to offer. He can also create ads online for wide range of promotion. Customers can reach business easier and faster, moreover, customers could also message the page for online delivery of the products.

## **Chapter 3**

### **TECHNICAL ASPECT**

This chapter discusses the business operation process and business schedule process flow diagram. It also includes the business location and its description and vicinity map. It covered all expense of the proposed business such as maintenance, equipment or tools needed, miscellaneous expense, supplies and purchases and legal documents.

#### **Business Offerings**

The proposed business will offer an affordable price with good quality of foods to all residents and potential customers of municipality. The proponents will accommodate the certain wants and needs of customers in terms of foods and snacks. The proposed business will ascertain the cravings of people by offering them foods, drinks and services. Customers can drop by and order their favorite painitan and native delicacies in physical store. Moreover, the proposed business is highly demandable in the said target area and since no one was able to establish such kind of business. Painitan and native delicacy products is suitable for the employees, passengers, students and fishermen who usually go fishing early in the morning. Delicacies offered by the proponents are suitable for family gatherings, occasions and holidays. The proposed business is accessible since customers can also order painitan and delicacy products via online. The proponents will also offer mixed products using "bilao" to cater different products in affordable prices. During summer the proponents offer cold drinks along with

delicacy products to ensure the profit maximization of proposed business even its summer.

The proponents will purchase the ingredients and will make the products.

Moreover, it will offer painitan and native delicacy products, namely:

- A. Hot Choco- It is made out of pure cacao or which is commonly known as "sikwate" in bisaya.
- B. Puto Maya- It is made out of glutinous rice, coconut milk, ginger, salt and white sugar.
- C. Pure Coffee- which is made out of corn.
- D. Banana Turon- It is made out of banana, lumpia wrapper, and brown sugar.
- E. Bingka- It is made out of flour, rice, coconut milk, yeast and white sugar.
- F. Biko- It is made out of glutinous rice, coconut milk and kinugay.
- G. Soman Pilit – It is made out of glutinous rice, coconut milk, salt and white sugar.
- H. Innovative Cassava Cake- is made out of cassava, butter, white sugar, peanut, cheese, and ube.
- I. Cuchinta- is made out of flour, brown sugar, lye water and annatto seeds.

## Business Process

### Production Process

Figure 3 presents the production process for the proposed business.

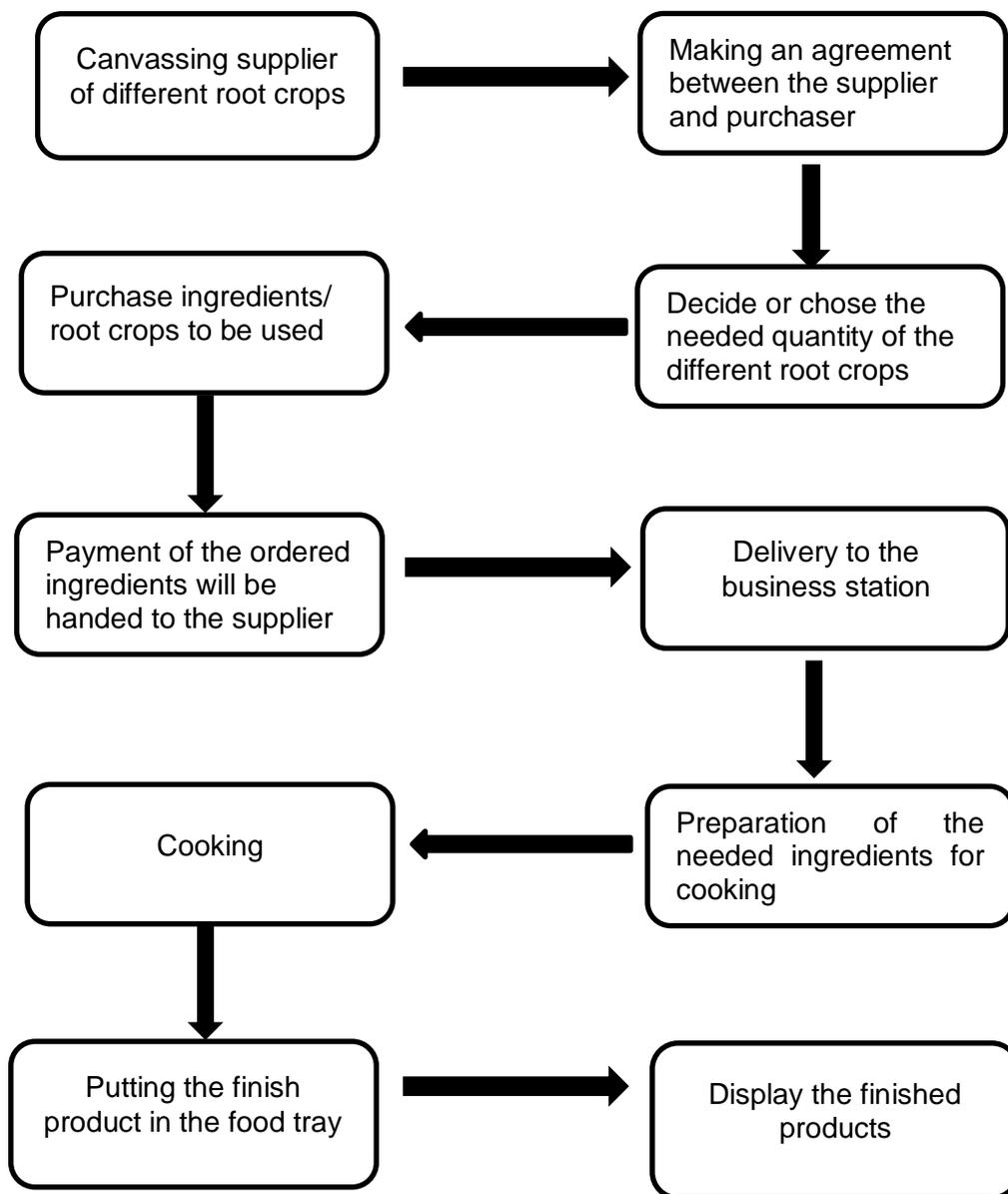


Figure 3. Production Process

### Description of the Process

A. Canvassing supplier of different root crops.

The first step in purchasing process is canvassing supplier of cassava, camote/sweet potato, banana tiktik and other rootcrops.

B. Making an agreement between supplier and purchaser.

Making agreements between supplier and purchaser, as well as the terms and conditions of payment and delivery.

C. Decide/choose the needed quantity of the different root crops.

Choose the needed quantity of cassava, banana, tiktik, sweet potato and other ingredients.

D. Purchased the ingredients to be used.

After choosing the needed quantity for the ingredients, purchasing the needed ingredients will follow.

E. Payment will be handed to the supplier.

Payment of the ordered ingredients will be handed to the supplier/cashier.

F. Delivery to the business station.

Purchased items will be delivered to the business station.

G. Preparation of the needed ingredients for cooking.

Prepare the needed quantity and ingredients as well as the the needed equipment and utensils for cooking.

H. Cooking

After preparation, proceed to cooking.

I. Putting the finished product in receptacle or tray.

Putting the cooked products in its receptacle or tray.

J. Display the finished products

Display of the finished products shall be done after putting it in the food tray.

### Service Flow

Figure 4 presents the service flow for the proposed business. This is necessary to determine the proper customer service for the proposed business.

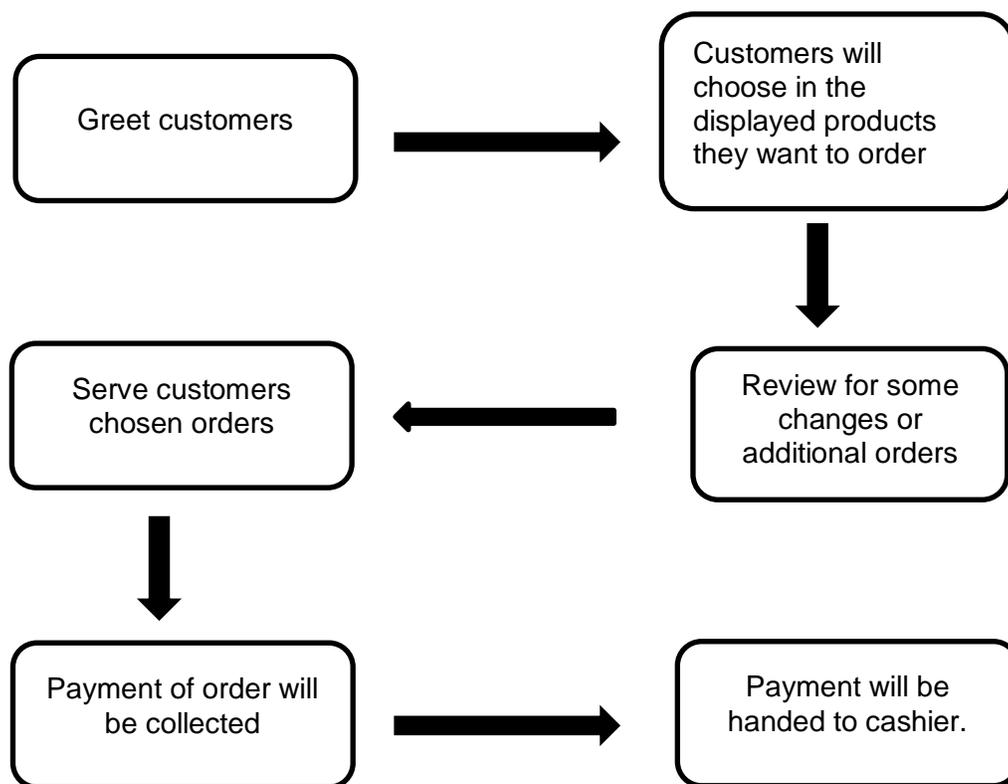


Figure 4. Service flow

## Description of the Process

### A. Greet the customer

The first step in the operating process is greeting customers and entertaining customers order.

### B. Customers will choose in the displayed products.

Customers will choose in the displayed products which they want to order.

### C. Review for some changes or additional orders.

Review customers order for verification, clarification and changes of orders.

### D. Serve customers chosen orders.

After reviewing orders, orders will be serve to the customers.

### E. Payment will be collected.

Payments of order will be collected, change will be given if necessary.

### F. Payment will be handed to cashier.

Last step of the operating process is payment will be handed to the cashier.

## Business Schedule

The proposed business will operate seven days a week. It will open at exactly 5:00 AM in the morning and will be closed at 5:00 PM in the evening. It will open 12 hours a day. Moreover, the proposed business will only need one



Figure 6 below presents the vicinity map for the proposed business. It can be seen in figure 6 that the proposed business is marketable because it is near the port, town plaza, schools, Palawan Pawnshop, Bakeshops and other big establishments in the town. Moreover, it is the only establishment in town who sells painitan and native delicacies.

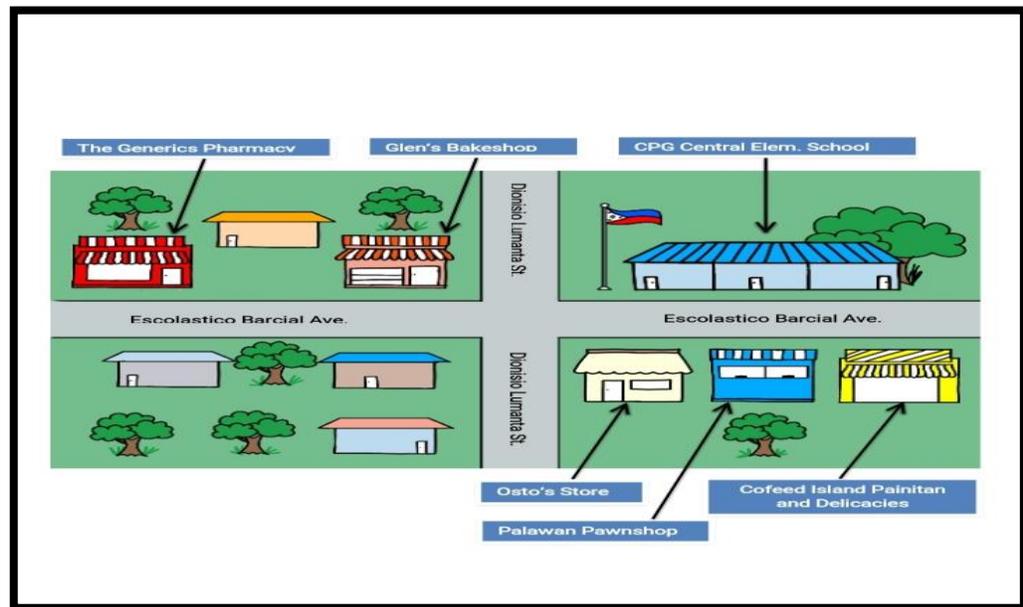


Figure 6. Vicinity Map

## Layout

Figure 7 below presents the layout and design for the proposed business. The business proponents will rent a vacant space of a stall. The stall is made up of hollow blocks. It has kitchen area, food display area and dining area for the customers as well as comfort room inside the stall. The building perspective is presented in Appendix D.



Figure 7. Layout

### **Building and Facilities**

The proposed business will be made out of concrete materials. The building will be divided into three parts. Front yard will be the dining area. Left side is where the counter located and the right side will be the service area where kitchen area and dishwashing area is located. The proponents will rent the building, moreover, utilities will be paid monthly.

### **Waste Disposal**

The proponents will provide three designated trash bins for biodegradable, non-biodegradable and hazardous to attain proper waste disposal management. Researchers will improve the packaging of the food products in order to lessen waste. Food waste will be dispose properly to maintain the cleanliness and safety

of the store. Moreover, proponents will implement a "CLAYGO" (CLEAN AS YOU GO) policy to ensure that wastes are disposed properly before leaving the store.

### Tools and Utensils

The proposed business will acquire the following tools and utensils before the operation as presented in Table 29.

Table 29

#### Total Cost of Tools/Utensils to Acquire

Description	Quantity	Unit	Unit Cost	Total
Plate	4	Doz.	135	560
Food Bowl	4	Doz.	142	568
Spoon	2	Doz.	52	104
Fork	4	Doz.	95	380
Ladle	4	Pc.	79	316
Alcohol spray	2	Pc	45	90
Tissue Holder	2	Pc	25	160
Basin	4	Pcs.	120	600
Tupperware	8	Pcs.	89	712
Knife	6	Pcs.	50	300
Bolo	2	Pc.	380	760
Bucket	2	Pc.	120	240
Dipper	4	Pcs.	35	140
Tong	4	Pc.	30	120
Measuring Cups	2	Set	45	90
Kettle	2	Pc.	215	430
Colander	2	Pc.	95	190
Steamer	2	Pc.	385	770
Vacuum Flask	4	Pcs.	315	1,260
Potholder	12	Pcs.	3	36
Glass	4	Doz.	250	1,000
<b>Total</b>				<b>8,806</b>

### Depreciation Cost for Tools and Utensils

Table 30 presents the depreciation cost of tools and utensils of the proposed business.

Table 30  
Depreciation Cost for Tools and Utensils

<b>Description</b>	<b>Total Cost</b>	<b>Scrap Value</b>	<b>Lifespan</b>	<b>Depreciation</b>
Plate	540	0	5	108
Food Bowl	568	0	5	114
Spoon	104	0	5	21
Fork	380	0	5	76
Ladle	316	0	5	63
Alcohol spray	90	0	5	18
Tissue Holder	160	0	5	32
Basin	600	0	5	120
Tupperware	712	0	5	142
Knife	300	0	5	60
Bolo	760	0	5	152
Bucket	240	0	5	48
Dipper	140	0	5	28
Tong	120	0	5	24
Measuring Cups	90	0	5	18
Kettle	430	0	5	86
Colander	190	0	5	38
Steamer	770	0	5	154
Vacuum Flask	1,260	0	5	252
Potholder	36	0	5	7
Glass	1,000	0	5	200
<b>Total</b>	<b>8,806</b>			<b>1,761</b>

### Equipment

Table 31 presents the cost of equipment to acquire for the proposed business operation.

Table 31

## Total Cost of Equipment to Acquire

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Total</b>
Refrigerator	1	Pc	14,000	14,000
Glue gun	2	pcs	55	110
Wallfan	2	pcs	225	450
Gas stove	1	Set	3,200	3,200
<b>Total</b>				<b>17,760</b>

**Depreciation Cost for Equipment**

Table 32 presents the annual depreciation cost of equipment for the proposed business.

Table 32

## Depreciation Cost for Equipment

<b>Description</b>	<b>Total Cost</b>	<b>Scrap Value</b>	<b>Life Span</b>	<b>Depreciation</b>
Refrigerator	14,000	0	5	2,800
Glue gun	110	0	5	22
Wallfan	450	0	5	90
Gas stove(set)	3,200	0	5	640
<b>Total</b>	<b>17,760</b>			<b>3,552</b>

**Furniture and Fixtures**

Table 33 presents the total cost of furniture and fixtures to acquire for the proposed business. Moreover, depreciation cost for furniture and fixtures is also presented in the next table, table 34.

Table 33

## Total Cost of Furniture and Fixtures to Acquire

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Total</b>
Plastic Chairs	7	Pcs	315	2,205
<b>Total</b>				<b>2,205</b>

**Depreciation Cost for Furniture and Fixtures**

Table 34 presents the annual depreciation cost for furniture and fixtures of the proposed business.

Table 34

## Depreciation Cost for Furniture and Fixtures

<b>Description</b>	<b>Total Cost</b>	<b>Scrap Value</b>	<b>Lifespan</b>	<b>Depreciation</b>
Plastic Chairs	2,205	0	5	221
<b>Total</b>	<b>2,205</b>			<b>221</b>

**Utilities Expense**

Table 35 presents the annual cost of utilities expense for the proposed business.

Table 35

## Annual Cost of Utilities Expense

<b>Description</b>	<b>Watts</b>	<b>Rate</b>	<b>Total</b>
Electricity	50	12	600
Monthly (multiple to 12 mos.)			600
<b>Annual Expense:</b>			<b>7,200</b>

## Leasehold Improvement

Table 36 presents the cost of leasehold improvement that needs to be done for the proposed business. Counter table which is necessary for the customer service and payment of orders. Dine in table, where the customers can comfortably eat, kitchen cabinet which will serve as storage for kitchen and store supplies as well as kitchen table which is necessary for cooking and preparation of orders. This can help to make cooking easier and allow to complete task in the kitchen quickly. Moreover, message wall is included for the improvement of the store where customers can write their suggestions and feedbacks with the service experience and product they purchased. Customers could also write their favorite quotes, motto and "hugot lines" while enjoying the food and services of the proposed business. Wall for business name and logo that will also serve as customers photo booth.

Table 36

### Total Cost of Leasehold Improvement

<b>Description</b>	<b>Cost</b>	<b>Total</b>
Counter Table	2,370	2,370
Dine In Table	3,680	3,680
Kitchen cabinet	4,200	4,200
Kitchen Table	3,360	3,360
Message wall	2,560	2,560
Business name and Logo (wall)	2,212	2,212
<b>Total</b>		<b>18,382</b>

### Amortization for Leasehold Improvement

Table 37 presents the cost of amortization for leasehold improvement for the proposed business.

Table 37

#### Amortization for Leasehold Improvement

Description	Total Cost	Life Span	Amortization
Leasehold Improvement	18,382	5	3,676
<b>Total</b>			<b>3,676</b>

### Office Supplies

Table 38 presents the total cost of supplies to be acquired for the proposed business.

Table 38

#### Annual Cost of Office Supplies to Acquire

Description	Quantity	Unit	Unit Price	Total
Calculator	1	Pc	415	415
Ballpen	1	Box	6	72
Record Book	2	Pcs.	89	178
Stapler	1	Pc.	49	49
Stick Glue	1	Pack	59	59
Columnar book	1	Pc	29	29
Journal Book	1	Pc.	29	29
Ledger	1	Pc	30	30
Yellow Pad	1	Pack	35	35
Ruler	2	Pcs	5	10
<b>Annual Expense</b>				<b>906</b>

## Consumable Supplies

Table 39 presents the annual cost of consumable supplies for the proposed supplies.

Table 39  
Annual Cost of Consumable Supplies

Description	Quantity	Unit	Unit Price	Total
Paper bags	5	Packs	50	250
Plastic bags	5	Packs	45	225
Foil	10	Rolls	30	300
Cling wrap	1	Roll	205	205
Disposable Cups	10	Packs	149	1,490
<b>Annual Expense</b>				<b>2,470</b>

## Decorating Supplies

Table 40 presents the cost of decorating supplies for the proposed business.

Table 40  
Total Cost for Decoration

Description	Quantity	Unit	Unit Price	Total
Floor mat	5	Meters	50	250
Wallpapers	5	Meters	45	225
Plastic flowers	10	Pcs.	30	300
Native Coffee Frames	4	Pc.	205	820
Coffee Logo	1	Pc.	215	215
Plastic Bamboo Tree	1	Pc.	119	119
Bilao(as native theme design)	45	Pcs.	54	2,430
Native Lamp shade	2	Pcs.	145	290
Plastic Leaves	12	Pcs	24	288
<b>Total</b>				<b>4,937</b>

## Government and Legal Requirements

In order for a business to operate legally, the proposed business needs to comply the necessary permits and licenses.

### DTI Registration

Table 41 presents the cost of DTI permit for the proposed business.

Table 41

#### Annual Cost of DTI Permit

<b>Description</b>	<b>Amount</b>
DTI Permit	300
<b>Annual Expense</b>	<b>300</b>

### Taxes and Licenses

Table 42 presents the annual cost of taxes and licenses that the proposed business will acquire.

Table 42

#### Annual Cost of Taxes and Permits

<b>Description</b>	<b>Amount</b>
Barangay Clearance	50
Police Clearance	100
Mayors Permit	3,000
<b>Annual Expense</b>	<b>3,150</b>

## Rental Expense

Table 43 presents the annual cost of rental expense for the proposed business. Additional charges will be apply for the electricity. Moreover, there will no charges for water since the chosen target area for the proposed business only use deep well. Moreover, water on the deep well will be used for washing the dishes only, for food preparation and cooking, proponents will use distilled water or mineral water.

Table 43

### Annual Cost of Rental Expense

<b>Rent Expense</b>	<b>Monthly Payment</b>
Building Space	5,000
<b>Annual Expense</b>	<b>60,000</b>

## Labor Expense

Table 44 presents the annual cost of labor expense for the proposed business. The labor expense for the proposed business is for the payment of delivering the ordered ingredients and materials that is necessary in the operation of the proposed business.

Table 44

### Annual Cost of Labor Expense

<b>Description</b>	<b>Amount</b>
Labor ( delivery fees)	900
<b>Annual Expense:</b>	<b>900</b>

## Maintenance Expense

Table 45 presents the annual cost of maintenance expense for the proposed business.

Table 45

### Annual Cost Maintenance Expense

Description	Quantity	Unit	Cost	Total
Stick broom	2	Pc.	10	10
Feather duster	2	Pc.	30	30
Dust pan	1	Pc.	75	75
Trash can (big)	1	Pcs.	148	148
Table rag	5	Pcs.	20	100
Rags	4	Pcs.	50	200
Gas refill	11	Tanks	1,050	11,550
Tuff(small)	1	Bottle	150	150
Brush	2	Pcs.	15	30
<b>Annual Expense</b>				<b>12,333</b>

## Advertising and Promotion

Table 46 presents the annual cost of advertising and promotional expenses for the proposed business. This is necessary for the expansion of the market and increase the sales of the proposed business.

Table 46

### Annual Cost of Advertising and Promotion

Advertising Expense	Quantity	Unit	Amount	Annual Expense
Printed Tarpaulin	1	Pc.	350	350
Flyers/Printouts	50	Pcs.	2	100
<b>Annual Expense</b>				<b>450</b>

## Transportation Expense

Table 47 presents the annual cost of transportation expense for purchasing store supplies, ingredients, equipment and materials for proposed business.

Table 47

### Annual Cost of Transportation Expense

<b>Description</b>	<b>Monthly</b>
Transportation Expense	300
<b>Annual Expense</b>	<b>3,600</b>

## Sanitary Supplies

Table 48 presents the annual cost of sanitary supplies for the proposed business which is table napkin and alcohol, this is necessary considering the existence of pandemic in the country.

Table 48

### Annual Cost of Sanitary Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Amount</b>	<b>Total</b>
Alcohol	2	Gallon	300	900
Table Napkin	3	Packs	105	315
<b>Annual Expense</b>				<b>1,215</b>

## **Chapter 4**

### **MANAGEMENT ASPECT**

#### **Legal Form of Business Organization**

Together with the same vision and goals in order to make, "COFFEED ISLAND PAINITAN AND NATIVE DELICACIES STORE", succeed, it is basically a sole proprietorship form of business organization. Sole proprietorship is the simplest and most flexible business structure. A business that legally has no separate existence from its owner. Income and losses are taxed on the individual's personal income tax return. Proprietor will benefit from any profits and sustains part of any losses of the proposed business. The proprietor is able to add extra brainpower and set of hands that will help complement each skills and knowledge to create the necessary balance between strengths and weaknesses which will help to magnify the proposed business strengths and to be able to maximize the profit.

#### **Organizational Structure**

To have an overview on the personnel of the proposed business, figure 8 presents the list of people that the proposed business needs for the operation. Moreover, their position, qualification and job descriptions are also presented in Table 49.

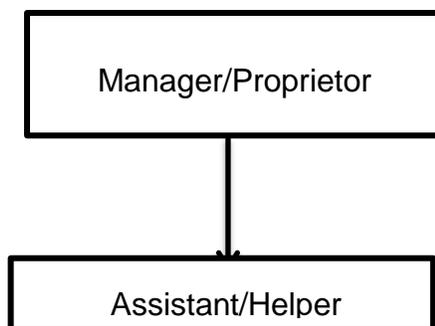


Figure 8. Organizational Structure

### Responsibility Matrix

Table 49 presents the lists of positions, qualifications and job descriptions that the proposed business will need.

Table 49

### Responsibility Matrix

Position	Qualification	Responsibilities
Proprietor		<ul style="list-style-type: none"> <li>○ Formulate goals, objective and marketing strategies.</li> <li>○ Will supervised the business operation.</li> <li>○ Will serve as the admin of business page and will entertain customers online.</li> <li>○ Will do the cooking.</li> </ul>
Helper	<ul style="list-style-type: none"> <li>○ Have interpersonal skills, responsive, attentive and responsible.</li> </ul>	<ul style="list-style-type: none"> <li>○ Will assist the manager</li> <li>○ Will purchase store supplies, will entertain and serve customers orders.</li> <li>○ Will serve as cashier.</li> <li>○ Will deliver orders.</li> </ul>

## Labor Requirement

The proprietor will play all the roles that are shown in the responsibility matrix. Moreover, the proprietor will need only one helper that will assist in the overall operation of the business. Employees and or helper will be rated daily basis. Hence, the “no work, no pay” policy will be applied. Labor requirement is presented in table 50.

Table 50  
Labor Requirement

<b>Position</b>	<b>No. of Employees</b>	<b>Daily Rate</b>	<b>Monthly Rate</b>	<b>Annual Cost</b>
Helper	1	366	9,516	114,192
Less: EE Share				10,140
<b>Total Cost</b>		<b>366</b>	<b>9,516</b>	<b>104,052</b>

## Employee Benefits and Management Policies

The proprietor will comply with the minimum wage law regarding the amount of compensation to the employees. Furthermore, the labor code of the Philippines will also be followed. Statutory benefits like the social security system, Phil health, and Pag-IBIG will be provided to the helper and or employee. Presented in table 51 is the employer and employee government payable share that the proposed business will provide and follow.

Table 51

## Employer and Employee Government Payable Share

<b>Benefits</b>	<b>Employer Rate</b>	<b>Employee Rate</b>	<b>Total</b>
Phil Health	150	150	300
SSS	935	495	1,430
Pag-IBIG	200	200	400
Monthly (Multiple to 12 mos.)	1,285	15,420	2,130
<b>Annual Expense</b>	<b>15,420</b>	<b>10,140</b>	<b>25,560</b>

### **Management Policies**

For the employees to be guided appropriately, some rules and regulations are stipulated for them to follow.

### **Hiring of Employees**

As the owner of the proposed business, the proprietor will be the one to hire and select the employees.

### **Training of Employees**

Since the proposed business is complicated to managed, has a complex job to perform and a need for critical thinking and a thorough training. The hired employees will be oriented and informed by the proprietor on what are their responsibilities. Employees are required to attend basic seminars and workshops to assist their skills and capacity, preferably in storing, cooking and handling products. Moreover, they are required to be trained for at least two weeks in the

store with pay to apply what they had learned in their trainings, workshops and seminars.

### **Termination of Employees**

An employee will be terminated from his job for the following reasons:

- a. Too much absences without permission;
- b. Stealing from the business property;
- c. Fraud or willful breach of trust
- d. Extreme misconduct
- e. Negligence of duty ;and
- f. Commission of crime or offense

### **Projected Time Table**

The project time table organizes tasks, resources and due dates in an ideal sequence. It serves as reference in defining project goals and will determine the final deadline of the project. Moreover, it will assist firm to be responsible and attentive in executing the provided plan in the project time table and will help eliminate wasteful activities. As shown in table 53, feasibility study is conducted on June 2020. Acquisition of funds, materials and purchasing of equipment is needed on July 2020. Acquisition of permits and licenses is on August 2020 and finally, implementation and operation of the proposed business is on September 2020.



## **Chapter 5**

### **FINANCIAL ASPECT**

This chapter determines the profitability of the proposed business. The estimation, evaluation, and assumptions of the project are shown in this aspect.

#### **Major Assumptions**

##### **Revenue Assumptions**

1. The major revenue comes from the sales of painitan and native delicacy products. Moreover, the proposed business will incur no liabilities.
2. Sales are all cash basis; selling price will increase by 4.5% annually.

##### **Expense Assumptions**

1. Purchases of the products would increase 4.5% annually.
2. Inventory end is assumed to be 2% of the purchases.
3. Fix operating expenses includes:
  - a. Labor Expenses
  - b. Equipment
4. Expenses would increase by 4.5% annually. This includes:
  - a. Supplies Expense
  - b. Rental Expense
  - c. Transportation Expense

- d. Miscellaneous Expense
- e. Office Supplies
- f. Purchases
- g. Consumable Supplies
- h. Decorating Supplies
- i. Utilities Expense
- j. Advertising Expense
- k. Sanitary Supplies
- l. Labor Expense

- *Note: 4.5% increase annually was based on the inflation rate imposed as of 2020.*

## **Assets**

The following assets will be depreciated using straight-line method with estimated salvage value of 10%.

Table 53

### Assets

<b>Assets</b>	<b>Salvage Value</b>	<b>Estimated Useful Life</b>
Tools/Utensils	10%	5 years
Equipment	10%	5 years
Furniture and fixtures	10%	5 years

## **Liabilities**

The proponent will only rent a building space and it will be finance through the proponents personal proceeds, thus, there is no expected liability.

### Project cost

Table 54  
Total Project Cost

<b>A. Pre-Operating Expense</b>	<b>Amount</b>	<b>Total</b>
Taxes and Permits (Table 43)	3,150	
DTI Registration (Table 42)	300	
Decorating Supplies (Table 41)	4,937	
Advertising Expense (Table 47)	450	
Feasibility Study	1,000	<b>9,837</b>
<b>B. Fixed Assets and Requirements</b>		
Tools and Utensils (Table 30)	8,806	
Equipment (Table 32)	17,760	
Furniture and Fixtures (Table 34)	2,205	<b>28,771</b>
<b>C. Leasehold Improvement (Table37)</b>	<b>18,382</b>	<b>18,832</b>
<b>D. Working Capital Requirements</b>		
Purchases	65,483	
Office Supplies ( Table 39)	76	
Salaries Expense (schedule 19)	8,671	
Rental Expense (Table 44)	6,000	
Maintenance Expense (Table 45)	1,028	
Sanitary Supplies (Table 49)	101	
Transportation Expense (Table 48)	300	
Consumable Supplies (Table 40)	206	
Labor Expense (Table 46)	75	
<b>Total Project Cost</b>		<b>93,981</b>

### Source of Capital

The total project costs amounting to P93, 981.00 will be financed through the owner's investment and personal proceeds.

## **Projected Financial Statements**

Projected financial statements are financial modeling techniques that provide answers to questions that may come from lenders, investors or other business stakeholders. Financial projections helps firms to see when to have financing needs and the best time to make capital expenditures. Moreover, it helps firm monitor cash flow, change pricing or alter production plans and will determine the business financial conditions. (Rami, 2020)

As a whole, financial performance is important because it helps determine the business potential future growth and it is a good indication for prospective investors who want to invest in the business.

Below are the projected financial statements for the proposed study. The first financial statement is the projected income statement. It shows the result of the business operation and financial activities from year 1 to 5. It shows the profits and losses for a specific future period, next quarter or the next fiscal years. As a result, the proposed business had an increasing income for the future years with P 78,663 income in the first year.

Next is the projected statement of cash flows which shows the list of all expected cash inflows and outflows for the coming year 1 to 5. Result implies that the proposed business had positive cash flow position as it has more cash inflows than cash outflows.

Lastly, the projected statement of financial position. It shows the business assets, liabilities and owner's equity for coming year 1 to 5. In this report, result shows that the proposed business incurs no liabilities and has increasing assets and owners' equity in the future years.

**COFFEED ISLAND PAINITAN AND NATIVE DELICACIES STORE**  
**Projected Income Statement**  
**For five Years Ended December 31**  
**(In peso)**

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Sales</b> (sched.3)	<b>1,061,786</b>	<b>1,133,025</b>	<b>1,208,526</b>	<b>1,288,527</b>	<b>1,061,786</b>
Less: Cost of goods sold					
Beginning Inventory		15,604	15,930	16,255	16,581
Purchases	780,213	796,486	812,760	829,033	919,170
Total goods available for sale	780,213	812,091	828,690	845,288	935,750
Less: Ending Inventory (sched.15)	15,604	15,930	16,255	16,581	18,383
Total Cost of goods sold	764,609	796,161	812,434	828,708	917,367
<b>Gross Profit</b>	<b>297,177</b>	<b>336,864</b>	<b>396,091</b>	<b>459,819</b>	<b>455,914</b>
Less: Operating Expenses					
Selling & Administrative Expense (sched.31)	208,096	218,619	220,380	222,221	224,101
Accumulated Depreciation Expenses (sched.13)	5,534	5,534	5,534	5,534	5,534
Amortization Exp. (Pre-op) (sched.7)	1,208	1,208	1,208	1,208	1,208
Amortization Exp. Leasehold Improvements (shed.9)	3,676	3,676	3,676	3,676	3,676
Total Expenses:	218,514	229,037	230,799	232,639	234,519
<b>Net profit/loss</b>	<b>78,663</b>	<b>107,827</b>	<b>165,293</b>	<b>227,180</b>	<b>221,395</b>

**COFFEED ISLAND PAINITAN AND NATIVE DELICACIES STORE**  
**Projected Statement of Cash Flow**  
**For five Years Ended December 31**  
**(In Philippine Peso)**

	Pre op	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Flow From Operating</b>						
<b>CASH INFLOWS</b>						
Cash Sales		1,0761,786	1,133,025	1,208,526	1,288,527	1,373,281
Total Cash Inflow		1,0761,786	1,133,025	1,208,526	1,288,527	1,373,281
<b>CASH OUTFLOWS</b>						
Purchases		780,213	796,486	812,760	829,033	919,170
Add: Selling and administrative expense (sched.31)		208,096	218,619	220,380	222,221	224,145
Total Cash Outflow		988,309	1,015,105	1,033,140	1,051,254	1,143,315
<b>Net Cash Flow From Financing act.</b>		<b>73,477</b>	<b>117,920</b>	<b>175,386</b>	<b>237,273</b>	<b>230,011</b>
<b>Cash flow From Financing Act.</b>						
Owners' Equity (Table 55)	93,981					
Cash flow from investing						
less: Fixed Investment(sched.14)	28,771					
Pre-operating (sched.6)	9,837					
Leasehold Improvement (sched.8)	18,382					
<b>Net Cash Flow from Financing Act.</b>	<b>56,990</b>					
Add: Beg Balance		36,991	110,468	228,388	403,774	641,046
<b>Ending Balance</b>	<b>36,991</b>	<b>110,468</b>	<b>228,388</b>	<b>403,774</b>	<b>641,046</b>	<b>871,012</b>

**COFFEED ISLAND PAINITAN AND NATIVE DELICACIES STORE**  
**Statement of Financial Condition**  
**For five Years**  
**(In Philippine Peso)**

	Pre-op	Year 1	Year 2	Year 3	Year 4	Year 5
<b>ASSETS</b>						
Current Assets						
Cash	36,991	110,468	228,388	403,774	641,046	871,012
Inventory (sched.14)		15,604	15,930	16,255	16,581	18,383
<b>Total Current assets</b>	<b>36,991</b>	<b>126,072</b>	<b>244,318</b>	<b>420,029</b>	<b>657,627</b>	<b>889,395</b>
<b>Non-Current Assets</b>						
<b>Fixed Investment</b> (sched.14)	<b>28,771</b>	<b>28,771</b>	<b>23,237</b>	<b>17,703</b>	<b>12,170</b>	<b>6,636</b>
Less: Accumu. Depreciation Exp. ( sched.11)	0	5,534	5,534	5,534	5,534	5,534
<b>Net fixed investment</b>	<b>28,771</b>	<b>23,237</b>	<b>17,703</b>	<b>12,170</b>	<b>6,636</b>	<b>1,102</b>
Leasehold Improvement (sched.37)	18,382	18,382	14,706	11,029	7,353	3,676
Less: Amortization (sched.9)		3,676	3,676	3,676	3,676	3,676
Net: Leasehold Improvement	18,382	14,706	11,029	7,353	3,676	
Pre-operating Expense (sched.16)	9,837	9,837	8,629	7,421	6,213	5,005
Less: Amortization (sched.8)		1,208	1,208	1,208	1,208	1,208
<b>Net Pre-Operating Expense:</b>	<b>9,837</b>	<b>8,629</b>	<b>7,421</b>	<b>6,213</b>	<b>5,005</b>	<b>3,797</b>
<b>Total Non-current assets</b>	<b>56,990</b>	46,572	36,154	25,735	15,317	4,899
<b>Total Assets</b>	<b>93,981</b>	<b>172,644</b>	<b>280,471</b>	<b>445,764</b>	<b>672,944</b>	<b>894,295</b>
<b>LIABILITIES AND OWNER EQUITY</b>						
Owners' equity	93,981	93,981	172,644	280,471	445,764	672,944
Profit/Loss		78,663	107,827	165,293	227,180	221,395
<b>Total Liabilities and Owners' Equity</b>	<b>93,981</b>	<b>172,644</b>	<b>280,471</b>	<b>445,764</b>	<b>672,944</b>	<b>894,295</b>

## FINANCIAL ANALYSIS

### Return on Investment

Return on Investment (ROI) is a tool that is used to measure the performance of any investment and is also used to evaluate the efficiency of any investment. It is also an indicator of investments profitability. Return on Investment provides a synopsis on the efficiency on utilizing the organizations' resources to generate earnings.

ROI was derived by using the following formula:

$$\text{Return on Investment (ROI)} = \frac{\text{Net Profit}}{\text{Cost of Investment}} * 100$$

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Net Income	78,663	107,827	165,293	227,180	221,351
Investment	93,981	93,981	93,981	93,981	93,981
<b>Rate</b>	<b>84%</b>	<b>115%</b>	<b>176%</b>	<b>242%</b>	<b>236%</b>

Results implies that the proposed business possess high return of investment with 171% average return in its five years of operation.

### Payback Period

Payback period measures the length of time required to recover the capital outlay or the cost of investment. An investment is more desirable when the cost of investment can be recovered within a short period of time or when cost is recovered quickly.

$$\text{Payback Period} = \frac{\text{Initial Investment}}{\text{Cash flow per year}}$$

	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Investment	93,981	93,981	93,981	93,981	93,981
Cash flow per year	110,468	228,388	403,774	641,046	871,012
Payback Period	0.85	0.41	0.23	0.15	0.11
Payback Period in Months	10	5	3	2	1

Results implies that business is feasible and profitable because the initial investment will be recover within four (4) months of operation.

### **Break-even Analysis**

Break-even point is the point at which the total cost and total revenue for a particular venture is equal. It helps to determine how many units of products must be sold to cover the fixed and variable costs of production. It is a reference and a measure of safety especially for sales.

For break-even point in units, the following table are the quantity of products that the proposed business should sell in order to have equal total cost and total revenue

$$\text{Break – even Point (Units)} = \frac{\text{Fixed Costs}}{\text{Sales price per unit – Variable cost per unit}}$$

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Cost	202,223	17,024	17,790	18,591	19,427
Sales Price per Unit	13	13	14	15	15
Less: Variable Cost per Unit	9	10	10	10	10
<b>Break-even Point in Unit</b>	<b>60,097</b>	<b>4,537</b>	<b>4,091</b>	<b>3,740</b>	<b>4,029</b>

Results implies that the business can sell 15,299 units of products in its five years of operation.

Break-even peso was derived using the following formula:

$$\text{Break - even Point (Sales in Peso)} = \frac{\text{Fixed Costs}}{\text{Contribution Margin}}$$

	Year 1	Year 2	Year 3	Year 4	Year 5
CMU	3	4	4	5	5
Fixed Cost	202,223	212,013	213,008	214,049	215,136
BE in Unit	60,097	56,502	48,989	43,063	44,622
<b>Break-even Point in Peso</b>	<b>764,430</b>	<b>751,050</b>	<b>680,479</b>	<b>625,090</b>	<b>676,864</b>

It can be interpreted in the table that the proposed business had high fixed costs because it has incur high expenses before the operation which resulted to high break-even point in peso of 699,583 in its five years of business operation.

### Contribution Margin Ratio

The contribution margin ratio is the difference between a company's sales and variable expenses expressed as percentage. It is used to target profit and break-even analysis, and can be used to quickly estimate the effect on profits of a change in sales revenue.

Contribution Margin Ratio is derived using the following formula:

$$\text{Contribution Margin} = \frac{\text{Sales Price per unit} - \text{Variable cost per unit}}{\text{Sales Price per unit}}$$

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Sales	1,061,786	1,133,025	1,208,526	1,288,527	1,373,281
Less: Variable Cost per Unit	16,291	17,024	17,790	18,591	19,427
Contribution Margin	780,900	813,185	830,225	847,298	936,794
<b>CM Ratio</b>	<b>0.26</b>	<b>0.28</b>	<b>0.31</b>	<b>0.34</b>	<b>0.32</b>

It can be interpreted that the contribution margin of the proposed business shows a good performance in profitability with 0.30 CM ratio in its five years of business operation, moreover, it had high and good performance in sales as it is one of the basis of maximizing the business profit.

## Chapter 6

### SOCIO - ECONOMIC ASPECT

Business plays a vital role in the economic development and wealth of a country. Success in business translates to the economic well-being of a company and its residents through job creation and offering improved quality of life for the country's citizens. It is businesses that generate most of nation's wealth, creates lions' share of jobs, and provides most of the funds that go towards government spending. (Schimmel, 2018)

In the Philippine Constitution recognizes entrepreneurship as an engine of economic growth. Article XII Section 1 highlights the role of private enterprises in supporting equitable distribution of income and wealth, sustaining production of goods and services and expanding productivity, therefore raising the quality of life. The Philippine Development Plan (PDP) further reinforces the thrust on entrepreneurship through trade and investment to achieve the government's goal of economic development and job creation. (Avenido, 2015)

The entrepreneurship nowadays is becoming more productive and progressive. Even when the pandemic came, entrepreneurs all over the world are doing their very best to strive hard for the economy. Technology became more pervasive as one of the entrepreneurs strategy in competing freely in the market. Entrepreneurship has the ability to improve standards of living and create wealth, not only for entrepreneurs but also for other related businesses. For these reasons, the establishment of painitan and and native delicacies store at

Pitogo Pres.C.P. Gracia, Bohol will not only benefit the target market area but also to its communities as well as through the following:

**Social Benefits:**

1. The proposed business will benefit the residence of the place by providing and satisfy their needs in terms of snacks.
2. The proposed business will offer healthy and good service to the community.
3. Better relationships between customers and suppliers in the community.
4. The proposed business aims to give a satisfying snacks to the residence especially to all the fishermen who go early to the sea for fishing. The fishermen can have early snacks before fishing every time they visit to the store.
5. The owners of the proposed business can assure to have a hand in hand and good service by serving customers snacks and to give their wants and needs while staying in the area as much as possible.
6. The proposed business can attract investors within the community.
7. The proposed business can give a hands on experience to the researchers in handling business and how to provide effective customer satisfaction.

**Economic Benefits:**

1. The proposed business can give employment since it will need a building space. The income earned from employment will translate into economic benefits to their respective families.
2. Supplier can earn additional income for the materials and or supplies to be purchased.
3. The local government can earn additional income out of the permit and license to be served by the proposed business.
4. The proposed business is an eco-friendly; it will use recyclable materials as much as possible. The proposed business will provide a trash bins for proper disposal of garbage. Moreover, proponents will provide each type of solid wastes, such as biodegradable, non-biodegradable, hazardous, and recyclable wastes beside the stall to maintain cleanliness around the area of the proposed business.
5. The profit earned by the proponents will help expand the proposed business.
6. The proposed business is a model an environmental friendly business. The proponents will have proper disposal of garbage to avoid environmental distractions.
7. The proposed business will bring growth and innovation through innovating food products.

## **Chapter 7**

### **SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION**

This chapter presents the summary of findings, conclusions, and recommendations drawn from the findings.

#### **Summary of Findings**

After a thorough analysis of the study, the researchers came up with the following findings:

As to Target Market, majority of the respondents were in the age bracket of 31-40 with a percentage rate of 48%, most of them were female with a percentage rate of 57% and had a monthly income of 1,000-5,000 with a percentage rate of 85%. As to approval rating of respondents towards the proposed business, majority of them strongly agrees with the proposed business with a percentage rate of 64%. Majority of the respondents said they would recommend the proposed business to friends and colleagues with a percentage rate of 99%.

As to Market Aspect, the projected demand in the first year is 2,237,472. The projected supply by pcs for the first year is 382,500. The expected proponent's capacity is 45%. The competitors supply capacity in the first year is 382,500 and the proponent's production capacity in the first year is 74,198.88. Moreover, the market share in the first year is 15% from the total supply in the market.

As to Technical Aspect, the location of the business is in Pitogo Pres. C.P. Garcia, Bool. It is near the port where passenger vessels via Pitogo to Ubay, Pitogo to Cebu City and vice versa. Moreover, there is no existing painitan and native delicacy business in the area. Technically, the amount of rent for building and its layout was already determined, furniture and fixtures as well as tools and utensils needed had already been determined and are available locally.

As to Management Aspect, the proposed business will have a sole proprietorship as its form of ownership and will only need one helper that will be in charge and assistant of the proprietor for the overall operation of the business. Moreover, employee's standard benefits will be imposed accordingly.

As to Financial Aspect, the total project cost is P93, 981.00. It will have a projected income of P78, 663.00 in the first year. The return on investment in the first year is 84% and its payback period is within ten (4) months of business operation.

As to Socio-Economic Aspect, the proposed business will offer healthy and customer satisfaction towards the community, it will provide employment opportunities and provide income to the local government out of the business permit and licenses that the proposed business will serve.

## **Conclusions**

After analysis of the data gathered, the researchers concluded that the proposed business at Pitogo, Pres. Carlos P. Garcia Bohol is feasible. Majority of

the respondents were in the age bracket of 31-40 with a percentage rate of 48%, most of them were female with a percentage rate of 57% and had monthly income of 1,000-5,000 with a percentage rate of 85%. The projected demand is higher than the projected supply. It means that there is higher percentage of unmet demand that the proponents can cater which gives a high market share. The proposed business is one of the business establishment in Pitogo, Pres. Carlos P. Garcia Bohol which will surely satisfy customer. The total project cost of P 93,981.00 will be recovered after 4 years of the business operation. Thus, the researchers concluded that the proposed business is favorable and feasible.

### **Recommendations**

Based on the conclusions drawn from the study, the researchers came up with the following recommendations:

- Researchers recommends to serve puto maya and hot choco for painitan products, innovative cassava cake and banana cake for native delicacy products of the proposed business.
- Based on the result, researchers also recommends to offer promos and discount to customers to increase sales based on the competitors survey.
- Results shows that repondents commonly used social media platform is Facebook, thus, the researchers recommends to create a Facebook page for the proposed business as one of the proponents marketing strategy.

- Employees or product servers should be well-groomed, wearing of facemask, apron and hairnet is a must.
- The proposed business should set the product prices affordable for customers, affordable price yet, proponents can still gain profit without making any losses.
- The proposed business should maintain cleanliness. Areas in the store should be well- arranged and sanitized as well as its tools, equipment's', and cooking facilities to ensure food safety and security in the store.
- Social distancing and alcohol spray for both employees and customers should be provided.
- Product orders should be delivered on time, 5-10 minutes after the customer had ordered. The time given for delivery varies upon the location of the customer.
- Service flow in the technical aspect which is figure 4 should be followed effectively.
- Advertisement of service to make it known to the public especially to the potential customers.
- Do the proper monitoring, the inventory and the proper management.
- Secure Business Permits.

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## **APPENDICES**

## APPENDIX A Instruments



Republic of the Philippines  
**BOHOL ISLAND STATE UNIVERSITY**  
Bilar Campus  
Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world class and virtuous human resource for sustainable development in Bohol and the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development, and extension services for the sustainable development of Bohol and the country.

### SURVEY-QUESTIONNAIRE FOR TARGET MARKET

Dear Respondent,

We, the Third Year Students of BS Entrepreneurship will be conducting a Feasibility Study on Establishment of Painitan and Native Delicacies Store in Pitogo, PCPG, Bohol in partial fulfillment of the requirements for the degree of BS Entrepreneurship at Bohol Island State University-Bilar Campus. It will offer snacks, beverages and combo meals, and would serve from 8:30 AM to 6:30 PM.

In this regard, we would like to ask your full cooperation in this short survey. Your honest and sincere answers are greatly appreciated. Rest assured that all your answers will be held confidential and these shall be used for study purposes only.

Thank you very much!

The Researchers

#### I. PROFILE

Name:

Address:

#### 1. Age

15-20

21-30

31-40

41-59

2. Gender

Male

Female

3. Monthly Income

1,000-5,000

5,000-10,000

10,000-20,000

20,000 and above

## II. PREFERENCES FOR THE PROPOSED BUSINESS

4. Your preferences approval with the proposed business ratio scale.

Strongly Agree

Agree

Disagree

Strongly Disagree

5. Would you like to recommend this business to your friends and colleagues?

Yes

No

6. What are characteristics would attract you to buy to a newly opened Painitan?

Price

Ambiance

Food Quality

Service

7. How often do you visit "Painitan"?

Always

Sometimes

Never

8. How often do you order delicacies?

Always

Occasionally

Never

9. Which do you prefer to buy?

per slice/cuts

whole

both

10. Choose your most favorite products and drinks for "painitan" and delicacies to be served.

**Painitan:**

Puto maya

Biko filled with lunok

Bingka

Soman Bolanghoy

- Soman camote
- Soman tiktik
- Budbud/Soman pilit
- Banana turon
- Pandesal
- Hot choco/sikwate
- Others (please specify)

**Delicacies:**

- Innovative cassava cake
- Banana cake
- Maja Blanca
- Cuchinta
- Others (please specify)

11. How many pieces are you willing to purchase for “painitan” product?

- 1-3 pcs.
- 4-6 pcs.
- 7 pcs. and above

12. How many pieces are you willing to purchase for delicacy products?

- 20-50
- 50-100
- 100-200

200 and above

13. What do you prefer?

Take-out

Dine-in

14. What social media platform you commonly used?

Face book

Twitter

Instagram

15. How often do you order food online?

Everyday

Occasionally

Most of the time

Sometimes

Never

16. Usual time you visit "painitan"/foodhaus?

Morning

Afternoon

Late afternoon

Evening

17. How often you ate snacks in a day?

- once
- two times a day
- three times a day
- five times a day

18. In connection with number 15, How much do you spend for snacks?

- P 10-30
- P 40-60
- P 60 and above

How often do you order for food delivery/takeaway?

- once a week
- 2-3 times a week
- 2-3 times a month
- sometimes
- never

19. Would you like to buy mixed products for “painitan” and delicacies using “bilao”?

- Yes
- No

20. Name your most favourite “Painitan” products.

21. Name your favourite delicacy products?



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## SURVEY-QUESTIONNAIRE FOR COMPETITORS

### I. BUSINESS PROFILE

Name of the business:

Name of the owner:

Business Location:

Number of Employees:

**Directions:** Answer the following questions, Furthermore, please don't leave unanswered items.

### II .BUSINESS BACKGROUND

1. Who generated the business idea?
2. Three opportunities you spot to come up with your business idea.
3. Who helped you to finally put up the business?
4. From whom did you get funds from starting the business?

5. How much is your beginning capital?
6. Who managed the business?
7. Who are your potential customers?
8. Top three (3) most profitable products.
9. Top three (3) problems you encounter in starting up your business.
10. Top three (3) problems you encounter with your customers.
11. Top three (3) good feedbacks from your customers.
12. How do you handle bad feedbacks from your customers?
13. How much does the average cost of your customer's purchased product?
  - [ ] 100-200
  - [ ] 200-300
  - [ ] 400-500
  - [ ] 500 and above

14. What do your customers prefer?

Dine-in

Take-out

15. Who are your direct suppliers?

16. Top three (3) problems you encounter with your suppliers.

17. Do you offer promos and discounts? Is it effective? Why or why not?

18. Estimated sales in a day

19. Estimated monthly expenses

5,000-10,000

10,000-20,000

20,000-30,000

30,000 and above

20. Estimated monthly profit

5,000-10,000

10,000-20,000

20,000-30,000

30,000 and above

21. What social media platform you used in marketing your products?

Facebook

Instagram

22. How many employees do you have?

23. How many working hours does your employee had?

24. How much is your employees' monthly salary?

25. What are the benefits of your employees?

26. What are your employees' duties and responsibilities to their respective positions?

26. Types of production

own produced product

buy and sell

27. Top three (3) things you do to your leftover products.

## APPENDIX B

### Letters



Republic of the Philippines  
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 Bilar Campus  
 Zamora, Bilar, Bohol

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June 14, 2021

**DR. MARIETTA C. MACALOT, Ph.D**

Campus Director  
 BISU-Bilar Administration's Office

Dear Dr. Macalot:

Good Day!

We, the 3rd year Bachelor of Science in Entrepreneurship students will be conducting a Market Survey for Feasibility Study entitled "**ESTABLISHMENT OF PAINITAN AND NATIVE DELICACIES STORE IN PITOGO, PRES. C.P. GARCIA, BOHOL**" in partial fulfillment of the requirements for the degree of BS Entrepreneurship at Bohol Island State University-Bilar Campus.

In this connection, we would like to request from your good office to allow us to conduct the said survey to 100 respondents in Carmen Public Market. We will make sure to request also the approval of the Municipal Mayor and Barangay Captain and observe health and safety protocols. Your approval is a great contribution for the success of this activity to a better development of our study.

We are hoping for your favorable response on this matter.  
 Thank you and more power.

Respectfully yours,

Sgd. JOAN G. BUATES  
 Sgd. JEMECEL M. BUSLON  
 Sgd. MENIROSE S. CASABERDE  
 Sgd. FELVIN L. DIEZ

Sgd. IVY L. LINGO  
 Sgd. ROBEILINE M. MACARAYAN  
 Sgd. ELMA L. PAULINES

Noted by:

**Sgd. MAE S. DAGUPAN**  
 Adviser, Feasibility Study

Recommending Approval:

**Sgd. ARLEN B. GUDMALIN**  
 Dean, CTAS

Approved:

**Sgd. MARIETTA C. MACALOT, PhD**  
 Campus Director



Republic of the Philippines  
**BOHOL ISLAND STATE UNIVERSITY**  
 Bilar Campus  
 Zamora, Bilar, Bohol

July 21, 2021

**HON. FERNANDO B. ESTAVILLA**

Municipal Mayor  
 PCPG, Bohol

Dear Mayor Estavilla:

Good Day!

We, the 3rd year Bachelor of Science in Entrepreneurship students will be conducting a Market Survey for Feasibility Study entitled **“ESTABLISHMENT OF PAINITAN AND NATIVE DELICACIES STORE IN PITOGO,PCPG,BOHOL”** in partial fulfillment of the requirements for the degree of BS Entrepreneurship at Bohol Island State University-Bilar Campus.

In this connection, we would like to request from your good office to allow us to conduct the said survey to 100 respondents in five barangays of Pitogo. We will make sure to request also the approval of the Barangay Captain and observe health and safety protocols. Your approval is a great contribution for the success of this activity to a better development of our study.

We are hoping for your favorable response on this matter. Thank you and more power.

Respectfully yours,

Sgd. JOAN G. BUATES

Sgd. IVY L. LINGO

Sgd. JEMECEL M. BUSLON

Sgd. ROBEILINE MACARAYAN

Sgd. MENI ROSE S. CASABERDE

Sgd. ELMA L. PAULINES

Sgd. FELVIN L. DIEZ

Noted by:

**Sgd. MAE S. DAGUPAN**

Adviser, Feasibility Study

Approved:

**Sgd. HON. FERNANDO B. ESTAVILLA**

Municipal Mayor

**APPENDIX C**  
Schedules

Schedule 1- Projected Sales by Pieces

**Year 1**

<b>Product</b>	<b>Expected Proponents Capacity</b>		<b>Percentage (%)</b>		<b>Projected Sales by Pieces</b>
<b>Painitan</b>					
Puto Maya	83,474	x	18	=	15,025
Hot Choco	83,474	x	13	=	10,852
Coffee	83,474	x	11	=	9,182
Banana Turon	83,474	x	10	=	8,347
Bingka	83,474	x	13	=	10,852
Biko filled with Lunok	83,474	x	5	=	4,174
Soman Pilit	83,474	x	3	=	2,504
<b>Delicacy</b>					
Innovative Cassava Cake	83,474	x	12	=	10,017
Banana Cake	83,474	x	9	=	7,513
Cuchinta	83,474	x	6	=	5,008
<b>Total Sales</b>					<b>83,474</b>

**Year 2**

<b>Product</b>	<b>Expected Proponents Capacity</b>		<b>Percentage (%)</b>		<b>Projected Sales by Pieces</b>
<b>Painitan</b>					
Puto Maya	85,239	X	18	=	15,343
Hot Choco	85,239	X	13	=	11,081
Coffee	85,239	x	11	=	9,376
Banana Turon	85,239	x	10	=	8,524
Bingka	85,239	x	13	=	11,081
Biko filled with Lunok	85,239	x	5	=	4,262
Soman Pilit	85,239	x	3	=	2,557
<b>Delicacy</b>					
Innovative Cassava Cake	85,239	x	12	=	10,229
Banana Cake	85,239	x	9	=	7,671
Cuchinta	85,239	x	6	=	5,114
<b>Total Sales</b>					<b>85,239</b>

## Year 3

Product	Expected Proponents Capacity		Percentage (%)		Projected Sales by Pieces
<b>Painitan</b>					
Puto Maya	87,003	x	18	=	15,661
Hot Choco	87,003	x	13	=	11,310
Coffee	87,003	x	11	=	9,570
Banana Turon	87,003	x	10	=	8,700
Bingka	87,003	x	13	=	11,310
Biko filled with Lunok	87,003	x	5	=	4,350
Soman Pilit	87,003	x	3	=	2,610
<b>Delicacy</b>					
Innovative Cassava Cake	87,003	x	12	=	10,440
Banana Cake	87,003	x	9	=	7,830
Cuchinta	87,003	x	6	=	5,220
<b>Total Sales</b>					<b>87,003</b>

## Year 4

Product	Expected Proponents Capacity		Percentage (%)		Projected Sales by Pieces
<b>Painitan</b>					
Puto Maya	88,768	x	18	=	15,978
Hot Choco	88,768	x	13	=	11,540
Coffee	88,768	x	11	=	9,765
Banana Turon	88,768	x	10	=	8,877
Bingka	88,768	x	13	=	11,540
Biko filled with Lunok	88,768	x	5	=	4,438
Soman Pilit	88,768	x	3	=	2,663
<b>Delicacy</b>					
Innovative Cassava Cake	88,768	x	12	=	10,652
Banana Cake	88,768	x	9	=	7,989
Cuchinta	88,768	x	6	=	5,326
<b>Total Sales</b>					<b>88,768</b>

## Year 5

Product	Expected Proponents Capacity		Percentage (%)		Projected Sales by Pieces
<b>Painitan</b>					
Puto Maya	90,533	x	18	=	16,296
Hot Choco	90,533	x	13	=	11,769
Coffee	90,533	x	11	=	9,959
Banana Turon	90,533	x	10	=	9,053
Bingka	90,533	x	13	=	11,769
Biko filled with Lunok	90,533	x	5	=	4,527
Soman Pilit	90,533	x	3	=	2,716
<b>Delicacy</b>					
Innovative Cassava Cake	90,533	x	12	=	10,864
Banana Cake	90,533	x	9	=	8,148
Cuchinta	90,533	x	6	=	5,432
<b>Total Sales</b>					<b>90,533</b>

## Schedule 2- Projected Purchases by Pieces

## Year 1

Product	Expected Proponents Capacity		Percentage (%)		Projected Purchases by Pieces	Total Purchases Annually
<b>Painitan</b>						
Puto Maya	83,474	x	18	=	15,025	189,793
Hot Choco	83,474	x	13	=	10,852	209,194
Coffee	83,474	x	11	=	9,182	21,425
Banana Turon	83,474	x	10	=	8,347	36,728
Bingka	83,474	x	13	=	10,852	158,828
Biko filled with Lunok	83,474	x	5	=	4,174	27,129
Soman Pilit	83,474	x	3	=	2,504	6,453
<b>Delicacy</b>						
Innovative Cassava Cake	83,474	x	12	=	10,017	39,021
Banana Cake	83,474	x	9	=	7,513	60,101
Cuchinta	83,474	x	6	=	5,008	31,540
<b>Total Sales</b>					83,474	780,220
Add: Inventory End (2%)					1,669	15,604
<b>Total</b>					<b>85,143</b>	<b>795,817</b>

## Year 2

Product	Expected Proponents Capacity		Percentage (%)		Projected Purchases by Pieces	Total Purchases Annually
<b>Painitan</b>						
Puto Maya	85,293	X	18		15,343	193,806
Hot Choco	85,239	X	13	=	11,081	213,617
Coffee	85,239	X	11	=	9,376	21,888
Banana Turon	85,239	X	10	=	8,524	37,505
Bingka	85,239	X	13	=	11,081	162,186
Biko filled with Lunok	85,239	X	5	=	4,262	27,703
Soman Pilit	85,239	X	3	=	2,557	6,590
<b>Delicacy</b>						
Innovative Cassava Cake	85,239	x	12	=	10,229	39,846
Banana Cake	85,239	x	9	=	7,671	61,372
Cuchinta	85,239	x	6	=	5,114	31,985
<b>Total Sales</b>					85,234	796,486
Add: Inventory End (2%)					1,705	15,930
<b>Total</b>					<b>70,950</b>	<b>812,416</b>

## Year 3

Product	Expected Proponents Capacity		Percentage (%)		Projected Purchases by Pieces	Total Purchases Annually
<b>Painitan</b>						
Puto Maya	87,003	x	18		15,661	197,818
Hot Choco	87,003	x	13	=	11,310	218,040
Coffee	87,003	x	11	=	9,570	22,331
Banana Turon	87,003	x	10	=	8,700	38,281
Bingka	87,003	x	13	=	11,310	165,544
Biko filled with Lunok	87,003	x	5	=	4,350	28,272
Soman Pilit	87,003	x	3	=	2,610	6,726
<b>Delicacy</b>						
Innovative Cassava Cak	87,003	x	12	=	10,440	40,671
Banana Cake	87,003	x	9	=	7,830	62,642
Cuchinta	87,003	x	6	=	5,220	32,430
<b>Total Sales</b>					87,003	812,760
Add: Inventory End (2%)					1,740	16,255
<b>Total</b>					<b>88,743</b>	<b>829,015</b>

## Year 4

Product	Expected Proponent Capacity		Percentage (%)		Projected Purchases by Pieces	Total Purchases Annually
<b>Painitan</b>						
Puto Maya	88,768	x	18	=	15,978	201,831
Hot Choco	88,768	x	13	=	11,540	222,463
Coffee	88,768	x	11	=	9,765	22,784
Banana Turon	88,768	x	10	=	8,877	39,058
Bingka	88,768	x	13	=	11,540	169,902
Biko filled with Lunok	88,768	x	5	=	4,438	28,850
Soman Pilit	88,768	x	3	=	2,663	6,862
<b>Delicacy</b>						
Innovative Cassava Cake	88,768	x	12	=	10,652	41,496
Banana Cake	88,768	x	9	=	7,989	63,913
Cuchinta	88,768	x	6	=	5,326	32,875
<b>Total Sales</b>					88,768	829,033
Add: Inventory End (2%)					1,775	16,581
<b>Total</b>					<b>90,544</b>	<b>845,614</b>

## Year 5

Product	Expected Proponent Capacity		Percentage (%)		Projected Purchases by Pieces	Total Purchases Annually
<b>Painitan</b>						
Puto Maya	90,553	x	18	=	16,296	205,844
Hot Choco	90,533	x	13	=	11,769	226,886
Coffee	90,533	x	11	=	9,959	23,237
Banana Turon	90,533	x	10	=	8,053	39,835
Bingka	90,533	x	13	=	11,769	172,260
Biko filled with Lunok	90,533	x	5	=	4,527	29,423
Soman Pilit	90,533	x	3	=	2,716	9,750
<b>Delicacy</b>						
Innovative Cassava Cake	90,533	x	12	=	10,864	42,321
Banana Cake	90,533	x	9	=	8,148	65,184
Cuchinta	90,533	x	6	=	5,432	104,432
<b>Total Sales</b>	90,533				90,533	919,169
Add: Inventory End (2%)					1,811	18,383
<b>Total</b>					<b>92,344</b>	<b>937,553</b>

## Schedule 3- Sales Revenue

## Year 1

<b>Product</b>	<b>No. by Pieces</b>		<b>Selling Price</b>	<b>Projected Sales</b>
<b>Painitan</b>				
Puto Maya	15,025	x	15	225,379
Hot Choco	10,852	x	10	108,516
Coffee	9,182	x	13	119,367
Banana Turon	8,347	x	10	83,474
Bingka	10,852	x	20	217,032
Biko filled with Lunok	4,174	x	15	62,605
Soman Pilit	2,504	x	10	25,042
<b>Delicacy</b>				
Innovative Cassava Cake	10,017	x	12	120,202
Banana Cake	7,513	x	8	60,101
Cuchinta	5,008	x	8	40,067
<b>Total Sales</b>				<b>1,061,786</b>

## Year 2

<b>Product</b>	<b>No. by Pieces</b>		<b>Selling Price</b>	<b>Projected Sales</b>
<b>Painitan</b>				
Puto Maya	15,343	x	16	240,501
Hot Choco	11,081	x	10	115,797
Coffee	9,376	x	14	127,376
Banana Turon	8,524	x	10	89,074
Bingka	11,081	x	21	231,593
Biko filled with Lunok	4,262	x	16	66,806
Soman Pilit	2,557	x	10	26,722
<b>Delicacy</b>				
Innovative Cassava Cake	10,229	x	13	128,267
Banana Cake	7,671	x	8	64,133
Cuchinta	5,114	x	8	42,756
<b>Total Sales</b>				<b>1,133,025</b>

## Year 3

Product	No. by Pieces		Selling Price	Projected Sales
<b>Painitan</b>				
Puto Maya	15,661	x	16	256,527
Hot Choco	11,310	x	11	123,513
Coffee	9,570	x	14	135,864
Banana Turon	8,700	x	11	95,010
Bingka	11,310	x	22	247,026
Biko filled with Lunok	4,350	x	16	71,257
Soman Pilit	2,610	x	11	28,503
<b>Delicacy</b>				
Innovative Cassava Cake	10,440	x	13	136,814
Banana Cake	7,830	x	9	68,407
Cuchinta	5,220	x	9	45,605
<b>Total Sales</b>				<b>1,208,526</b>

## Year 4

Product	No. by Pieces		Selling Price	Projected Sales
<b>Painitan</b>				
Puto Maya	15,978	x	17	273,508
Hot Choco	11,540	x	11	131,689
Coffee	9,765	x	15	144,858
Banana Turon	8,877	x	11	101,299
Bingka	11,540	x	23	263,378
Biko filled with Lunok	4,438	x	17	75,974
Soman Pilit	2,663	x	11	30,390
<b>Delicacy</b>				
Innovative Cassava Cake	10,652	x	14	145,871
Banana Cake	7,989	x	9	72,935
Cuchinta	5,326	x	9	48,624
<b>Total Sales</b>				<b>1,288,527</b>

## Year 5

Product	No. by Pieces		Selling Price	Projected Sales
<b>Painitan</b>				
Puto Maya	16,296	x	18	291,498
Hot Choco	11,769	x	12	140,351
Coffee	9,959	x	16	154,386
Banana Turon	9,053	x	12	107,962
Bingka	11,769	x	24	280,702
Biko filled with Lunok	4,527	x	18	80,972
Soman Pilit	2,716	x	12	32,389
<b>Delicacy</b>				
Innovative Cassava Cake	10,864	x	14	155,466
Banana Cake	8,148	x	10	77,733
Cuchinta	5,432	x	10	51,822
<b>Total Sales</b>				<b>1,373,281</b>

## Schedule 4- Projected Purchases for Ingredients

## Year 1

Product	Quantity	Cost	Projected Sales by Pieces		Purchases
<b>Painitan:</b>					
<b>Puto Maya</b>					
Glutinous Rice	1 kg	60	15,025	791	47,448
White Sugar	250 grams	14	15,025	791	11,071
Coconut Milk	4 cups	6	15,025	791	4,745
Ginger	10 grams	10	15,025	791	7,908
Cellophane (3x10)	15,025	150	15,025	791	118,621
				<b>Total</b>	<b>189,793</b>
<b>Hot Choco</b>					
Pure Tablea	10 pcs	20	10,852	603	12,057
Brown Sugar	500 grams	26	10,852	603	15,675
Disposable Cups	20,034	301	10,852	603	181,463
				<b>Total</b>	<b>209,194</b>
<b>Coffee</b>					

Corn Coffee	25 grams	30	9,182.00	383.00	11,478
Brown Sugar	500 grams	26	9,182.00	383.00	9,947
				<b>Total</b>	<b>21,425</b>
<b>Banana Turon</b>					
Lumpia Wrapper	1 pack	25	8,347	167	4,174
Banana	25 pcs	25	8,347	167	4,174
Oil	250 ml	60	8,347	167	10,017
Paper Bags (bulsita)	8,347.00	110	8,347	167	18,364
				<b>Total</b>	<b>36,728</b>
<b>Bingka</b>					
Glutinous Rice Flour	250 grams	15	10,852	493	7,399
Baking Powder	4 teaspoon	5	10,852	493	2,466
Brown sugar	250 grams	13	10,852	493	6,412
Unsalted Butter	50 grams	38	10,852	493	18,744
Eggs	2 pieces	16	10,852	493	7,892
Cheese	25 grams	25	10,852	493	12,331
Coconut Milk	4 cups	30	10,852	493	14,798
Plastic Bags	10,852	180	10,852	493	88,786
				<b>Total</b>	<b>158,828</b>
<b>Biko</b>					
Glutinous Rice	1 kg.	60	4,174	130	7,826
Brown Sugar	1,000 grams	52	4,174	130	6,782
Coconut Milk	8 cups	21	4,174	130	2,739
Plastic Bags	4,174 pcs.	75	4,174	130	9,782
				<b>Total</b>	<b>27,129</b>
<b>Soman Pilit</b>					
Glutinous Rice	1 kg.	60	2,504	32	1,926
White Sugar	500 grams	50	2,504	32	1,605
Coconut Milk	8 cups	21	2,504	32	674
Ginger	50 grams	25	2,504	32	803
Plastic Bags	2,504 pcs	45	2,504	32	1,445
				<b>Total</b>	<b>6,453</b>
<b>Delicacy:</b>					
<b>Cassava Cake</b>					
Cassava	1 kg.	15	10,017	150	2,243
Condensed Milk	1 can	35	10,017	150	5,233
Evaporated Milk	1 can	28	10,017	150	4,186
Eggs	3 pcs.	24	10,017	150	3,588
Margarine	25 grams	10	10,017	150	1,495
White Sugar	250 grams	14	10,017	150	2,093
Paper Bags (bulsitas)	10,016 pcs.	135	10,017	150	20,183

				<b>Total</b>	<b>39,021</b>
<b>Banana Cake</b>					
Banana	350 grams	25	7, 513	327	8,166
Brown sugar	125 grams	13	7, 513	327	4,246
Eggs	3 pcs.	24	7, 513	327	7,839
All Purpose Flour	125 grams	13	7, 513	327	4,246
Baking Soda	1 teaspoon	2	7, 513	327	653
Iodized Salt	¼ teaspoon	2	7, 513	327	653
Plastic Bags	7,513 pcs.	105	7, 513	327	34,297
				<b>Total</b>	<b>60,101</b>
<b>Cuchinta</b>					
Glutinous rice flour	125 grams	15	5,008	143	2,146
Rice flour	125 grams	23	5,008	143	3,291
Brown sugar	500 grams	26	5,008	143	3,721
Oil	50 ml	10	5,008	143	1,431
Grated coconut	125 grams	18	5,008	143	2,576
Gasul	10 tanks				10,505
Paper Bags	5,008 pcs.	55	5,008	143	7,870
				<b>Total:</b>	<b>31,540</b>
<b>Overall Total</b>					<b>780,213</b>
Add: Inventory End (2%)					15,604
<b>Total Purchases</b>					<b>795,817</b>

## Year 2

<b>Product</b>	<b>Quantity</b>	<b>Cost</b>	<b>Projected Sales By Pieces</b>		<b>Purchases</b>
<b>Painitan:</b>					
<b>Puto Maya</b>					
Glutinous Rice	1 kg	60	15,343	808	48,451
White Sugar	250 grams	14	15,343	808	11,305
Coconut Milk	4 cups	6	15,343	808	4,845
Ginger	10 grams	10	15,343	808	8,075
Cellophane (3x10)	15,025	150	15,343	808	121,128
				<b>Total</b>	<b>193,806</b>
<b>Hot Choco</b>					
Pure Tablea	10 pcs	20	11,081	616	12,312
Brown Sugar	500 grams	26	11,081	616	16,006
Disposable Cups	20,034	301	11,081	616	185,299
				<b>Total</b>	<b>213,617</b>
<b>Coffee</b>					

Corn Coffee	25 grams	30	9,376	391	11,720
Brown Sugar	500 grams	26	9,376	391	10,158
				<b>Total</b>	<b>21,878</b>
<b>Banana Turon</b>					
Lumpia Wrapper	1 pack	25	8,524	170	4,262
Banana	25 pcs	25	8,524	170	4,262
Oil	250 ml	60	8,524	170	10,229
Paper Bags (bulsita)	8,347.00	110	8,524	170	18,752
				<b>Total</b>	<b>37,505</b>
<b>Bingka</b>					
Glutinous Rice Flour	250 grams	15	11,081	504	7,555
Baking Powder	4 teaspoon	5	11,081	504	2,518
Brown sugar	250 grams	13	11,081	504	6,548
Unsalted Butter	50 grams	38	11,081	504	19,140
Eggs	2 pieces	16	11,081	504	8,059
Cheese	25 grams	25	11,081	504	12,592
Coconut Milk	4 cups	30	11,081	504	15,110
Plastic Bags	10,852	180	11,081	504	90,663
				<b>Total</b>	<b>162,186</b>
<b>Biko</b>					
Glutinous Rice	1 kg.	60	4,262	133	7,991
Brown Sugar	1,000 grams	52	4,262	133	6,926
Coconut Milk	8 cups	21	4,262	133	2,797
Plastic Bags	4,174 pcs.	75	4,262	133	9,989
					<b>27,702</b>
<b>Soman Pilit</b>					
Glutinous Rice	1 kg.	60	2,557	33	1,967
White Sugar	500 grams	50	2,557	33	1,639
Coconut Milk	8 cups	21	2,557	33	688
Ginger	50 grams	25	2,557	33	820
Plastic Bags	2,504 pcs	45	2,557	33	1,475
				<b>Total</b>	<b>6,590</b>
<b>Delicacy:</b>					
<b>Cassava Cake</b>					
Cassava	1 kg.	15	10,229	153	2,290
Condensed Milk	1 can	35	10,229	153	5,343
Evaporated Milk	1 can	28	10,229	153	4,275
Eggs	3 pcs.	24	10,229	153	3,664
Margarine	25 grams	10	10,229	153	1,527
White Sugar	250 grams	14	10,229	153	2,137
Paper Bags (bulsitas)	10,016 pcs.	135	10,229	153	20,610

				<b>Total</b>	<b>39,846</b>
<b>Banana Cake</b>					
Banana	350 grams	25	7,671	334	8,339
Brown sugar	125 grams	13	7,671	334	4,336
Eggs	3 pcs.	24	7,671	334	8,005
All Purpose Flour	125 grams	13	7,671	334	4,336
Baking Soda	1 teaspoon	2	7,671	334	667
Iodized Salt	¼ teaspoon	2	7,671	334	667
Plastic Bags	7,513 pcs.	105	7,671	334	35,022
				<b>Total</b>	<b>61,372</b>
<b>Cuchinta</b>					
Glutinous rice flour	125 grams	15	5,114	146	2,192
Rice flour	125 grams	23	5,114	146	3,361
Brown sugar	500 grams	26	5,114	146	3,799
Oil	50 ml	10	5,114	146	1,461
Grated coconut	125 grams	18	5,114	146	2,630
Gasul	10 tanks				10,505
Paper Bags	5,008 pcs.	55	5,114	146	8,037
				<b>Total</b>	<b>31,985</b>
<b>Overall Total</b>					<b>796,486</b>
Add: Inventory End (2%)					15,930
<b>Total Purchases</b>					<b>812,416</b>

### Year 3

<b>Product</b>	<b>Quantity</b>	<b>Cost</b>	<b>Projected Sales By Pieces</b>		<b>Purchases</b>
<b>Painitan:</b>					
<b>Puto Maya</b>					
Glutinous Rice	1 kg	60	15,661	824	49,455
White Sugar	250 grams	14	15,661	824	11,539
Coconut Milk	4 cups	6	15,661	824	4,945
Ginger	10 grams	10	15,661	824	8,242
Cellophane (3x10)	15,025	150	15,661	824	123,636
				<b>Total</b>	<b>197,818</b>
<b>Hot Choco</b>					
Pure Tablea	10 pcs	20	11,310	628	12,567
Brown Sugar	500 grams	26	11,310	628	16,337
Disposable Cups	20,034	301	11,310	628	189,136
				<b>Total</b>	<b>218,840</b>
<b>Coffee</b>					

Corn Coffee	25 grams	30	9,570	399	11,963
Brown Sugar	500 grams	26	9,570	399	10,368
				<b>Total</b>	<b>22,331</b>
<b>Banana Turon</b>					
Lumpia Wrapper	1 pack	25	8,700	174	4,350
Banana	25 pcs	25	8,700	174	4,350
Oil	250 ml	60	8,700	174	10,440
Paper Bags (bulsita)	8,347.00	110	8,700	174	19,141
				<b>Total</b>	<b>38,281</b>
<b>Bingka</b>					
Glutinous Rice Flour	250 grams	15	11,310	514	7,712
Baking Powder	4 teaspoon	5	11,310	514	2,571
Brown sugar	250 grams	13	11,310	514	6,683
Unsalted Butter	50 grams	38	11,310	514	19,536
Eggs	2 pieces	16	11,310	514	8,226
Cheese	25 grams	25	11,310	514	12,853
Coconut Milk	4 cups	30	11,310	514	15,423
Plastic Bags	10,852	180	11,310	514	92,540
				<b>Total</b>	<b>165,544</b>
<b>Biko</b>					
Glutinous Rice	1 kg.	60	4,350	136	8,157
Brown Sugar	1,000 grams	52	4,350	136	7,069
Coconut Milk	8 cups	21	4,350	136	2,854
Plastic Bags	4,174 pcs.	75	4,350	136	10,196
				<b>Total</b>	<b>28,276</b>
<b>Soman Pilit</b>					
Glutinous Rice	1 kg.	60	2,610	33	2,008
White Sugar	500 grams	50	2,610	33	1,673
Coconut Milk	8 cups	21	2,610	33	703
Ginger	50 grams	25	2,610	33	837
Plastic Bags	2,504 pcs	45	2,610	33	1,506
				<b>Total</b>	<b>6,726</b>
<b>Delicacy:</b>					
<b>Cassava Cake</b>					
Cassava	1 kg.	15	10,440	156	2,337
Condensed Milk	1 can	35	10,440	156	5,454
Evaporated Milk	1 can	28	10,440	156	4,363
Eggs	3 pcs.	24	10,440	156	3,740
Margarine	25 grams	10	10,440	156	1,558
White Sugar	250 grams	14	10,440	156	2,182
Paper Bags (bulsitas)	10,016 pcs.	135	10,440	156	21,037

				<b>Total</b>	<b>40,671</b>
<b>Banana Cake</b>					
Banana	350 grams	25	7,830	340	8,511
Brown sugar	125 grams	13	7,830	340	4,426
Eggs	3 pcs.	24	7,830	340	8,171
All Purpose Flour	125 grams	13	7,830	340	4,426
Baking Soda	1 teaspoon	2	7,830	340	681
Iodized Salt	¼ teaspoon	2	7,830	340	681
Plastic Bags	7,513 pcs.	105	7,830	340	35,747
				<b>Total</b>	<b>62,642</b>
<b>Cuchinta</b>					
Glutinous rice flour	125 grams	15	5,220	149	2,237
Rice flour	125 grams	23	5,220	149	3,430
Brown sugar	500 grams	26	5,220	149	3,878
Oil	50 ml	10	5,220	149	1,491
Grated coconut	125 grams	18	5,220	149	2,685
Gasul	10 tanks				10,505
Paper Bags	5,008 pcs.	55	5,220	149	8,203
				<b>Total</b>	<b>32,430</b>
<b>Overall Total</b>					<b>812,760</b>
Add: Inventory End (2%)					16,255
<b>Total Purchases</b>					<b>829,015</b>

#### Year 4

<b>Product</b>	<b>Quantity</b>	<b>Cost</b>	<b>Projected Sales By Pieces</b>		<b>Purchases</b>
<b>Painitan</b>					
<b>Puto Maya</b>					
Glutinous Rice	1 kg	60	15,978	841	50,458
White Sugar	250 grams	14	15,978	841	11,773
Coconut Milk	4 cups	6	15,978	841	5,046
Ginger	10 grams	10	15,978	841	8,410
Cellophane (3x10)	15,025	150	15,978	841	126,144
				<b>Total</b>	<b>201,831</b>
<b>Hot Choco</b>					
Pure Tablea	10 pcs	20	11,540	641	12,822
Brown Sugar	500 grams	26	11,540	641	16,669
Disposable Cups	20,034	301	11,540	641	192,972
				<b>Total</b>	<b>222,463</b>
<b>Coffee</b>					

Corn Coffee	25 grams	30	9,765	407	12,206
Brown Sugar	500 grams	26	9,765	407	10,578
				<b>Total</b>	<b>22,784</b>
<b>Banana Turon</b>					
Lumpia Wrapper	1 pack	25	8,877	178	4,438
Banana	25 pcs	25	8,877	178	4,438
Oil	250 ml	60	8,877	178	10,652
Paper Bags (bulsita)	8,347.00	110	8,877	178	19,529
				<b>Total</b>	<b>39,058</b>
<b>Bingka</b>					
Glutinous Rice Flour	250 grams	15	11,540	525	7,868
Baking Powder	4 teaspoon	5	11,540	525	2,623
Brown sugar	250 grams	13	11,540	525	6,819
Unsalted Butter	50 grams	38	11,540	525	19,933
Eggs	2 pieces	16	11,540	525	8,393
Cheese	25 grams	25	11,540	525	13,113
Coconut Milk	4 cups	30	11,540	525	15,736
Plastic Bags	10,852	180	11,540	525	94,417
				<b>Total</b>	<b>168,902</b>
<b>Biko</b>					
Glutinous Rice	1 kg.	60	4,438	139	8,322
Brown Sugar	1,000 grams	52	4,438	139	7,212
Coconut Milk	8 cups	21	4,438	139	2,913
Plastic Bags	4,174 pcs.	75	4,438	139	10,403
				<b>Total</b>	<b>28,850</b>
<b>Soman Pilit</b>					
Glutinous Rice	1 kg.	60	2,663	34	2,049
White Sugar	500 grams	50	2,663	34	1,707
Coconut Milk	8 cups	21	2,663	34	717
Ginger	50 grams	25	2,663	34	854
Plastic Bags	2,504 pcs	45	2,663	34	1,536
				<b>Total</b>	<b>6,862</b>
Delicacy:					
<b>Cassava Cake</b>					
Cassava	1 kg.	15	10,652	159	2,385
Condensed Milk	1 can	35	10,652	159	5,565
Evaporated Milk	1 can	28	10,652	15	4,452
Eggs	3 pcs.	24	10,652	159	3,816
Margarine	25 grams	10	10,652	159	1,590
White Sugar	250 grams	14	10,652	159	2,226
Paper Bags (bulsitas)	10,016 pcs.	135	10,652	159	21,463
				<b>Total</b>	<b>41,496</b>
<b>Banana Cake</b>					

Banana	350 grams	25	7,989	347	8,684
Brown sugar	125 grams	13	7,989	347	4,516
Eggs	3 pcs.	24	7,989	347	8,336
All Purpose Flour	125 grams	13	7,989	347	4,516
Baking Soda	1 teaspoon	2	7,989	347	695
Iodized Salt	¼ teaspoon	2	7,989	347	695
Plastic Bags	7,513 pcs.	105	7,989	347	36,472
				<b>Total</b>	<b>63,913</b>
<b>Cuchinta</b>					
Glutinous rice flour	125 grams	15	5,326	152	2,283
Rice flour	125 grams	23	5,326	152	3,500
Brown sugar	500 grams	26	5,326	152	3,957
Oil	50 ml	10	5,326	152	1,522
Grated coconut	125 grams	18	5,326	152	2,739
Gasul	10 tanks				10,505
Paper Bags	5,008 pcs.	55	5,326	152	8,370
				<b>Total</b>	<b>32,875</b>
<b>Overall Total</b>					<b>829,033</b>
Add: Inventory End (2%)					16,581
<b>Total Purchases</b>					<b>845,614</b>

## Year 5

Product	Quantity	Cost	Projected Sales By Pieces		Purchases
<b>Painitan:</b>					
<b>Puto Maya</b>					
Glutinous Rice	1 kg	60	16,296	858	51,461
White Sugar	250 grams	14	16,296	858	12,008
Coconut Milk	4 cups	6	16,296	858	5,146
Ginger	10 grams	10	16,296	858	8,507
Cellophane (3x10)	15,025	150	16,296	858	128,652
				<b>Total</b>	<b>205,844</b>
<b>Hot Choco</b>					
Pure Tablea	10 pcs	20	11,796	654	13,077
Brown Sugar	500 grams	26	11,796	654	17,000
Disposable Cups	20,034	301	11,796	654	196,809
				<b>Total</b>	<b>226,886</b>
<b>Coffee</b>					
Corn Coffee	25 grams	30	9,959	415	12,448
Brown Sugar	500 grams	26	9,959	415	10,789
				<b>Total</b>	<b>23,237</b>
<b>Banana Turon</b>					

Lumpia Wrapper	1 pack	25	9,053	181	4,527
Banana	25 pcs	25	9,053	181	4,527
Oil	250 ml	60	9,053	181	10,864
Paper Bags (bulsita)	8,347.00	110	9,053	181	19,917
				<b>Total</b>	<b>39,835</b>
<b>Bingka</b>					
Glutinous Rice Flour	250 grams	15	11,769	535	8,025
Baking Powder	4 teaspoon	5	11,769	535	2,675
Brown sugar	250 grams	13	11,769	535	6,955
Unsalted Butter	50 grams	38	11,769	535	20,329
Eggs	2 pieces	16	11,769	535	8,559
Cheese	25 grams	25	11,769	535	13,374
Coconut Milk	4 cups	30	11,769	535	16,049
Plastic Bags	10,852	180	11,769	535	96,294
				<b>Total</b>	<b>172,260</b>
<b>Biko</b>					
Glutinous Rice	1 kg.	60	4,527	141	8,487
Brown Sugar	1,000 grams	52	4,527	141	7,356
Coconut Milk	8 cups	21	4,527	141	2,971
Plastic Bags	4,174 pcs.	75	4,527	141	10,609
				<b>Total</b>	<b>29,423</b>
<b>Soman Pilit</b>					
Glutinous Rice	1 kg.	60	2,716	35	1,950
White Sugar	500 grams	50	2,716	35	1,950
Coconut Milk	8 cups	21	2,716	35	1,950
Ginger	50 grams	25	2,716	35	1,950
Plastic Bags	2,504 pcs	45	2,716	35	1,950
				<b>Total</b>	<b>9,750</b>
<b>Delicacy:</b>					
<b>Cassava Cake</b>					
Cassava	1 kg.	15	10,864	162	2,432
Condensed Milk	1 can	35	10,864	162	5,675
Evaporated Milk	1 can	28	10,864	162	4,540
Eggs	3 pcs.	24	10,864	162	3,892
Margarine	25 grams	10	10,864	162	1,621
White Sugar	250 grams	14	10,864	162	2,270
Paper Bags (bulsitas)	10,016 pcs.	135	10,864	162	21,890
				<b>Total</b>	<b>42,321</b>
<b>Banana Cake</b>					
Banana	350 grams	25	8,148	354	8,856
Brown sugar	125 grams	13	8,148	354	4,605
Eggs	3 pcs.	24	8,148	354	8,502
All Purpose Flour	125 grams	13	8,148	354	4,605
Baking Soda	1 teaspoon	2	8,148	354	708
Iodized Salt	¼ teaspoon	2	8,148	354	708

Plastic Bags	7,513 pcs.	105	8,148	354	37,197
				<b>Total</b>	<b>65,184</b>
<b>Cuchinta</b>					
Glutinous rice flour	125 grams	15	5,432	155	13,968
Rice flour	125 grams	23	5,432	155	13,968
Brown sugar	500 grams	26	5,432	155	13,968
Oil	50 ml	10	5,432	155	13,968
Grated coconut	125 grams	18	5,432	155	13,968
Gasul	10 tanks				10,505
Paper Bags	5,008 pcs.	55	5,432	155	24,087
				<b>Total</b>	<b>104,432</b>
<b>Overall Total</b>					<b>919,170</b>
Add: Inventory End (2%)					18,383
<b>Total Purchases</b>					<b>937,553</b>

## Schedule 5- Cost of Goods Sold

	Year 1	Year 2	Year 3	Year 4	Year 5
Inventory Beginning	0	15,604	15,930	16,255	16,581
Add: Purchases	780,213	796,486	812,760	829,033	919,170
Total Goods available for Sale	780,213	812,091	828,690	845,288	935,750
Less: Inventory End	15,604	15,930	16,255	16,581	18,383
Cost of Goods Sold	764,609	796,161	812,434	828,708	917,367

## Schedule 6- Pre- Operating Expenses

Description	Depreciation Cost
Taxes and Licenses	3,450
Decorating Supplies	4,937
Advertising Expense	450
Feasibility Study	1,000
<b>Total Pre-operating Expenses</b>	<b>9,837</b>

## Schedule 7- Amortization of Pre-operating Expense

Description	Total Cost	Life Span	Amortization
Government and Legal Requirements	4,590	5	
Advertising Expense	450	5	
Feasibility Study	1,000	5	
<b>Total</b>			<b>1,208</b>

## Schedule 8 – Leasehold Improvement

<b>Description</b>	<b>Total Cost</b>
Leasehold Improvement	18,382

## Schedule 9-Amortization of Leasehold Improvement

<b>Description</b>	<b>Total Cost</b>	<b>Life Span</b>	<b>Amortization</b>
Leasehold Improvement	18,382	5	3,676
<b>Total</b>			<b>3,676</b>

## Schedule 10- Depreciation Cost for Tools and Utensils

<b>Description</b>	<b>Total Cost</b>	<b>Scrap Value</b>	<b>Life Span</b>	<b>Depreciation</b>
Plate	540	0	5	108
Food Bowl	568	0	5	114
Spoon	104	0	5	21
Fork	380	0	5	76
Ladle	316	0	5	63
Alcohol Spray	90	0	5	18
Tissue Holder	160	0	5	32
Basin	600	0	5	120
Tupperware	712	0	5	142
Knife	300	0	5	60
Bolo	760	0	5	152
Bucket	240	0	5	48
Dipper	140	0	5	28
Tong	120	0	5	24
Measuring Cups	90	0	5	18
Kettle	430	0	5	86
Colander	190	0	5	38
Steamer	770	0	5	154
Vacuum Flask	1,260	0	5	252
Potholder	36	0	5	7
Glass	1,000	0	5	200
<b>Total</b>	<b>8,806</b>			<b>1,761</b>

## Schedule 11- Depreciation Cost for Equipment

Description	Total Cost	Scrap Value	Life Span	Depreciation
Wall fan	450	0	5	90
Refrigerator	14,000	0	5	2,800
Gas Stove set	3,200	0	5	640
Glue gun	110	0	5	22
<b>Total</b>	<b>17,760</b>			<b>3,552</b>

## Schedule 12- Depreciation Cost for Furniture and Fixture

Description	Total Cost	Scrap Value	Life Span	Depreciation
Furniture and Fixtures	2,205	0	5	221
<b>Total</b>	<b>2,205</b>			<b>221</b>

## Schedule 13- Accumulated Depreciation Expenses

Description	Depreciation Cost
Depreciation Cost for Equipment	1,761
Depreciation Cost for Furniture and Fixtures	221
Depreciation Cost for Tools and Utensils	3,552
<b>Total Accumulated Depreciation Expenses</b>	<b>5,534</b>

## Schedule 14- Fixed Investment

Description	Depreciation Cost
Tools and Utensils	8,806
Equipment	17,760
Furniture and Fixtures	2,205
<b>Total Fixed Investment</b>	<b>28,771</b>

## Schedule 15- Ending Inventory

	Year 1	Year 2	Year 3	Year 4	Year 5
Ending Inventory	15,604	15,930	16,225	16,581	18,383

## Schedule 16- Office Supplies (assumed to increase 4.5% annually)

	Year 1	Year 2	Year 3	Year 4	Year 5
Cost per year	906	947	989	1,034	1,080

## Schedule 17- Consumable Supplies (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	2,470	2,581	2,679	2,819	2,945

## Schedule 18 – Decorating Supplies (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	4,937	5,159	5,391	5,634	5,887

## Schedule 19 – Salaries Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	104,052	104,052	104,052	104,052	104,052

## Schedule 20- Employer and Employee Government Payable Share

	<b>Employer's Rate</b>	<b>Employee's Rate</b>	<b>Total</b>
Social Security System	935	495	1,430
PhilHealth	150	150	300
Pag-ibig	200	200	400
Monthly (12 mos.)	1,285	15,420	2,130
<b>Annual Expense</b>	<b>15,420</b>	<b>10,140</b>	<b>25,560</b>

## Schedule 21 - Government Standard Salary Payable

	<b>Employer's Share</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
SSS	935	11,200	11,200	11,200	11,200	11,200
PhilHealth	150	1,800	1,800	1,800	1,800	1,800
Pag-IBIG	200	2,400	2,400	2,400	2,400	2,400
<b>Total</b>	<b>1,285</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>

## Schedule 22- Taxes and Licenses (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	3,150	3,292	3,440	3,595	3,757

## Schedule 23- DTI Permit (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	300	314	328	343	358

## Schedule 24- Rental Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	60,000	60,000	60,000	60,000	60,000

## Schedule 25- Maintenance Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	12,333	12,888	13,467	14,074	14,707

## Schedule 26- Transportation Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	36,000	3,762	3,931	4,108	4,293

## Schedule 27- Labor Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	900	941	983	1,027	1,073

## Schedule 28- Sanitary Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	1,215	1,270	1,327	1,387	1,449

## Schedule 29- Advertising Expense (assumed to increase 4.5% annually)

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Cost per year	450	470	491	514	537

## Schedule 30- Utilities Expense (assumed to increase 4.5% annually)

	Year 1	Year 2	Year 3	Year 4	Year 5
Cost per year	7,200	7,524	7,863	8,216	8,586

## Schedule 31- Selling and Administrative Expense

Items	Year 1	Year 2	Year 3	Year 4	Year 5
Office Supplies	906	947	989	1,034	906
Consumable Supplies	2,470	2,581	2,697	2,819	2,470
Decorating supplies		5,159	5,391	5,634	
Salaries Expense	104,052	104,052	104,052	104,052	104,052
Gov. Standard Salary Payable	15,420	15,420	15,420	15,420	15,420
Taxes and Licenses		3,292	3,440	3,595	3,756
DTI Permit		314	328	342	314
Rental Expense	60,000	60,000	60,000	60,000	60,000
Maintenance Expense	12,333	12,888	13,468	14,074	12,333
Transportation Expense	3,600	3,762	3,931	4,108	3,600
Labor Expense	900	941	983	1,027	900
Sanitary Supplies	1,215	1,270	1,327	1,387	1,215
Advertising Expense		470	491	514	
Utilities Expense	7,200	7,524	7,863	8,216	7,200
<b>Total</b>	<b>208,096</b>	<b>218,619</b>	<b>220,380</b>	<b>222,221</b>	<b>224,145</b>

## Schedule 32- Variable Cost

Items	Year 1	Year 2	Year 3	Year 4	Year 5
Consumable Supplies	2,470	2,581	2,697	2,819	2,946
Office Supplies	906	947	989	1,034	1,080
Sanitary Supplies	1,215	1,270	1,327	1,387	1,449
Utilities Expense	7,200	7,524	7,863	8,216	8,586
Labor Expense	900	941	983	1,027	1,073
Transportation Expense	3,600	3,762	3,931	4,108	4,293
<b>Total Variable Cost</b>	<b>16,291</b>	<b>17,024</b>	<b>17,790</b>	<b>18,591</b>	<b>19,427</b>

## Schedule 33- Fixed Cost

Items	Year 1	Year 2	Year 3	Year 4	Year 5
Rental Expense	60,000	60,000	60,000	60,000	60,000
Salaries Expense	104,052	104,052	104,052	104,052	104,052
Maintenance Expense	12,333	12,888	13,468	14,074	14,707
Decorating Supplies		5,159	5,391	5,634	5,887
Gov. Standard Salary Payable	15,420	15,420	15,420	15,420	15,420

Taxes and Licenses		3,605	3,767	3,937	4,114
Advertising Expense		470	491	514	537
Amort. (Leasehold Improv.)	3,676	3,676	3,676	3,676	3,676
Accumulated Depreciation Exp.	5,534	5,534	5,534	5,534	5,534
Amortization (pre-op)	1,208	1,208	1,208	1,208	1,208
<b>Total Fixed Cost</b>	<b>202,223</b>	<b>212,013</b>	<b>213,008</b>	<b>214,049</b>	<b>215,136</b>

#### Schedule 34- Total Revenue

$$\text{Total Revenue} = \text{Selling Price} \times \text{Unit}$$

	<b>Selling Price</b>	<b>Unit</b>		<b>Total Revenue</b>
Year 1	13	83,474	=	1,061,786
Year 2	13	85,239	=	1,133,025
Year 3	14	87,003	=	1,208,526
Year 4	15	88,768	=	1,288,527
Year 5	15	90,533	=	1,373,281

#### Schedule 35- Total Variable Cost

$$\text{Total Variable Cost} = \text{Cost of Goods Sold} + \text{Variable Cost}$$

	<b>COGs</b>		<b>Variable Cost Unit</b>		<b>Total Variable Cost</b>
Year 1	764,609	+	16,291	=	780,900
Year 2	796,161	+	17,024	=	813,185
Year 3	812,434	+	17,790	=	830,225
Year 4	828,708	+	18,591	=	847,298
Year 5	917,367	+	19,427	=	936,794

#### Schedule 36- Variable Unit

	<b>COGs/Unit</b>	<b>Variable Cost/Unit</b>		<b>Variable Unit</b>
Year 1	9	0.2	=	9
Year 2	9	0.2	=	10
Year 3	9	0.2	=	10
Year 4	9	0.2	=	10
Year 5	10	0.2	=	10

## Schedule 37- Contribution Margin Unit

$$\text{Break - even Point in Unit} = \text{Selling Price} - \text{Variable Unit}$$

	<b>Selling Price</b>	<b>Variable Unit</b>		<b>CM Unit</b>
Year 1	13	9	=	3
Year 2	13	10	=	4
Year 3	14	10	=	4
Year 4	15	10	=	5
Year 5	15	10	=	5

## Schedule 38- Break-even Point in Unit

$$\text{Break - even Point in Unit} = \frac{\text{Fixed Cost}}{\text{CM unit}}$$

	<b>Fixed Cost</b>	<b>CMUnit</b>		<b>Break-even Point in Unit</b>
Year 1	202,223	3	=	60,097
Year 2	17,024	4	=	4,537
Year 3	17,790	4	=	4,091
Year 4	18,591	5	=	3,740
Year 5	19,427	5	=	4,029

## Schedule 39- Contribution Margin Ratio

$$\text{Contribution Margin Ratio} = \frac{\text{CM Unit}}{\text{Sales Price}}$$

	<b>CM Unit</b>	<b>Selling Price</b>		<b>CM Ratio</b>
Year 1	3	13	=	0.26
Year 2	3	13	=	0.28
Year 3	4	14	=	0.31
Year 4	5	15	=	0.34
Year 5	5	15	=	0.32

## Schedule 40- Break-even Point in Peso

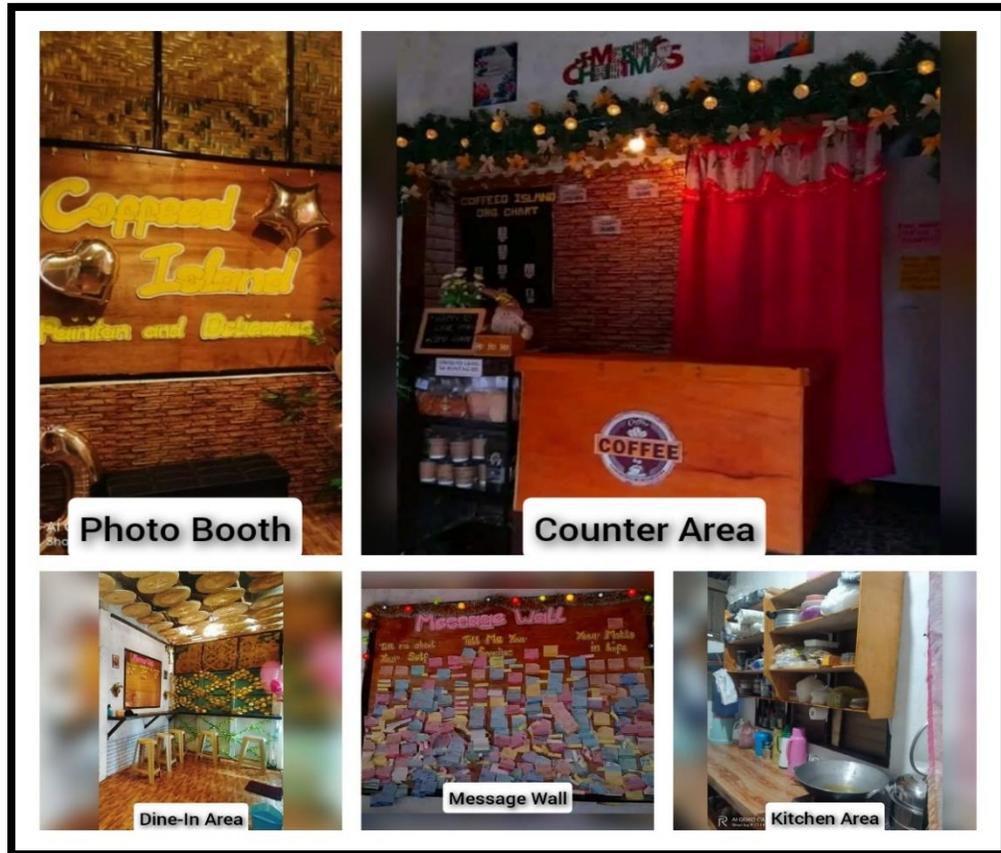
$$\text{Break - even Point in Peso} = \frac{\text{Fixed Cost}}{\text{CM Ratio}}$$

	<b>Fixed Cost</b>	<b>CM Ratio</b>		<b>Break-even Point in Peso</b>
Year 1	202,223	0.26	=	764,430
Year 2	17,024	0.28	=	60,307
Year 3	17,790	0.31	=	56,833
Year 4	18,591	0.34	=	54,291
Year 5	19,427	0.32	=	61,123

## Schedule 41- Break-Even Point

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
CMU	3	4	4	5	5
Fixed Cost	202,223	212,013	213,008	214,049	215,136
BE in Unit	60,097	56,502	48,989	43,063	44,622
<b>Break-even Point in Peso</b>	<b>764,430</b>	<b>751,050</b>	<b>680,479</b>	<b>625,090</b>	<b>676,864</b>

## APPENDIX D Building Layout and Design



## **RESEARCHERS BIODATA**

## Personal Information

Name : **JOAN G. BUATES**  
 Address : Bugsoc Sierra Bullones, Bohol  
 Date of Birth : July 02, 1999  
 Place of Birth : Bugsoc Sierra Bullones, Bohol  
 Civil Status : Single  
 Citizenship : Filipino  
 Religion : Roman Catholic  
 Parents : Teodula G. Buates  
           : Fermin G. Buates Sr.



## Educational Background

Elementary : Bugsoc Elementary School  
                   Bugsoc Sierra Bullones, Bohol  
                   With Honors and Best in Art  
                   2011-2012

Secondary : Bugsoc High School  
                   Bugsoc Sierra Bullones, Bohol  
                   With Honors  
                   2015-2016

SHS : Sierra Bullones Technical Vocational High School  
           Bugsoc Sierra Bullones, Bohol  
           Academic Excellent and Conduct Awardee  
           2017-2018

College : Bohol Island State University- Bilar Campus  
                   Zamora, Bilar, Bohol  
                   Bachelor of Science in Entrepreneurship

Skills and Interest : Cooking , Photography and Travelling

**Personal Information**

Name : **JEMECEL M. BUSLON**  
Address : Cagawasan Pilar, Bohol  
Date of Birth : October 26,1999  
Place of Birth : Cagawasan Pilar, Bohol  
Civil Status : Single  
Citizenship : Filipino  
Religion : Roman Catholic  
Parents : Delia M. Buslon  
: Demetrio P. Buslon

**Educational Background**

Elementary : Cagawasan Elementary School  
Cagawasan Pilar, Bohol  
2011-2012

Secondary : Virgen Del Pilar Academy  
Poblacion Pilar, Bohol  
2015-2016

SHS : Virgen Del Pilar Academy  
Poblacion Pilar, Bohol  
Service Awardee  
2017-2018

College : Bohol Island State University- Bilar Campus  
Zamora, Bilar, Bohol  
Bachelor of Science in Entrepreneurship

Skills and Interest : Dancing, Reading Books, and Financially Wise

## Personal Information

Name : **MENI ROSE S. CASABERDE**  
 Address : Saguisé Pres. Carlos P. Garcia, Bohol  
 Date of Birth : June 25, 2000  
 Place of Birth : Saguisé Pres. Carlos P. Garcia, Bohol  
 Civil Status : Single  
 Citizenship : Filipino  
 Religion : Roman Catholic  
 Parents : Menirva S. Casaberde  
           : Joselito B. Casaberde



## Educational Background

Elementary : Saguisé Elementary School  
                   Saguisé Pres. Carlos P. Garcia, Bohol  
                   With Honor and Most Discipline  
                   2011-2012

Secondary : Bonbonon High School  
                   Bonbonon Pres. Carlos P. Garcia, Bohol  
                   Most Promising Student and Most Behave  
                   2015-2016

SHS : Bonbonon High School  
           Bonbonon Pres. Carlos P. Garcia, Bohol  
           With Honor, Service Awardee, Best Researcher  
           2017-2018

College : Bohol Island State University- Bilar Campus  
                   Zamora, Bilar, Bohol  
                   Bachelor of Science in Entrepreneurship

Skills and Interest : Listening to Music, Writings Poems, Cooking and  
                                   Travelling

## Personal Information

Name : **FELVIN L. DIEZ**  
 Address : Sta. Cruz Dagohoy, Bohol  
 Date of Birth : March 10, 2000  
 Place of Birth : Sta. Cruz Dagohoy, Bohol  
 Civil Status : Single  
 Citizenship : Filipino  
 Religion : Bible Baptist  
 Parents : Victoria L. Diez  
           : Felix Diez



## Educational Background

Elementary : Sta. Cruz Elementary School  
                   Sta. Cruz Dagohoy, Bohol  
                   Service Awardee  
                   2011-2012

Secondary : Dagohoy National High School  
                   Poblacion Dagohoy, Bohol  
                   2015-2016

SHS : Dagohoy National High School  
           Poblacion Dagohoy, Bohol  
           With Honor and service Awardee  
           2017-2018

College : Bohol Island State University- Bilar Campus  
                   Zamora, Bilar, Bohol  
                   Bachelor of Science in Entrepreneurship

Skills and Interest : Cooking, Baking, Photography and Singing

## Personal Information

Name : **IVY L. LINGO**  
 Address : Bonbonon Pres. Carlos P. Garcia, Bohol  
 Date of Birth : July 25, 2000  
 Place of Birth : Bonbonon Pres. Carlos P. Garcia, Bohol  
 Civil Status : Single  
 Citizenship : Filipino  
 Religion : Roman Catholic  
 Parents : Liza L. Lingo  
           : Fausto U. Lingo



## Educational Background

Elementary : Bonbonon Elementary School  
                   Bonbonon Pres. Carlos P. Garcia, Bohol  
                   With Honor and Most Discipline  
                   2011-2012

Secondary : Bonbonon High School  
                   Bonbonon Pres. Carlos P. Garcia, Bohol  
                   201-2016

SHS : Bonbonon High School  
           Bonbonon Pres. Carlos P. Garcia, Bohol  
           With Honor and Best in Work Immersion  
           2017-2018

College : Bohol Island State University- Bilar Campus  
                   Zamora, Bilar, Bohol  
                   Bachelor of Science in Entrepreneurship

Skills and Interest : Family Oriented, Financially Wise and Reading  
                           Books

## Personal Information

Name : **ROBEILINE MACARAYAN**  
 Address : Camayaan Loboc, Bohol  
 Date of Birth : September 17, 1999  
 Place of Birth : Camayaan Loboc, Bohol  
 Civil Status : Single  
 Citizenship : Filipino  
 Religion : Roman Catholic  
 Parents : Angelina M. Tumanda  
           : Rolando C. Tumanda Sr.



## Educational Background

Elementary : Triple Union Elementary School  
                   Camayaan Loboc, Bohol  
                   Athlete of the Year  
                   2011-2012

Secondary : Camayaan National High School  
                   Camayaan Loboc, Bohol  
                   With Honor  
                   2015-2016

SHS : Camayaan National High School  
           Camayaan Loboc, Bohol  
           Best in Research, With Honor and Loyalty Award  
           2017-2018

College : Bohol Island State University- Bilar Campus  
               Zamora, Bilar, Bohol  
               Bachelor of Science in Entrepreneurship

Skills and Interest : Leadership Skills, Risk Taker, Running

**Personal Information**

Name : **ELMA L. PAULINES**  
Address : Catagdaan Pilar, Bohol  
Date of Birth : July 17, 1998  
Place of Birth : Catagdaan Pilar, Bohol  
Civil Status : Single  
Citizenship : Filipino  
Religion : Santa Iglesia Filipina  
Parents : Modesta L. Paulines  
: Nilo B. Paulines

**Educational Background**

Elementary : Catagdaan Elementary School  
Catagdaan Pilar, Bohol  
2009-2010

Secondary : Pilar Technical Vocational High School  
Poblacion Pilar, Bohol  
2015-2016

College : Bohol Island State University- Bilar Campus  
Zamora, Bilar, Bohol  
Bachelor of Science in Entrepreneurship

Skills and Interest : Cooking, Time-conscious and Cosmetics