

MERCHANDISING A DRIED FISH IN
POBLACION BATUAN, BOHOL

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

LEA R. DARUNDAY
LAINE M. ELIC
ANECITA L. GUMAPAC
MA. LEE I. NEGRO
MERAVEL R. PACQUIAO
MARIANE M. QUIAO
JAZMIN A. SANCHEZ

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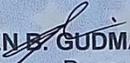
Lea R. Darunday
Laine M. Elic
Anecita L. Gumapac
Ma. Lee I. Negro
Meravel R. Pacquiao
Mariane M. Quiao
Jazmin A. Sanchez

June 2022

APPROVAL SHEET

This feasibility study entitled "**MERCHANDISING OF JALM DRIEDFISH IN POBLACION NORTE, BATUAN, BOHOL**", prepared and submitted by Lea R. Darunday, Laine M. Elic, Anecita L. Gumapac, Ma. Lee I. Negro, Meravel R. Pacquiao, Mariane M. Quiao, Jazmin A. Sanchez in partial fulfillment of the requirements for the degree of Bachelor of Science in Entrepreneurship has been examined and recommended for acceptance and approval for oral defense.

RESEARCH COMMITTEE

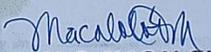

ARLEN B. GUDMALIN, PhD
 Dean

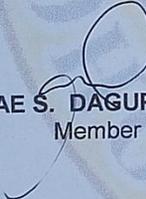

WENDELL B. DORIA, MSBA, JD
 Adviser

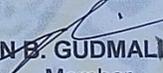

CECILIO C. BA-AY JR.
 Editor

Approved by the Examining Panel during the Oral Examination conducted on October 21, 2021 with the rating of *HS*

EXAMINING PANEL


MARIETTA C. MACALOT, PhD
 Chairman

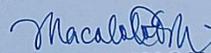

MAE S. DAGUPAN, MBA
 Member


ARLEN B. GUDMALIN, PhD
 Member


JES MARIÉS M. MENDEZ
 Member

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

October 21, 2021
 Date of Oral Defense


MARIETTA C. MACALOT, PhD
 Campus Director

ACKNOWLEDGMENT

First and foremost, praises and thanks to the God, the Almighty for showering us with blessings throughout our research work, which enabled us to complete it successfully. Many people contributed to the completion of this project feasibility study. The proponents express their gratitude and wish to thank a number of individuals who made this study possible.

Heartfelt thanks and gratitude are also extended to the following persons for their invaluable assistance, guidance, support, and encouragement in the realization of this work.

Dr. Marietta C. Macalolot, Campus Director for approving this study for motivating us to continue and complete the research works.

Dr. Arlen P. Gudmalin, Dean of College of Technology and Allied Sciences, for importing her admirable principles and motivating remarks.

Mrs. Mae S. Dagupan, Chairperson of the Department of Business Offices Administration for her assistance, advise, and insightful comments that contributed to the success of our study.

Mrs. Jes Maries M. Mendez, Course Instructor of Bachelor of Science in Entrepreneurship, for her undying support throughout our journey.

Mr. Wendell B. Doria, Research Adviser and also our Financial Expert for has greatly shared his knowledge with us with patience and diligence in helping us meet the necessary works for the completion of our Feasibility study.

Mr. Cecilio Baay Jr., English Editor thank you for taking the time and patience to proofread and edit our manuscript.

To our **Parents** and **Friends** who provide us with financial and moral support that acts as an inspiration and who never stop encouraging us to do our best in our study.

Sincerest gratitude is extended also to our responders, the Batuan residents, for their time spent in the interview, despite the fact it is a pandemic.

We are very grateful for this wonderful accomplishment.

The Researchers

ABSTRACT

This study aims to determine the viability of dried fish as a business in Poblacion Norte Batuan, Bohol, which may increase the supply to the excessive demand for dried fish in some establishments in the town. In order to determine whether or not this study is viable, the researcher used a survey questionnaire to collect data. As a result, we saw that there is a demand and less supply. The business is simple to manage, and it does not require more people. Additionally, the researcher chose a site that is close to a national highway for easy to access. In order to run the business after it has been established, the proponent will need materials and equipment. In terms of the tools and equipment required, they are inexpensive and readily available. It is also not difficult for a supplier to travel or transact the product because it is only a short distance from the town. For the satisfaction of the customer, the JALM Dried Fish made sure to consistently maintain cleanliness and high quality of product. JALM Dried Fish was established in order to meet the consumer's home-based needs at a reasonable price while providing excellent service.

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Chapter 1

THE PROBLEM AND ITS SCOPE

INTRODUCTION

Rationale

Food shaped the way Filipinos lived. Aside from the food itself, priceless memories are shared with whoever they're with, making it more special. According to DA Secretary William Dar, not only does it help define particular culture and heritage from a certain point in the country, but it also connects people and bridges their differences. When creating a dried Fish, most Filipinos use fresh fish. Fresh fish rapidly deteriorates unless some way can be found to preserve it. Drying is a preservation method that works by removing water from the food, which inhibits the growth of microorganisms. Open air-drying using sun and wind has been practiced since ancient times.

According to Prince Sahu (2021), drying is a method of preserving food that extracts water from the food, inhibiting the growth of germs and preventing quality degradation. Using the sun and wind to keep fish fresh has been used since ancient times and was the first technique of fish curing. Prince Sahu. added that the benefits of Dried Fish are high in omega-3 fatty acids and antioxidants. This is the type of food that is considered to be the healthiest. Fish has the potential to protect an individual against heart attacks while also allowing the body's circulation to be correct. When one consumes dried fish, one gains a plethora of benefits.

It can reduce the risk of chronic disorders, and a well-balanced diet rich in dried fish can help reduce the risk of autoimmune disorders. It is very beneficial in the prevention of illnesses such as diabetes and rheumatoid arthritis. Lastly, dry fishes are a good source of Vitamin D; many individuals nowadays suffer from Vitamin D insufficiency as a result of the changing work-life culture. Vitamin D is found naturally in fish. Vitamin D aids in the absorption of other nutrients and the maintenance of general health (Octorika, Prince Sahu, June 24, 2021).

Notably, it is traditionally paired with champorado (traditional Filipino chocolate rice gruel). It can also be used as an ingredient in other dishes (Wikipedia). It is considered poverty food due to its relative cheapness, but it has gained significance in Philippine culture. The researchers were inspired to conduct this study to promote and viability of “Daing” at Batuan, Bohol, also known as “Bulad” or “Buwad” in Cebuano, which is considered poverty food due to its relative affordable price, but it has gained significance in Philippine culture as comfort food.

THE PROBLEM

Statement of the Problem

The main objective of this study was to determine the advantage of selling dried fish at an affordable price in Poblacion Norte, Batuan, Bohol.

Specifically, it aims to evaluate and analyze the following areas:

1. Respondent's Profile

1.1 Age

1.2 Sex

1.3 Work Place

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, and

2.5 Socio-economic Aspect

Significance of the study

This study intended to contribute to the overall knowledge based on the advantage of selling dried fish at an affordable price in Batuan.

Specifically, this study aimed to add knowledge to the following:

Costumer. They will be able to know the good quality and cost of the dried fish. They will be aware of the different varieties of dried fish and they will be able to know which dried fish are very affordable.

Future researchers. This will be a reference in their future research.

Future Entrepreneurs. The end result will serve as a roadmap for future entrepreneurs performing similar research.

Proponents. The project enables the researchers to obtain and apply basic principles learned in their study in the field of specialization and enhance entrepreneurial skills and concepts.

RESEARCH METHODOLOGY

To obtain data for the study, the researchers employed a variety of methods.

Design

The researchers used descriptive method and gathered primary data from the office of the Municipality of Batuan. A sampling survey and interview were also employed with the use of the researcher-made survey questionnaires.

Environment and Participants

The research was carried out at the Poblacion Norte in Batuan, where the market day was every Sunday and every other day. The researchers chose the Batuan area because there are few dried fish sellers there.

The Batuan Public Market consumer served as the respondents in this study. Based on the actual data from the office of the municipality of Batuan. The total household number is 3,114 as of the year 2020 survey. The researchers only picked 97 respondents. A purposive sample of 97 respondents took part in the survey. It was determined using Sloven's formula, as follows:

Formula:

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

Where:

n= sample size

N= 3,114 (Household in Batuan)

E= margin error of 0.10 or 10%

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

$$n = \frac{3,114}{1 + 3,114(0.01)^2}$$

$$n = \frac{3,114}{1 + 3,114 (0.01)}$$

$$n = \frac{3,114}{1 + 31.14}$$

$$n = \frac{3,114}{32.14}$$

$$n = 96.88$$

$$n = 97$$

Instrument

The main instrument of the study was the survey questionnaire. The data collection instrument and an interview guide were used to gather additional relevant information from the study's various stakeholders.

Data Gathering Procedure

During this pandemic, the researchers are abided by the government's health and safety protocols while giving and sending request letters to the campus director, dean, municipal mayor, and barangay captain, as well as distributing questionnaires to respondents.

The researchers sent letters to Marietta C. Macalolot, the Campus Director and Dr. Arlen P. Gudmalin the dean of College of Technology and Allied Sciences

to ask permission to allow the proponents to conduct a survey in Poblacion Norte, Batuan, Bohol. After the College Dean and Campus Director give such approval, the researchers sent letters to Hon. Atty. Antonio Morala Jumawid, the Municipal Mayor, and Engr. Joseph Laurden, the Barangay Captain of Poblacion Norte, Batuan, Bohol, to allow the proponents to conduct a survey in the town of Batuan, Bohol. After the approval of the Municipal Mayor and Barangay Captain, the researchers randomly distributed the questionnaire to the respondents. The respondents were given ample time to answer the questionnaires. Moreover, the data collected were essential to the studies since it serve as a basis for market analysis.

Scope and Limitations

This study was conducted in Poblacion Norte, Batuan Bohol. The study aims to determine whether selling dried fish in Batuan market will be profitable. The study is in the form of a survey questionnaire, and the respondents are all Batuan residents. Some effects were discovered during this research. One of these issues was some participants were unable or unwilling to understand the purpose of our study, and others did not want to complete the questionnaires. To address this issue, the researchers explained the significance of their participation. Another issue faced is that researchers were lacking of profit experience; therefore, in order to improve the profitability of business transactions, the researcher accepted and deliver orders near to the business location.

DEFINITION OF TERMS

Anchovy (bulinaw)- It is our product the result of a process in which the small fish are caught, salt cured and then dried for preservation.

Competitors- It has another business who can offer the same or similar goods and services.

Flying Fish (pinakas)- It is our product any of various marine fishes to the family of exocoetid having enlarged wing like pectoral fins capable of sustaining them brief, gliding flight over the water.

Goodbye head- a land of small fish, a very rich source of proteins, containing 80-85% protein.

Palawan dried fish (lupoy)- It is commonly from the sardine family.

Pony fish (potpot)- It is our product are small and laterally compressed in shape, with a bland silvery coloration.

Rabbitfish (danggit)- It is our product, a small thin dried fish referred as a poor man's food by most people. It is also known as rabbit fish or spine foot fish in English.

Researcher- is someone who conduct research, independently as a principal investigator or any systematic investigation into something.

Respondents- are those persons who are both unemployee and employee of Batuan Bohol have been invited to participate in a particular study and have actually taken parts in the study.

Sardinella (tamban)- It is our product, a fresh water sardine found exclusively in the Philippines.

Sprats (mangsi)- It is our product, small fatty European fish, usually smoked or canned like sardines.

Striped Red Mullet (sari-sari)- It is our product, also known as goat fish, an astonishing fish to look at due to its unique bright red skin.

Sweet lip Emperor (katambak)- any of various Australian fish with a large lip. Sweet lip is a salted emperor dried fish.

Yellow Tail (caraballas)- a food and sport fish of the Pacific and Indian oceans having a yellow stripe along each side of the body.

Chapter 2

MARKET ASPECT

The researchers choose Batuan since there was few sellers of dried fish available. JALM Dried Fish did not only cater to one market but also supply other markets (online selling, sari-sari store, household). This business can compete a major competitor with their prices by offering a reasonable price lower than our competitors.

This chapter discussed the data analysis and findings from 97 questionnaires. It includes the demand analysis, historical demand, present demand and projected demand. It also a presents supply analysis of the actual and projected supply. Furthermore, it deals with the demand supply gap analysis, market share and marketing program. The respondents' profile, preference and benefits from the aspects most considered by the researchers.

Demand Analysis

Present Demand

The town of Batuan, Bohol is considered a fifth-class municipality of the province of Bohol. The towns total land area of 7,908 ha. Is politically subdivided into 15 barangays. Basically, Batuan is an agricultural town as more than half of its total land area is devoted to agriculture.

Apart from that, there are also many bakeries in the area not to mention, Batuan also has many stores selling a vegetable, fruits, meats, and many more.

Table 1 show the frequency of age among the respondent. It can be seen that there are 67 respondents belonging to the age bracket of 31-40 making 67% of the highest population and there are 1 respondent to the age bracket of 61 and above making 1% of the lowest population.

Table 1
Profile of the respondents

AGE	GENDER		TOTAL	PERCENTAGE (%)
	Male	Female		
20-30	6	6	12	12.4
31-40	17	48	65	67.0
41-50	5	10	15	15.5
51-60	2	2	4	4.1
61 and above		1	1	1.0
TOTAL	30	67	97	100

Table 2 the table below shown that people are tend to eat dried fish. Clearly, all of the respondents were willing to eat dried fish.

Table 2
Acceptability of New Jalm Dried Fish Store

RESPONDENT	FREQUENCY	PERCENTAGE (%)
YES	96	99.0
NO	1	1.0
TOTAL	97	100

Table 3 showed that the response frequency of dried Pony fish (potpot) was the highest preference with 41, equivalent to 28.3%, while the response frequency or sardinellas (tamban) and Sweetlip Emperor (Katambak) was the lowest, with 2 equivalents to 1.4%.

Table 3

Preference of Respondent normally buy by favorite species

KINDS OF DRIED FISH	FREQUENCY	PERCENTAGE (%)
PALAWAN DRIED FISH (lupoy)	3	2.0
RABBITFISH (danggit)	3	2.0
PONYFISH (potpot)	41	28.3
SPRATS (mangsi)	16	11.0
ANCHOVY (bulinaw)	17	11.8
STRIPED RED MULLET (sari-sari)	12	8.3
GOODBYE HEAD	18	12.4
FLYING FISH (pinakas)	10	6.9
YELLOW TAIL (caraballas)	21	14.5
SARDINELLA (tamban)	2	1.4
SWEETLIP EMPEROR (katambak)	2	1.4
TOTAL	145	100

Table 4 shows that 35% of the respondents prefer their budget to be 200 pesos or more. On the other hand, 2% was the lowest percentage preferred budget which is 75-90 pesos.

Table 4
Respondents Budget in Purchase Dried Fish

QUANTITY	FREQUENCY	PERCENTAGE (%)	RANK
50-70	13	13.0	4
75-90	2	2.0	6
95-120	25	26.0	2
125-150	20	21.0	3
155-180	3	3.0	5
200 and ABOVE	34	35.0	1
TOTAL	97	100	

Table 5 shows that the respondents prefer to buy 1 to 2 kg of dried fish, of which the highest percentage is 62% and the lowest percentage is 1% prefer 5kg or more.

Table 5
Quantity of Dried Fish

KILOS	FREQUENCY	PERCENTAGE (%)	RANK
¼- ½ kilo	34	35.0	2
1-2 kilo	60	62.0	1
3-4 kilo	2	2.0	3
5 kilos and more	1	1.0	4
TOTAL	97	100	

Table 6 present that more people like to buy dried fish once a week, which is 60% higher than other options, while the proportion of daily options is lower at 5%.

Table 6

Frequency of the Respondents in Purchasing a Dried Fish

CHOICES	FREQUENCY	PERCENTAGE (%)	RANK
Once a Week	58	60.0	1
Everyday	5	5.0	4
Once a Month	24	25.0	2
Twice a Month	10	10.0	3
TOTAL	97	100	

Table 7 shows that the search for appearance survey is 34%. Some are concerned about the price of 36%, while the size of dried fish is only 30% that some people are willing to buy.

Table 7

Preferences of respondent on what are they looking for Dried Fish

RESPONDENT	FREQUENCY	PERCENTAGE (%)	RANK
Appearance	33	34.0	2
Size	29	30.0	3
Price	35	36.0	1
TOTAL	97	100	

Table 8 shows that most of the respondents usually buy in the market with a percentage of 85%. Some of them prefers to buy in mobile selling with a percentage of 10% and there's only few chose sari-sari store.

Table 8

Preferences of Respondent usually they purchase

CHOICES	FREQUENCY	PERCENTAGE (%)	RANK
Public Market	82	85.0	1
Mobile selling	10	10.0	2
Sari-Sari Store	5	5.0	3
TOTAL	97	100	

Table 9 shows that respondents are more willing to choose salted dried fish, which accounts for 42%, instead of unsalted dried fish only 39%, and some of them have no problem with salted dried fish and unsalted dried fish which represent 19%.

Table 9

Preferences of respondent on choosing they prefer to buy

RESPONDENT	FREQUENCY	PERCENTAGE (%)	RANK
Salted	41	42.0	1
Unsalted	38	39.0	2
Both	18	19.0	3
TOTAL	97	100	

Table 10 shows that some of respondents expressed their willingness to buy if researchers conducted business in out featured location.

Table 10

Acceptability of Respondents to the Proposed Business

RESPONDENT	FREQUENCY	PERCENTAGE	RANK
YES	96	99.0	1
NO	1	1.0	2
TOTAL	97	100	

Historical Demand

The town of Batuan comprise of 15 barangays. The proponents specifically chose randomly people in the town, with the total household number of 3,114 according to 2020 municipality profile. The economic progress and continuous growth of population in this area indicates an increase of demand.

Table 11 shows the total population of Batuan for the last 5 years (2015-2019). It presents that there is an increase of household population every year.

Table 11

Total Household of Batuan for the past 5 YEARS (2016-2020)

YEAR	HOUSEHOLD
2016	2,848
2017	2,928
2018	2,981
2019	3,034
2020	3,114

(Source: Batuan Municipal Planning and Development Coordinator)

Table 12 shows the historical demand per kilogram of dried fish. To obtain the historical demand, researchers first obtain the total number of households in the Batuan houses and then multiply it by total kilograms of dried fish in the survey.

Table 12
Historical Demand

YEAR	HOUSEHOLD	PERCENTAGE PATRONIZE (99%)	HISTORICAL DEMAND OF DRIED FISH PER KILO	QUANTITY DEMAND PER YEAR
2016	2,848	2,820	192	541,348
2017	2,928	2,899	192	556,554
2018	2,981	2,951	192	566,628
2019	3,034	3,004	192	576,703
2020	3,114	3,083	192	591,909
Average				566,628

The historical demand by kilo is displayed in table 13. According to the percentage growth, which is 2.25 percent, the demand is likely to rise annually. The information demonstrates that demand is rising annually.

Table 13
Historical Demand in kilo

YEAR	HISTORICAL DEMAND	INCREASE	PERCENTAGE (%)
2016	541,348	-	-
2017	556,554	15,206	2.73
2018	566,628	10,074	1.78
2019	576,703	10,074	1.75
2020	591,909	15,206	2.57
Average	566,628	12,640	2.25

Table 14 display the historical demand by kilogram. The data indicates that there is an increasing demand every year. The demand is likely to increase each year based on the average of 12,640.

$$\text{Average Increase} = \frac{\text{Total Increase}}{(5 \text{ years} - 1)}$$

Table 14
Demand Average Increase

YEAR	DEMAND	INCREASE
2016	541,348	-
2017	556,554	15,206
2018	566,628	10,074
2019	576,703	10,074
2020	591,909	15,206
Average	566,628	12,640

In order to obtain the estimated demand based on the historical demand, an average arithmetical method is used to calculate the projected demand.

Table 15 shows the estimated demand per kilogram of dried fish in the Batuan Public Market mentioned in the table above. The historical difference in demand from 2016 to 2020 is 50,561 divided by the total number of years, or 4 equals 12,640 which is the projected demand growth. With the increase in the percentage of demand in previous years. It shows the expected growth in demand over the next five years from 2021 to 2025. This shows a positive forecast for the success of the prosed business.

Table 15
Projected Demand

YEARS	DEMAND	INCREASE	PROJECTED DEMAND
2021	591,909	12,640	604,549
2022	604,549	12,640	617,190
2023	617,190	12,640	629,830
2024	629,830	12,640	642,470
2025	642,470	12,640	655,111

SUPPLY ANALYSIS

Present Supply

The researchers interviewed the prospect competitors of the business to be established regarding the number of operating hours, price of the dried fish they offer, the type of dried fish they offer and their number of years in business.

List below are the four competitors selling dried fish at Batuan Public Market:

1. Andresa Domasig Dried Fish. A native of Poblacion Sur, Batuan and have been operating ten years already. She started her business from the year 2011. Her source of dried fish is from Ubay, whom will also the one who deliver them.

2. Rita Reyes Dried Fish. Has been in business for three years with a 25,000-peso starting investment and is a native of Cabacnitan. She orders her dried fish from Cebu.
3. Margarito Gulayan Dried Fish. A residence of Buenos Aires, Carmen. Her business started since 2017, five years and counting. Her primary supplier of dried fish came from the town of Sagbayan.
4. Cedrick Morala Sr. Dried Fish. A residence from Rizal, Batuan. Ubay was her primary supply of dried fish. She has been in business for almost two years. The business started from the year 2019.

Table 16

Kilos Catered by Existing of dried fish

DRIED FISH STORE	4 WEEKS	MONTH	2016	2017	2018	2019	2020
Andresa	4,341	12	52,092	53,394	54,729	56,097	57,500
Rita	4,139	12		49,668	50,910	52,182	53,487
Margarito	4,048	12			48,576	49,790	51,035
Cedrick	4,183	12				50,196	51,451
Total			52,092	103,062	154,215	208,266	213,273

Source: Actual Interview

Historical Supply

Table 17 presents the average supply of dried fish in Batuan over the last past five years. Every year, there was an increase in supply, but not by a large margin. As a result, there was an opportunity and an advantage to produce dried fish in the area.

Table 17

Estimated Supply in Poblacion Norte of Batuan for the Past Five Years

YEAR	ESTIMATED SUPPLY OF DRIED FISH PER KILO	INCREASE	PERCENTAGE (%)
2016	52,092	-	-
2017	103,062	50,970	97.85
2018	154,215	51,153	49.63
2019	208,266	54,051	35.05
2020	213,273	5,207	2.50
AVERAGE	146,221.65	40,345	46.26

Table 18 indicates that the average increase is 40,345 with a consistency of increasing every year.

Table 18

Projected Supply of Poblacion Norte Batuan in the Year 2021-2025

YEARS	SUPPLY	AVERAGE INCREASE	PROJECTED SUPPLY
2021	213,473	40,345	253,818
2022	253,818	40,345	294,163
2023	294,163	40,345	334,509
2024	334,509	40,345	374,854
2025	374,854	40,345	415,199

Projected Demand-Supply Gap Analysis

Table 19 shows the projected demand-supply gap analysis for the next 5 years is presented. There is a continuous demand for the years to come in the year 2021, it is projected that there is a demand of a dried fish at 58.02%. As the

proponent's capacity in year 2021 can supply only 2% of demand supply gap which is 5,586 kilos and in the following years.

Table 19
Demand-Supply Gap

YEAR	DEMAND	SUPPLY	DEMAND SUPPLY GAP	UNMET (%)
2021	604,549	253,818	350,731	58.02
2022	617,190	294,163	323,026	52.34
2023	629,830	334,509	295,322	46.89
2024	642,470	374,854	267,617	41.65
2025	655,110	415,199	239,912	36.62

Market Share

Table 20 present the percentage catered by the proponents.

Table 20
Expected Proponent Capacity

YEAR	GAP/UNSATISFIED DEMAND	ACCEPTANCE FACTOR (99%)	EXPECTED PROONENTS' CAPACITY (2%)
2021	350,731	347,224	7,015
2022	323,026	319,796	6,461
2023	295,322	292,369	5,906
2024	267,617	264,941	5,352
2025	239,912	237,513	4,798

Market share is derived by computing the formula:

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

Where:

Proponents Production Capacity – Gap/ Unsatisfied Demand or Percentage of the Gap the
 Proponents are able to cater competitors Supply Capacity – Projected Supply

With the given formula, the computation for the market share for 2021-2025 is arrived as what is shown in the table that follows.

Table 21 The table shows the market share from 2021 to 2025, and it reveals that the percentage of market capacity remains the same for next year and in the near future.

Table 21
 Market Share

YEAR	COMPETITORS SUPPLY CAPACITY(A)	PROPONENTS PRODUCTION CAPACITY(B)	A+B	MARKET CAPACITY (%)
2021	253,818	7,015	260,833	2.69
2022	294,163	6,461	300,624	2.15
2023	334,509	5,906	340,415	1.74
2024	374,854	5,352	380,206	1.41
2025	415,199	4,798	419,997	1.14
AVERAGE	334,509	5,906	340,415	1.82

Marketing Mix**Product**

It is the set of actions or tactics that a company uses to produce a desired response from its target market. It consists of 4 factors; Product, Price, Place and Promotion and each factors influence a consumer's decision-making.

Figure 1 Show the different kind of dried fish which is the proponent's product.

A. RABBITFISH (danggit) B. PONYFISH (potpot), C. SPRATS (mangsi), D. ANCHOVY (bulinaw), E. FLYING FISH (pinakas), F. GOODBYE HEAD G. YELLOW TAIL (caraballas), H. BAKAY

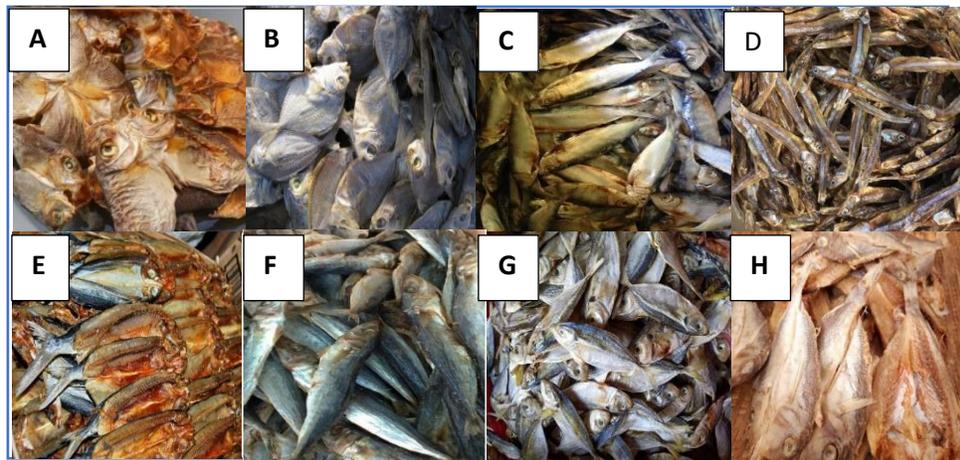


Figure 1. The Product

Pricing

The prices of the products to be offered were based on the competitor's price. The list of prices of the products was presented on Table 22 to be followed on the next page and it can be seen in schedule 17.

Table 22

Price List

KINDS OF DRIEDFISH	PURCHASE	SELLING PRICE
RABBITFISH (danggit)	450	495
PONYFISH (potpot)	170	242
SPRATS (mangsi)	140	154
ANCHOVY (bulinaw)	210	231
STRIPED RED MULLET (sari-sari)	250	275
GOODBYE HEAD	160	176
FLYING FISH (pinakas)	250	275
YELLOW TAIL (caraballas)	170	187
SWEETLIP EMPEROR (katambak/Bakay)	250	275
TOTAL COST		2,310

The proposed business “JALM” served its customer five option of selling of a dried fish. Once a customer bought our product, he/she was given a chance to choose what he/she preferred to buy any kind of dried fish. For those regular customers they were discounted depend upon 3-5 kilos and also it offered a good quality of dried fish upon ensuring the desire objects of the business. Dried fish were sold to the potential buyer. Researchers offered 5% discount for those who buy wholesale.

Place

The business establishment were located at Poblacion Norte, Batuan, Bohol which is beside at Batuan Public Market. The location was chosen specifically because it is in the heart of town and researchers noticed that there was is fewer dried fish vendor. This location was easy to access for the people to buy the researchers dried fish.

Promotion

In order to promote our product via retailing, researchers created a tarpaulin and a Facebook page. Researchers also take orders and reservation from our clients.



Figure 2. Tarpaulin



Figure 3. Facebook Page of JALM DRIED FISH

Chapter 3

TECHNICAL ASPECT

In this Chapter, the proposed business operation flow of the project. The technicalities and the basic structure were being elaborated, the proponent's equipment needed location, its description and the vicinity map. In addition to that, this chapter also discussed the overall expenses of the proposed business such as buying dried fish, supplies and purchases, labor expense, utilities and legal documents.

Business Offerings

Dried fish is a popular local product of the Philippines, especially in Bohol. The proponents were confident that they will sell high quality of product, beautiful-looking dried fish at reasonable prices to attract legitimate customers. From the supplier to researcher's store, researchers took orders online and repacking the dried fish for a reasonable price, starting at 18 pesos and going up depending on the type of dried fish. The dried fish were sold to the retailers and were delivered bulk orders in Batuan area.

Business Process

The JALM DRIED FISH opened for direct consumers. The mode of payment of direct consumers was through cash. The flow diagrams illustrate the procedures from purchasing to selling, collecting payments.

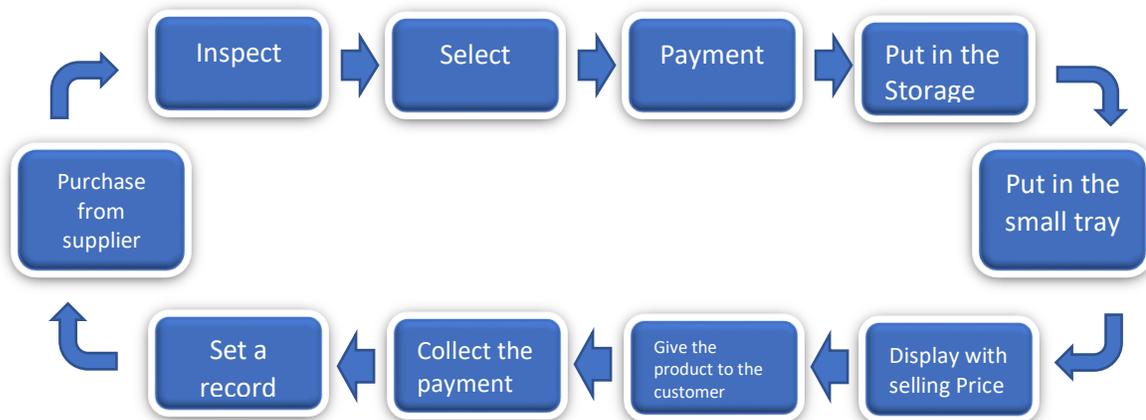


Figure 4. Purchase Flow

They first place an order from the supplier, put the product in a storage box to prevent it deterioration and some pests, and store the product there is also good, then they display it at a fixed price and provide good customer service, and finally collect the payments from customers.

a. Supplier

In Ubay and Sagbayan, Bohol, the projected firm will have a direct supplier. For the supplies, the proponent when directly to the supplier's location. Occasionally, a supplier will deliver at the retailer.

b. Inspect

Examine the dried fish's appearance and aroma to determine whether it is of good quality.

c. Select

The proponent chooses an affordable price to resell and, especially, a good appearance of the dried fish to attract buyers.

d. Payment

After selecting their product, the proponent will pay the supplier in the exact amount.

e. Put in the storage

After the product has been taken, it was kept directly in the storage room.

f. Put in the small tray

The products will be placed in a small tray so that the customer can select whatever they want to buy.

g. Display with selling price

Prices are important in attracting buyers, so the displayed products have their affordable prices written in display.

h. Give the product to the customer

After the customer have decided what to buy, the proponents gave them the product.

i. Collect the payment

The cashier will collect the payment after the transactions were completed.

j. Set a record

It is necessary to create a record in order to conduct a secure transaction.

Business Schedule

From 5 am to 6 am, the seller must have prepared and cleaned the area and displayed the products in the store. The store was closed between 6 p.m. and 7 p.m., depending on the circumstances of the environment. The store was opened from Monday to Sunday.

Location

The proposed business was located in the Poblacion Norte, Batuan, Bohol. Specially, it is along the interior national highway going to Carmen, Bohol. The proponents choose this location because it is less competitors.

The figure 5 and 6 show the location map and vicinity map respectively.

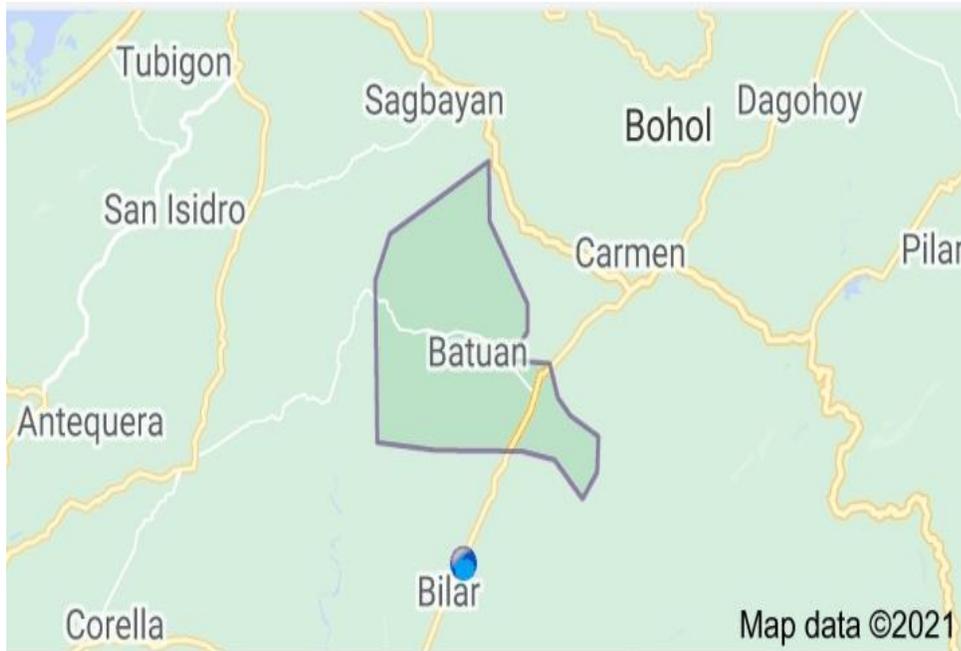


Figure 5. Map of Batuan

The vicinity of the proposed business site is shown in the proposed site of the specific land mark.

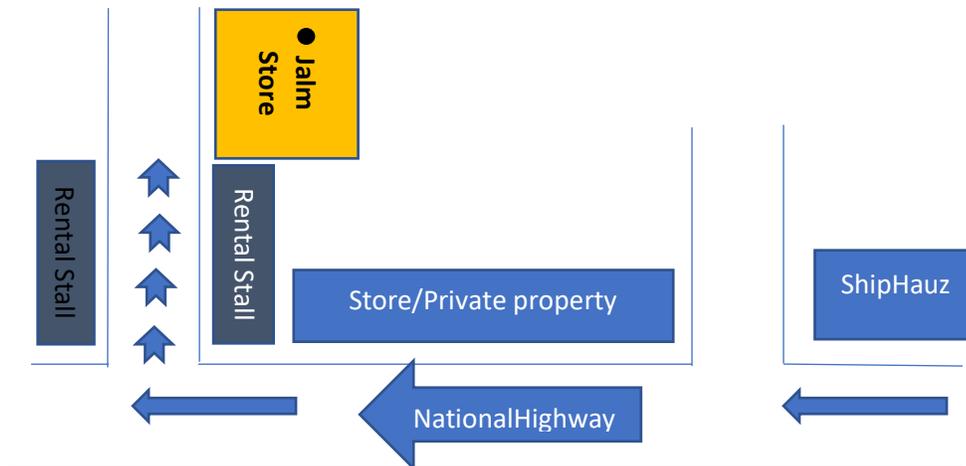


Figure 6. Vicinity Map

Building

The building was Square Shape; it was rented in the private property of Mrs. Marites Dantes. The proposed business was surrounded by many establishments. The proponents also decided to choose this location because this site was good for selling and it was accessible for the customers. This site is located beside Batuan Public Market. The table on the next page shows the annual rental expense.

Table 23

Annual Rental Expense

DESCRIPTION	MONTHLY	ANNUAL COST
Rent	2,700	32,400
TOTAL COST		32,400

Lay out

The proposed business measured approximately with the width is 3 meters and length 4 meters.

The overall design plan of the building can be seen in figure 7.

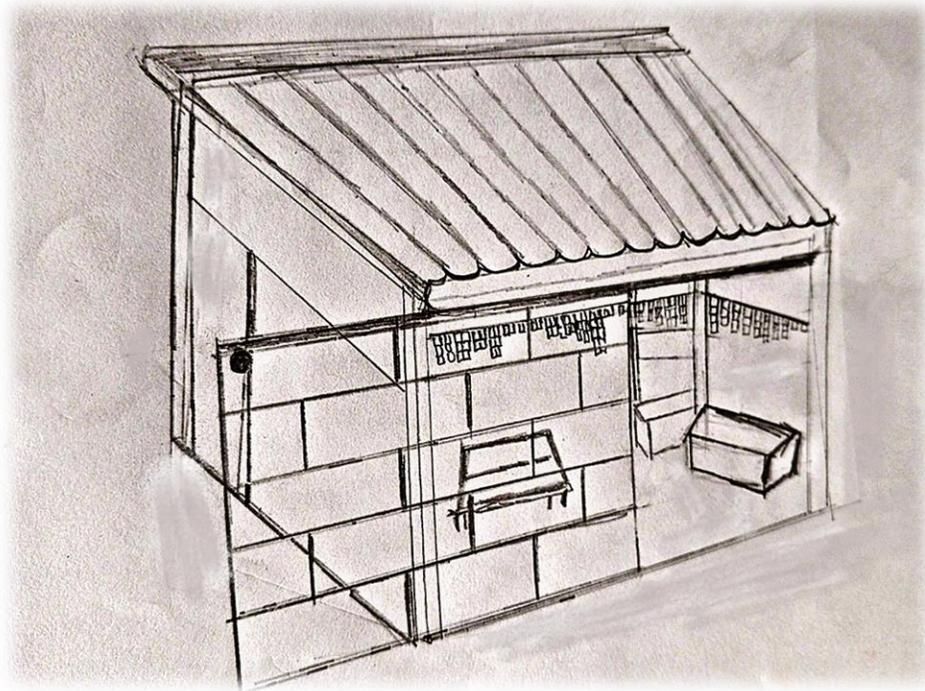


Figure 7. Store Perspective

Table 24

Total Cost of Furniture & Fixtures

DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
Table	2	Pc	200	400
Crates	10	Pc	195	1,950
Trays	11	pc	100	1,100
TOTAL COST				3,450

Table 25 shows the depreciation expense of furniture and fixtures.

$$\text{Annual Depreciation} = \frac{\text{Acquisition Cost}}{\text{Estimated Useful Life}}$$

Table 25

Depreciation Expenses of Furniture & Fixtures

DESCRIPTION	TOTAL COST	LIFE SPAN	DEPRECIATION
Tables	400	5	80
Crates	1,950	2	975
Trays	1,100	2	550
TOTAL COST			1,605

Tools and Equipment

The total cost of needed tools and equipment to acquire and the annual depreciation expense of Tools and Equipment are presented on the table 26 and 27. Depreciation expense is computed using the formula below:

Table 26

Total Cost of Equipment

DESCRIPTION	QUANTITY	UNIT	PRICE	YEARLY
Weighing Scale	1	Pc	2,650	2,650
Light bulb	2	Pcs	100	100
TOTAL COST				2,750

Table 27

Depreciation Expenses of Equipment's

DESCRIPTION	TOTAL COST	LIFE SPAN	DEPRECIATION
Weighing Scale	2,650	5	530
Light Bulb	100	1	100
TOTAL COST			630

Supplies

The supplies needed of the proposed business are store supplies, maintenance and office supplies. The annual costs of supplies are presented on the next page table 28,29,30.

Table 28

Total Annual Cost of Store Supplies

DESCRIPTION	QUANTITY	UNIT	COST	TOTAL COST
Garbage Bag	30	Pack	75	2,250
Paper Bag (no. 5)	30	Bundle	70	2,100
Paper Bag (no. 8)	30	Bundle	95	2,850
Eco bag (M)	25	Bundle	290	7,250
Eco bag (L)	25	Bundle	300	7,500
TOTAL COST			830	21,950

Table 29

Total Annual Cost of Maintenance Supplies

DESCRIPTION	Quantity	UNIT	COST	TOTAL COST
Rag	2	Pcs	25	50
Broom	2	Pcs	20	40
Dustpan	2	Pcs	45	90
Knife	1	Pc	45	45
TOTAL COST			135	225

Table 30

Total Annual cost of Office supplies

DESCRIPTION	QUANTITY	UNIT	COST	TOTAL COST
Calculator	1	Pc	180	180
Ballpen	1	Box	80	80
Record Book	2	Pcs	120	240
Liquid Eraser	3	Pcs	30	90
Notebook	4	Pcs	15	60
TOTAL COST			425	650

Utilities

Water and electricity it's already been covered of the rent in the whole year implementation.

Transportation

The expense for transportation is presented on the next page.

Table 31

Annual Transportation Expenses

DESCRIPTION	MONTHLY	ANNUAL COST
Transportation	500	6,000
TOTAL COST		6,000

Government and Legal Requirements

The expenses for taxes and permits are presented on Table 32 and 33.

Table 32
Legal Requirements

GOVERNMENT AND LEGAL REQUIREMENTS	AMOUNT
Barangay Clearance	130
Mayor's Permit	773
Sanitary Health	75
TOTAL COST	978

Table 33
Cost of DTI

DESCRIPTION	AMOUNT (IN PHP)
DTI	230
TOTAL COST	230

Waste Disposal

During our implementation / selling dried fish in Batuan, Bohol. Researchers applied the proper waste disposal the 3R the reduce, reuse, recycle to lessen and manage the proper disposal of waste. Separate bins were placed for biodegradable, non-biodegradable and hazardous materials.

Chapter 4

MANAGEMENT ASPECT

This chapter covers the form ownership, the organizational chart and responsibility matrix which includes the duties and responsibilities of the personnel of the proposed business.

Legal Form of Business Organization

JALM Dried Fish is a sole proprietorship type of business, which means that it is owned, managed and controlled by a single person. This person collects all profit from the business and is liable for its debt. In order to help the business, the owner will hire one additional employee/sales worker. Sole proprietorship will be responsible for all of the business transactions and financial liabilities. This form of business has several advantages.

- Quicker Tax Preparation
- Lower Start-up Cost
- Ease of Money Handling
- Government Regulation
- Sale and Inheritance

ORGANIZATIONAL CHART

Figure 8. Shown the organizational chart of the proposed business.



Figure 8. Organizational Chart

Responsibility Matrix

Table 34. Demonstrates the responsibility matrix, which includes the position requirements and responsibilities of the business staff.

Table 34

Responsibility Matrix

POSITION	QUALIFICATION	RESPONSIBILITIES
OWNER		In charge of all the business operation. Holds the received cash. Keeping tracks of the business operations and keep records on all business transactions. Negotiating contracts (place orders with suppliers). Preparing reports (e.g .on orders and costs).
SALES WORKER	Has convincing words. Has approachable appeal	Good in assessing customer's need and answering any questions that the customer may have.

Labor Requirements

The proposed business's labor requirements are shown in this table. The owner will only hire one employee. The new employee will be rated 366 per day. However, because the employee was on regular basis, benefits such as SSS, Philhealth, and pag-ibig were provided.

Table 35
Labor Requirements

POSITION	NO. OF EMPLOYEE	NO. OF DAYS	DAILY RATE	MONTHLY RATE	ANNUAL COST
Seller	1	30	366	10,980	131,760
Less: Employees Share					10,140
Total Cost				10,135	121,620

Source: Department of Labor and employment in the Province of Bohol

Employee Benefits and Management Policies

Benefits like SSS, PhilHealth, and Pag-ibig shall be provided to employees as a requirement. Additionally, the proprietor would abide by the minimum wage regulation that the department of labor and employment, which governs the service sector, imposed on the province of Bohol.

Table 36. Shows the annual ER (employer) and EE (employee) share as to the benefits mentioned below.

Table 36
Monthly Contribution

Employee Benefits	Employer Contribution	Employee Contribution
SSS	945	495
PhilHealth	150	150
Pag-ibig	200	200
Total Monthly	1,295	1,295
Total Annually	15,540	10,140

Hiring of Employees

As the owner of the prospective business, the proprietor will be responsible for employing and selecting people.

Training of Employees

There is no need intensive training because the planned firm is simple to manage. Instead, the owner will orient and explain to the new hire employee what tasks are expected.

Termination of Employees

The following reasons will result in the termination an employee's employment:

- Poor Work Performance
- Misconduct
- Taking too much time off
- Habitual neglect of duties

Projected Time Table

The planned business's project timeline is shown in table.

Table 37

Projected Time Table

Activities	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
Project Fs preparation	X	X	X												
Acquisition of capital				X											
Permit and licenses					X										
Acquisition of equipment					X										
Purchases of dried fish					X										
Start of the operation					X										
Selling of a dried fish					X										

During the month of May the Proponents concentrated on preparing the project feasibility study. The proponents work on Acquiring the capital to be used in business in the month of August.

Chapter 5

FINANCIAL ASPECT

This study exhibits the different estimations, assumptions, evaluation, and assessments of the project in order to determine the ability to generate income of the proposed business.

Major Assumptions

Revenue Assumption

- a. All sales were in cash basis.
- b. Inventory End were at 4.5% of gross sales on prior years.
- c. Purchases were at 4.5% increase

Salaries were based on minimum wage which 366 a day.

Expense Assumptions

- a. Selling Expense increased 4.5% annually.
- b. Administrative Expense increased by 4.5% per annum.

Asset

- a. Furniture and fixtures have estimated useful life for two to five years.
- b. Equipment have estimated useful life for five years.

Equity

The actualization of this proposed business required P146,941.00 in order to serve and provide the capital in covering the expenses needed for the project.

Others

All computations were rounded off to the nearest peso.

Note: 4.5% increase annually was based on the inflation rate imposed.

Total Project Cost

The capital for the JALM dried fish business were 146,941.00 pesos, which was contributed solely by the owner and used to fund and start up the business. The Total Projected Cost are presented on Table 38. The overall amount in putting up the proposed business “JALM DRIED FISH “was Php 146,941.00.

Table 38
Total Projected Cost

EXPENSES	COST
A. Pre-operating Expenses	
Government and legal Requirements	1,208
Promotional Cost	250
Feasibility Study	1,000
Total Pre-Operating Costs	2,458
B. Fixed Investment	
Furniture & Fixture	3,450
Equipment	2,750
Total Fixed Investment	6,200
C. Working Capital Requirements (1 month)	
Purchases	110,258
Store Supplies	7,470
Office Supplies	650
Transportation	2,000
Salaries	10,980
Maintenance	225
Rental Fee	2,700
Total Working Capital Requirements	138,283
Total Project Cost	146,941

Note: allocated pre-operating expenses are only for 1 month

Sources of Financing

The proponent's funding for the start-up of their business came from personal funds.

Projected Financial Statements

Projected financial statements are also called 'pro forma' financial statements. The term pro forma simply means 'as a matter of form'. In this business world, pro forma, or projected financial statements, are typically used to focus on certain figures, such as Statement of Income, Cash flows and a Financial Position. Most statements that are produced to reflect present financial information can be translated to present future information.

JALM DRIED FISH
Statement of Income
For the Five Years

	SCHEDULE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	1	1,859,437	1,789,622	1,709,758	1,619,082	1,516,784
Less: Cost of Goods Sold						
Beginning Inventory			59,539	57,304	54,747	51,843
Purchases	2	1,323,099	1,273,421	1,216,593	1,152,072	1,079,281
Total Goods Available for Sale		1,323,099	1,332,961	1,273,897	1,206,819	1,131,124
Less: Ending Inventory		59,539	57,304	54,747	51,843	48,568
Total Cost of Goods Sold	3	1,263,559	1,275,657	1,219,151	1,154,976	1,082,556
Gross Profit		595,878	513,965	490,607	464,107	434,227
Less: Expenses						
Store Supplies	4	21,950	22,938	23,970	25,049	26,176
Office Supplies	5	650	679	710	742	775
Salaries	6	121,620	121,620	121,620	121,620	121,620
Rent Expense	7	32,400	33,858	35,382	36,974	38,638
Maintenance	8	225	235	246	257	268
Transportation	10	6,000	6,270	6,552	6,847	7,155
Government Standard Salary Payable	11	15,420	15,420	15,420	15,420	15,420
Government and Legal Requirements	12	-	1,252	1,298	1,346	1,396
Depreciation	14	2,235	2,240	2,313	2,318	2,395
Pre-Operating	15	2,458				
Total Expense		202,958	204,512	207,510	210,572	213,843
Net Profit		392,920	309,454	283,097	253,535	220,384

JALM DRIED FISH
Statement of Cash Flow
For the five Years

	SCHEDULE	PRE-OP	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Cash Flow							
Operating							
CASH INFLOWS							
Cash Sales			1,859,437	1,789,622	1,709,758	1,619,082	1,516,784
Total Cash Inflows			1,859,437	1,789,622	1,709,758	1,619,082	1,516,784
CASH OUTFLOWS							
Purchases			1,323,099	1,273,421	1,216,593	1,152,072	1,079,281
Add: Selling and Administrative	16		198,265	202,272	205,197	208,254	211,448
Total Cash Outflows			1,521,364	1,475,693	1,421,791	1,360,326	1,290,729
Net Cash Flow from Operating			338,073	313,929	287,967	258,757	226,055
Net Cash flow from Financing Act							
Owner's Equity		146,941					
Cash Flow from Investing							
Less: Fixed Investment	18	6,200		105	3,296	114	3,450
Pre-Operating	15	2,458					
Net Cash Flow from Financing Act		138,283					
Add: Beginning Act			138,283	476,357	790,181	1,074,852	1,333,494
Ending Balance		138,283	476,357	790,181	1,074,852	1,333,494	1,556,098

Expenses found in selling and administrative can be seen in schedule 16

JALM DRIED FISH
Statement of Financial Position
For the Five Years

	SCHEDULE	PRE-OP	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ASSETS							
Current Assets							
Cash		138,283	476,357	790,181	1,074,852	1,333,494	1,556,098
Merchandise Inventory			59,539	57,304	54,747	51,843	48,568
Total Current Asset		138,283	535,896	847,485	1,129,598	1,385,337	1,604,666
Non-Current Assets							
Fixed Investment		6,200	6,200	4,070	5,126	2,928	4,060
Less: Depreciation	14		2,235	2,235	2,313	2,318	2,395
Net Fixed Investment		6,200	3,965	1,830	2,814	610	1,665
Pre-Operating		2,458					
Total Non-Current Assets		8,658	3,965	1,830	2,814	610	1,665
Total Assets		146,941	539,861	849,315	1,132,412	1,385,947	1,606,331
LIABILITIES AND OWNER'S EQUITY							
Owner's Equity		146,941	146,941	539,861	849,834	1,132,412	1,386,943
Profit/Loss			392,920	309,454	283,097	253,535	220,384
Total Liabilities and Owners Equity		146,941	539,861	849,315	1,132,412	1,385,947	1,606,331

Financial Analysis

Return on Investment (ROI)

The ratio used as a basis for the efficiency of the operation. It shows how the business management manipulates the cost of investment in order to generate income.

Based on the result, the business shows an increasing percentage from first year up to fifth year of operation with an average ROI of 199% thus, the proposed business implies a positive result which is good for the venture.

$$\text{Return of Investment} = \frac{\text{Net Income}}{\text{Cost of Investment}} \times 100$$

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Net Income	392,920	309,454	283,097	253,535	220,384
COI	146,941	146,941	146,941	146,941	146,941
Ratio	267%	211%	193%	173%	150%

Payback Period

The payback period is the amount of the time it takes to recoup the initial investment cost.

The analysis below implies that the proposed business may take 4 months to recover the initial investment.

$$\text{Payback Period} = \frac{\text{Total Projected Cost}}{\text{Cash flow From Operation}}$$

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Initial Investment	146,941	146,941	146,941	146,941	146,941
Cash Flow per Year	476,357	790,181	1,074,852	1,336,494	1,556,098
Payback Period	3.75 4 months	2.26 3 months	1.66 2 months	1.34 1 month	1.14 1 month

Break-even Analysis

The Break-even point shows the number of peso sales in peso and units produced in the proposed business should be able to meet so that it would operate neither loss nor gain.

The proposed business must take an average of 2,392 units to be sold in order not to obtain neither loss nor gain.

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

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Fixed Cost	174,133	174,390	176,032	177,678	179,468
Sales Price	265	277	289	303	316
Less: Variable Cost	184	202	212	222	233
BEP in Units	2,154	2,329	2,265	2,205	2,154

The proposed business not to incur neither profit or loss for sales it must take an average of 643,186 sales in peso.

$$\text{break – even Point (peso)} = \frac{\text{fixed cost}}{\text{Contribution Margin}}$$

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Fixed Cost	174,133	174,390	176,032	177,678	179,468
CMR	0.30	0.27	0.27	0.27	0.26
BEP In Peso	571,004	645,026	655,529	667,130	680,787

The contribution margin reflects the total amount of revenue available after variable costs to cover fixed expenses and generate profit for the business.

$$\text{Contribution Margin} = \frac{\text{Sales Price per Unit} - \text{Variable Cost Per Unit}}{\text{Sales Price per Unit}}$$

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales Price per Unit	265	277	289	302	316
Less: Variable Cost per Unit	184	202	212	222	233
Contribution Margin	81	75	78	81	83

Chapter 6

SOCIO-ECONOMIC ASPECT

When this business will come feasible and profitable, we can expand the business and hire a sales worker to maintain and manage the dried fish. This business can also provide jobs specially to those people unemployed. This business will also help boost our agriculture industry specially in fisheries and dried fish. Furthermore, most of the individuals may find this as a great food to be included in the diet so that it is possible to fight with more calories and fats in our body.

This project study will benefit the properties as well as the residents of barangay Poblacion Norte and other near barangays as well as the municipality of Batuan.

The advantages that the proposed business could offer are:

Economic Benefits:

- a) The JALM Dried Fish will pay for the registration and permits, which is advantageous for the barangay and also for the Municipality.
- b) The suppliers of dried fish will be benefited for they can earn more income on their profit through the proposed business.
- c) The proposed business will be observed cleanliness by maintaining proper waste disposal to avoid environmental destruction.

- d) JALM Dried Fish will provide good quality of dried fish that will satisfy the consumer needs.
- e) The community/consumers will also be benefited because the proposed business is only walking distance from the residence area.

Social Responsibilities of the Proponents:

- a) The proponents will be able to provide the community with well-dried fish.
- b) The proponents will ensure the sanitation of the business in order to avoid pollution.
- c) The proponents will abide the safety protocols.

Chapter 7

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter present the summary of findings, conclusions and recommendation.

Summary of Findings

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

Majority of the target market respondents who were female with an age of 25-30 years old who were employed and unemployed.

As to Market Aspect, the proponents determined that there was an increased demand for dried fish in the town of Batuan, Bohol. Based on the data, researchers estimated that the demand supply gap in the first year of 2021 will be 350,731. Researchers can see, there was a significant demand supply gap. However, the proponents can only cover 2% of supply gap, which is 7,015 kg. in the first year and 4,798 kg. in the last five years. The proposed business aimed towards local retailers and individual buyers in the surrounding area. Researchers saw that there was a market demand for the research, and it was feasible.

As to Technical Aspect, the location of the business was in Poblacion Norte, Batuan Bohol near in the Pharmarix pharmacy and Eco oil gasoline station. The proposed business is accessible to the consumer. Additionally, it states that the

business has a reliable source of dried fish and that the tools and resources needed to run it are simple to acquire.

As to Management Aspect, the proposed business has a sole proprietorship as its form of ownership and needed only one seller. It was not necessary to hire more people to manage the said business.

As to Financial Aspect, the proposed business total project cost was 146,941. The major assumption to be followed in this aspect, and the proponents assumed to be followed in this aspect, with the inflation of 4.5%. The proponent assumed with the average gross profit of P499,757.00. The business got an average annually net profit P292,068.00 and it was recovered within 4 months of operation. The Return on Investment is got an average of 199%, in terms of peso is an average of 6, 433, 895 and as to break – even unit is 2,221.

As to Socio-economic Aspect, the proposed business was not only concerned with making a profit, but also with providing revenues to the government via taxes and license fees.

Conclusions

Majority of the target market respondents were female with an age of 25-30 years old who were both employed and unemployed. The projected demand was higher than the projected supply. It means that there was a higher percentage of unmet demand that the proponents catered which gave a high

market share. The location of the proposed business is good because it is near with

establishments and is also a long road. Sole proprietorship form of business is just appropriate since the proposed business needs simple management and one seller is enough to run the business. The proposed business has a good performance and growth since it projected a high profit. It would also be helpful as it provided and contributed revenues to the government. Therefore, the proposed business is feasible.

Recommendations

The researcher recommends that selling a dried fish business will be more viable considering the following recommendations:

- Customer's service must have a good relationship within the proponents of the business.
- Find strategies to increase sales while bringing costs down to a profit.
- In particular, inventory records should be carefully maintained to prevent losses.
- The employee is required to maintain cleanliness, proper hygiene, and appropriate tool and equipment sanitation.

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APPENDICES

APPENDIX A

Survey Questionnaire

JALM DRIED FISH SURVEY QUESTIONNAIRE

You are very important to us. Please help us serve you better by taking a few minutes to tell us about your opinion. Your answer is highly appreciated.

Name: _____ Address: _____

Direction: Put a check mark (/) on the space provided

I. Demographic Profile of the consumer in terms of:

1.1 Age

_____ 20-30 _____ 51-60 _____ 31-40
 _____ 61-70 _____ 41- 50 _____ 70 above

1.2 Gender

_____ Male _____ Female

II. Please put a check mark (/) inside the box beside your chosen answer.

Do you live/work in Batuan?

YES NO

Others please specify: _____

Do you eat dried fish?

YES NO

What is your favorite dried fish?

___ danggit ___ bulinaw ___ potpot ___ lopuy

___ mangsi ___ sari- sari Other please

specify_____

How much is your desired budget in purchasing dried fish?

Please specify:_____

How many kilos do you usually buy?

___ 1/4- 1/2 kilo ___ 1-2 kilos

___ 3-4 kilos ___ 5 kilos and more

How often do you buy dried fish?

___ everyday ___ once a month

___ once a week ___ twice a month

___ twice a week ___ once a year

Where do you usually buy a dried fish?

___ in the market ___ in the sari-sari store

___ mobile/ motorcycle selling

What do you prefer in buying dried fish?

___ the kilo of dried fish ___ salty

___ the size of dried fish ___ not salty

___ dried fish appearance

Other please specify_____

Are you willing to purchase if there's a new established dried fish business in your locality?

Yes No

THANK YOU AND GOD BLESS!

SURVEY QUESTIONNAIRE FOR COMPETITORS

This survey will be used to evaluate the viability of the Dried fish. If some questions remain unclear, feel free to ask researcher for some clarifications. Your answer will be highly appreciated.

Direction: Please put a check (✓) mark inside the box that best describe to your choices.

Name of years in the Business:

What business ownership do you have?

Sole Proprietorship Partnership

Corporation

How much is your start-up Capital?

What are the materials are needed?

Please specify: _____

What kind of Dried Fish do you sell?

Please Specify: _____

What mostly the selling price for each kind of Dried Fish?

Maximum Price: _____

Minimum Price: _____

Have you gain much profit out from this business?

Yes No

How many kilos do you sold?

Day_____ Week_____ Month _____

What is the advantage in selling dreamfish?

Please specify: _____

How much is your profitable monthly income?

Less than 2000 2000-5000

5000-8000 8000 and more

Why do you choose to established that business instead of choosing other business?

Because in demand

Because it does not require huge amount of capital

Because it easy to manage

Because it is easy to earn money and it has a huge income

All of the above

Others please specify: _____

Do you consider this pandemic a treat to your business?

Yes No

Do you think this kind of business will last for more and more years?

Yes No

Where do you sell your dried fish aside in the market?

Please specify: _____

How do you maintain good relationship with your customers? Choose your top 3 choices.

Reasonable price

Good communication

Giving Discounts

Providing Good Quality of Dried Fish

Others please specify: _____



APPENDIX B

Letter



Republic of the Philippines
Bohol Island State University- Bilar Campus
 Zamora, Bilar, Bohol

DR. MARIETTA C. MACALOLOT

Campus Director, Bohol Island State University
 BISU-Bilar Campus

Dear Dr. Macalolot;

Good day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3RD YEAR STUDENTS** will be conducting a feasibility entitled "**MERCHANDISING A DRIED FISH IN POBLACION NORTE, BATUAN, BOHOL**" in partial fulfillment of the requirements for the degree of Entrepreneurship at Bohol Island State University- Bilar Campus. The propose business will be located at Poblacion Norte, Batuan, Bohol.

In this connection, we would like to request from your good office to allow us to conduct the said activity in our respondents which is the market buyers in Poblacion Norte, of Batuan, Bohol by observing health and safety protocols. We request also the approval of Municipal Mayor and Barangay Captain of Poblacion Norte, Batuan, Bohol. Rest assured that all information drive herein will be treated with utmost confidentiality. 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.

Thank you very much.

Respectfully yours,

The Researchers

Noted By:

(Sgd) **WENDELL B. DORIA, MSBA**
 Feasibility Adviser

(Sgd) **MAE S. DAGUPAN, MBA**
 Chairperson, DBOA

Recommending Approval

(Sgd) **ARLEN B. GUDMALIN, Ph.D.**
 Dean, CTAS

Approved:

(Sgd) **MARIETTA C. MACALOLOT, Ph. D.**
 Campus Director

Campus Director



Republic of the Philippines
Bohol Island State University- Bilar Campus
 Zamora, Bilar, Bohol



HON. ATTY. ANTONIO MORALA JUMAWID

Municipal Mayor
 Municipal Mayor Office

Dear Mayor:

Good day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3RD YEAR STUDENTS** will be conducting a feasibility entitled "**MERCHANDISING A DRIED FISH IN POBLACION NORTE, BATUAN, BOHOL**" in partial fulfillment of the requirements for the degree of Entrepreneurship at Bohol Island State University- Bilar Campus. The propose business will be located at Poblacion Norte, Batuan, Bohol.

In this connection, we would like to request from your good office to allow us to conduct the said activity in our respondents which is the market buyers in Poblacion Norte of Batuan, Bohol by observing health and safety protocols. We request also the approval of Municipal Mayor and Barangay Captain of Poblacion Norte, Batuan, Bohol. Rest assured that all information drive herein will be treated with utmost confidentiality. 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.

Thank you very much.

Respectfully yours,

The Researchers

Noted By:

(Sgd) **WENDELL B. DORIA, MSBA**
 Feasibility Adviser

Approved:

(Sgd) **HON. ATTY. ANTONIO MORALA JUMAWID**
 Municipal Mayor

APPENDIX C

Schedules

Schedule 1- Sales 2021

KIND OF PRODUCT	DEMAND	%	QUANTITY	SELLING PRICE	SALES REVENUE
Pony Fish	7015	28.30	1,985	260	516,136
Yellow Tail	7015	14.50	1,017	220	223,767
Goodbye Head	7015	12.40	870	200	173,963
Anchovy	7015	11.80	828	280	231,763
Sprats	7015	11	772	200	154,322
Striped Red Mullet	7015	8.30	582	380	221,241
Flying Fish	7015	6.90	484	380	183,924
Palawan Dried Fish	7015	2	140	200	28,059
Rabbit Fish	7015	2	140	550	77,161
Sardinella	7015	1.40	98	140	13,749
Sweetlip Emperor	7015	1.40	98	360	35,354
TOTAL			7015	3,170	1,859,437

Sales 2

KIND OF PRODUCT	DEMAND	%	QUANTITY	SELLING PRICE	SALES REVENUE
Pony Fish	6461	28.30	1828	272	496,757
Yellow Tail	6461	14.50	937	230	215,365
Goodbye Head	6461	12.40	801	209	167,431
Anchovy	6461	11.80	762	293	223,061
Sprats	6461	11	711	209	148,528
Striped Red Mullet	6461	8.30	536	397	212,935
Flying Fish	6461	6.90	446	397	177,018
Palawan Dried Fish	6461	2	129	209	27,005
Rabbit Fish	6461	2	129	575	74,264
Sardinella	6461	1.40	90	146	13,232
Sweetlip Emperor	6461	1.40	90	376	34,026
TOTAL			6,461	3,313	1,789,622

Sales 2023

KIND OF PRODUCT	DEMAND	%	QUANTITY	SELLING PRICE	SALES REVENUE
Pony Fish	5,906	28.30	1,672	284	474,589
Yellow Tail	5,906	14.50	856	240	205,754
Goodbye Head	5,906	12.40	732	218	159,959
Anchovy	5,906	11.80	697	306	213,109
Sprats	5,906	11	650	218	141,899
Striped Red Mullet	5,906	8.30	490	415	203,432
Flying Fish	5,906	6.90	408	415	169,118
Palawan Dried Fish	5,906	2	118	218	25,800
Rabbit Fish	5,906	2	118	601	70,950
Sardinella	5,906	1.40	83	153	12,642
Sweetlip Emperor	5,906	1.40	83	393	32,508
TOTAL			5,906	3,462	1,709,758

Sales 2024

KIND OF PRODUCT	DEMAND	%	QUANTITY	SELLING PRICE	SALES REVENUE
Pony Fish	5,352	28.30	1,515	297	449,419
Yellow Tail	5,352	14.50	776	251	194,842
Goodbye Head	5,352	12.40	664	228	151,476
Anchovy	5,352	11.80	632	320	201,805
Sprats	5,352	11	589	228	134,374
Striped Red Mullet	5,352	8.30	444	434	192,643
Flying Fish	5,352	6.90	369	434	160,149
Palawan Dried Fish	5,352	2	107	228	24,432
Rabbit Fish	5,352	2	107	628	67,187
Sardinella	5,352	1.40	75	160	11,971
Sweetlip Emperor	5,352	1.40	75	411	30,784
TOTAL			5,352	3,617	1,619,082

Sales 2025

KIND OF PRODUCT	DEMAND	%	QUANTITY	SELLING PRICE	SALES REVENUE
Pony Fish	4,798	28.30	1,358	310	421,024
Yellow Tail	4,798	14.50	696	262	182,531
Goodbye Head	4,798	12.40	595	239	141,905
Anchovy	4,798	11.80	566	334	189,054
Sprats	4,798	11	528	239	125,884
Striped Red Mullet	4,798	8.30	398	453	180,471
Flying Fish	4,798	6.90	331	453	150,030
Palawan Dried Fish	4,798	2	96	239	22,888
Rabbit Fish	4,798	2	96	656	62,942
Sardinella	4,798	1.40	67	167	11,215
Sweetlip Emperor	4,798	1.40	67	429	28,839
TOTAL			4,798	3,780	1,516,784

Schedule 2- Purchase 2021

KIND OF PRODUCT	DEMAND	%	QUANTITY	PURCHASE PRICE	PURCHASE REVENUE
Pony Fish	7,015	28.30	1,985	170	337,474
Yellow Tail	7,015	14.50	1,017	170	172,911
Goodbye Head	7,015	12.40	870	160	139,170
Anchovy	7,015	11.80	828	210	173,822
Sprats	7,015	11.00	772	140	108,025
Striped Red Mullet	7,015	8.30	582	250	145,554
Flying Fish	7,015	6.90	482	250	121,002
Palawan Dried Fish	7,015	2.00	140	150	21,044
Rabbit Fish	7,015	2.00	140	490	68,743
Sardinella	7,015	1.40	98	110	10,803
Sweetlip Emperor	7,015	1.40	98	250	24,551
TOTAL			7,015	2,350	1,323,099

Purchases 2022

KIND OF PRODUCT	DEMAND	%	QUANTITY	PURCHASE PRICE	PURCHASE REVENUE
Pony Fish	6,461	28.30	1,828	178	324,803
Yellow Tail	6,461	14.50	937	178	166,418
Goodbye Head	6,461	12.40	801	167	133,945
Anchovy	6,461	11.80	762	219	167,296
Sprats	6,461	11.00	711	146	103,969
Striped Red Mullet	6,461	8.30	536	261	140,088
Flying Fish	6,461	6.90	446	261	116,459
Palawan Dried Fish	6,461	2.00	129	157	20,254
Rabbit Fish	6,461	2.00	129	512	66,162
Sardinella	6,461	1.40	90	115	10,397
Sweetlip Emperor	6,461	1.40	90	261	23,629
TOTAL			6,461	2,456	1,273,421

Purchases 2023

KIND OF PRODUCT	DEMAND	%	QUANTITY	PURCHASE PRICE	PURCHASE REVENUE
Pony Fish	5,906	28.30	1,672	186	310,308
Yellow Tail	5,906	14.50	856	186	158,992
Goodbye Head	5,906	12.40	732	175	127,967
Anchovy	5,906	11.80	697	229	159,830
Sprats	5,906	11.00	650	153	99,330
Striped Red Mullet	5,906	8.30	490	273	133,837
Flying Fish	5,906	6.90	408	273	111,262
Palawan Dried Fish	5,906	2.00	118	164	19,350
Rabbit Fish	5,906	2.00	118	535	63,210
Sardinella	5,906	1.40	83	120	9,933
Sweetlip Emperor	5,906	1.40	83	273	22,575
TOTAL			5,906	2,566	1,216,593

Purchases 2024

KIND OF PRODUCT	DEMAND	%	QUANTITY	PURCHASE PRICE	PURCHASE REVENUE
Pony Fish	5,352	28.30	1,515	194	293,851
Yellow Tail	5,352	14.50	776	194	150,560
Goodbye Head	5,352	12.40	664	183	121,181
Anchovy	5,352	11.80	632	239	151,354
Sprats	5,352	11.00	589	160	94,062
Striped Red Mullet	5,352	8.30	444	285	126,739
Flying Fish	5,352	6.90	369	285	105,361
Palawan Dried Fish	5,352	2.00	107	171	18,324
Rabbit Fish	5,352	2.00	107	559	59,857
Sardinella	5,352	1.40	75	125	9,406
Sweetlip Emperor	5,352	1.40	75	285	21,378
TOTAL			5,352	2,682	1,152,072

Purchases 2025

KIND OF PRODUCT	DEMAND	%	QUANTITY	PURCHASE PRICE	PURCHASE REVENUE
Pony Fish	4,798	28.30	1,358	203	275,282
Yellow Tail	4,798	14.50	696	203	141,047
Goodbye Head	4,798	12.40	595	191	113,524
Anchovy	4,798	11.80	566	250	141,791
Sprats	4,798	11.00	528	167	88,119
Striped Red Mullet	4,798	8.30	398	298	118,731
Flying Fish	4,798	6.90	331	298	98,704
Palawan Dried Fish	4,798	2.00	96	179	17,166
Rabbit Fish	4,798	2.00	96	584	56,075
Sardinella	4,798	1.40	67	131	8,812
Sweetlip Emperor	4,798	1.40	67	298	20,027
TOTAL			4,798	2,802	1,079,281

Schedule 3- Cost of Goods Sold

	Year 1	Year 2	Year 3	Year 4	Year 5
Inventory Beg.		59,539	57,304	54,747	51,843
Purchases	1,323,099	1,273,421	1,216,593	1,152,072	1,079,281
Total Goods Available for Sale	1,323,099	1,332,961	1,273,897	1,206,819	1,131,124
Less:					
Inventory End	59,539	57,304	54,747	51,843	48,568
Cost of Goods Sold	1,263,559	1,275,657	1,219,151	1,154,976	1,082,556

Schedule 4- Store Supplies

	Quantity	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Garbage bag	30	75	2,500	2,351	2,457	2,568	2,683
Paper bag #5	30	70	2,100	2,195	2,293	2,396	2,504
Paper bag #8	30	95	2,850	2,978	3,112	3,252	3,399
Eco Bag (m)	25	290	7,250	7,576	7,917	8,273	8,646
Eco Bag (L)	25	300	7,500	7,838	8,190	8,559	8,944
TOTAL			21,950	22,938	23,970	25,049	26,176

Schedule 5- Office Supplies

	Quantity	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Calculator	1	180	180	188	197	205	215
Ballpen	1	80	80	84	87	91	95
Record Book	2	120	240	251	262	247	286
Liquid Eraser	3	30	90	94	98	103	107
Notebook	4	15	60	63	66	68	72
TOTAL			650	679	710	742	775

Schedule 6- Salaries Expense with Benefits

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	131,760	131,760	131,760	131,760	131,760
Less: Employees Share	10,140	10,140	10,140	10,140	10,140
Net Salary	121,620	121,620	121,620	121,620	121,620

Schedule 7- Rent

	Month	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Rent	12	2,700	32,400	33,858	35,382	36,974	38,638

Schedule 8- Maintenance

	Quantity	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Rag	2	25	50	52	55	57	60
Broom	2	20	40	42	44	44	48
Dustpan	2	45	90	94	98	103	107
Knife	1	45	45	47	49	51	54
TOTAL			225	235	246	257	268

Schedule 9- Transportation

	Month	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
	12	500	6,000	6,270	6,552	6,847	7,155

Schedule 10- Government Standard Salary Payable

	ER	Year 1	Year 2	Year 3	Year 4	Year 5
SSS	935	11,220	11,220	11,220	11,220	11,220
Phil health	150	1,800	1,800	1,800	1,800	1,800
Pag-Ibig	200	2,400	2,400	2,400	2,400	2,400
Total	1,285	15,420	15,420	15,420	15,420	15,420

Schedule 11- Legal Requirements

	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Barangay Clearance	130	130	136	142	148	155
Mayor's Permit	773	773	808	844	882	922
Sanitary Health	75	75	78	82	86	89
DTI Permit	230	230	230	230	230	230
TOTAL		1,208	1,252	1,298	1,346	1,396

Schedule 12- Furniture & Fixture

	Cost	Quantity	Year 1	Year 2	Year 3	Year 4	Year 5
Table	200	2	400				
Crates	195	10	1,950		2,037		2,325
Tray	100	11	1,100		1,201		1,201
TOTAL			3,450		3,187		3,331

Schedule 13- Equipment

	Cost	Quantity	Year 1	Year 2	Year 3	Year 4	Year 5
Weighing Scale	2,650	1	2,650				
Light Bulb	100	1	100	105	109	114	119
TOTAL			2,750	105	109	114	119

Schedule 14- Depreciation Expense

	Lifespan	Year 1	Year 2	Year 3	Year 4	Year 5
Table	5	40	40	40	40	40975
Crates	2	975	975	1019	1019	1065
Tray	2	550	550	575	575	601
Weighing Scale	5	530	530	530	530	530
Light Bulb	1	100	105	109	114	119
TOTAL		2,235	2,240	2,313	2,318	2,395

Schedule 15- Pre-Operating Expense

DESCRIPTION	AMOUNT
Advertising	250
Government and Legal Requirements	1,208
Feasibility Study	1,000
TOTAL	2,458

Schedule 16 Selling & Administrative Expense

	Year 1	Year 2	Year 3	Year 4	Year 5
Store Supplies	21,950	22,938	23,970	25,049	26,1756
Office Supplies	650	679	710	742	775
Salaries	121,620	121,620	121,620	121,620	121,620
Rent Expense	32,400	33,858	35,382	36,974	38,638
Maintenance	225	235	246	257	268
Transportation	6,000	6,270	6,552	6,847	7,155
Government Standard Salary Payable	15,420	15,420	15,420	15,420	15,420
Government and Legal Requirements		1,252	1,298	1,346	1,396
TOTAL	198,265	202,272	205,197	208,254	211,448

Schedule 17- Price List

KINDS OF DRIEDFISH	PURCHASE	SELLING PRICE
RABBITFISH (danggit)	450	495
PONYFISH (potpot)	170	242
SPRATS (mangsi)	140	154
ANCHOVY (bulinaw)	210	231
STRIPED RED MULLET (sari-sari)	250	275
GOODBYE HEAD	160	176
FLYING FISH (pinakas)	250	275
YELLOW TAIL (caraballas)	170	187
SWEETLIP EMPEROR (katambak/Bakay)	250	275
TOTAL COST		2,310

Schedule 18- Total Project Cost

	COST
Pre-Operating	2,458
Fixed Investment	6,200
Working Capital Requirement	138,283
TOTAL	146,941

Schedule 19- ER and EE Share

	ER	EE	Total
SSS	935	495	1,430
Phil health	150	150	300
Pag-ibig	200	200	400
Total Monthly	1,285	845	2,130
Total Annually	15,420	10,140	25,560

Schedule 20- Variable Cost

	Year 1	Year 2	Year 3	Year 4	Year 5
Store Supply	29,880	31,225	32,630	34,098	35,632
Maintenance	225	235	245	257	268
Office Supply	650	679	710	742	775
Transportation	2,000	2,090	2,184	2,282	2,385
TOTAL	28,825	30,122	31,478	32,894	34,374

Schedule 21- Fixed Cost

	Year 1	Year 2	Year 3	Year 4	Year 5
Pre-Operating	2,458				
Rent	32,400	33,858	35,382	36,974	38,638
Maintenance	225	235	246	257	268
Government & Standard Payable	15,420	15,420	15,420	15,420	15,420
Salaries	121,620	121,620	121,620	121,620	121,620
Legal Requirements		1,252	1,298	1,346	1,396
Depreciation	2,235	2,240	2,313	2,318	2,395
TOTAL	202,958	204,512	207,510	210,572	213,843

Schedule 22- Total Revenue

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

	TOTAL REVENUE	TOTAL SELLING PRICE		TOTAL UNIT
Year 1	1,859,437	265	=	7,015
Year 2	1,789,622	277	=	6461
Year 3	1,709,758	289	=	5,906
Year 4	1,619,082	303	=	5,352
Year 5	1,516,784	316	=	4,798

Schedule 23- Total Variable Cost

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

	COGS	VARIABLE COST		TOTAL VARIABLE COST
Year 1	1,263,559	28,825	=	1,292,384
Year 2	1,275,657	30,122	=	1,305,779
Year 3	1,219,151	31,478	=	1,250,628
Year 4	1,154,976	32,894	=	1,187,870
Year 5	1,082,556	34,374	=	1,116,931

Schedule 24- Unit

	COGS	VARIABLE COST		VARIABLE UNIT
Year 1	180	4	=	184
Year 2	197	5	=	202
Year 3	206	5	=	211
Year 4	216	6	=	222
Year 5	226	7	=	233

Schedule 25- Contribution Margin Unit

$$\text{Contribution Margin Unit} = \text{Selling Price} - \text{Variable Unit}$$

	SELLING PRICE	VARIABLE UNIT		CMunit
Year 1	265	184	=	81
Year 2	277	202	=	75
Year 3	289	211	=	78
Year 4	303	222	=	81
Year 5	316	233	=	83

Schedule 26- Break- Even Point in Unit

$$\text{Break- Even Point in Unit} = \text{Fixed Cost} / \text{CM unit}$$

	FIXED COST	CMunit		BREAK EVEN POINT IN UNIT
Year 1	174,133	81	=	2,154
Year 2	174,390	75	=	2,329
Year 3	176,032	78	=	2,265
Year 4	177,678	81	=	2,205
Year 5	179,468	83	=	2,154

Schedule 27- Contribution Margin Ratio

$$\text{Contribution Margin Ratio} = \text{CM unit} / \text{Selling Price}$$

	CMunit	SELLING PRICE		CONTRIBUTION MARGIN RATIO
Year 1	81	265	=	0.30
Year 2	75	277	=	0.27
Year 3	78	289	=	0.27
Year 4	81	303	=	0.27
Year 5	83	316	=	0.26

Schedule 28 -Break – Even Point in Peso

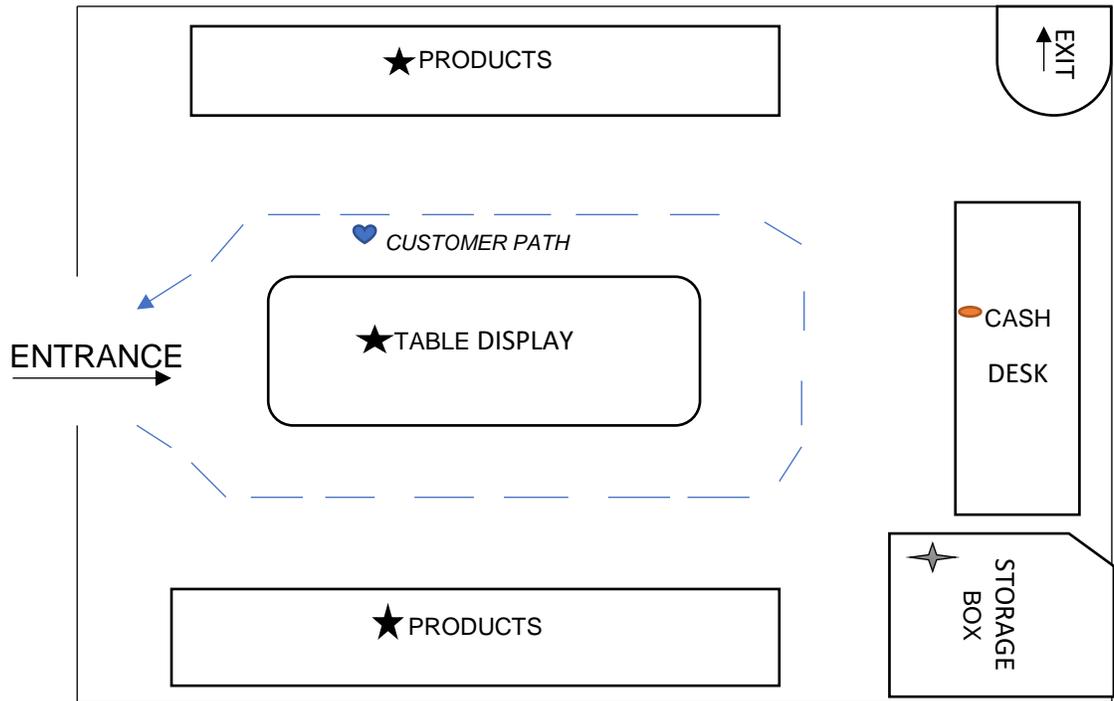
$$\text{Break – Even in Peso} = \text{fixed cost} / \text{CMratio}$$

	FIXED COST	CMRATIO		BREAK EVEN POINT IN SALE
Year 1	174,133	0.30	=	571,004
Year 2	174,390	0.27	=	645,026
Year 3	176,032	0.27	=	655,529
Year 4	177,678	0.27	=	667,130
Year 5	179,468	0.26	=	680,787

Schedule 29 – Break - Even

	Year 1	Year 2	Year 3	Year 4	Year 5
CMunit	81	75	78	81	83
Fixed Cost	174,133	174,390	176,032	177,678	179,468
BEP in Unit	2,210	2,523	2,515	2,205	2,154
BEP In Peso	571,004	645,026	655,529	667,130	680,787

APPENDIX D Floor Plan



JALM Driedfish
Legend:

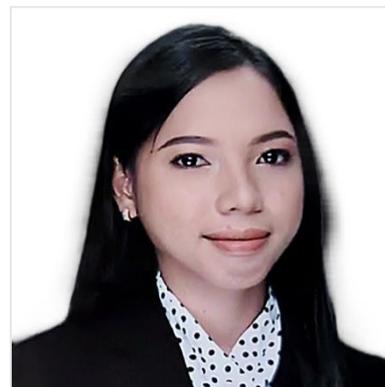
Symbol Specification

- ★ Table Display/Product
- ♥ Customer Path
- Cash DeskCash Desk
- ✦ Storage Box
- Entrance/Exit

RESEARCHER'S BIODATA

Personal Information

Name : **LEA R. DARUNDAY**
Address : San Francisco, Ubay, Bohol
Date of Birth : January 16, 2000
Place of Birth: San Francisco, Ubay, Bohol
Civil Status : Single
Religion : Roman Catholic
Parents : Benedicto L. Darunday
Gabina R. Darunday

**Educational Background**

Elementary : San Francisco Elementary School
San Francisco, Ubay, Bohol
2011-2012

Secondary : San Pascual National Agricultural High School
San Francisco, Ubay, Bohol
2017-2018

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **LAINE M. ELIC**

Address : Del Pilar, Pilar, Bohol
Date of Birth : February 1, 2000
Place of Birth: Del Pilar, Pilar, Bohol
Civil Status : Single
Religion: Roman Catholic
Parents: Ruben P. Elic
Leonila M. Elic



Educational Background

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

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

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **ANECITA L. GUMAPAC**
Address : Montesuerte, Carmen, Bohol
Date of Birth : September 17, 1998
Place of Birth: Montesuerte, Carmen, Bohol
Civil Status : Single
Religion : Roman Catholic
Parents : Samuel P. Gumapac
Lucita L. Gumapac



Educational Background

Elementary : Montesuerte Elementary School
Montesuerte, Carmen, Bohol
2010-2011

Secondary : Pedro S. Budiongan High School
Montesuerte, Carmen, Bohol
2014-2015

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **MARIA LEE I. NEGRO**
Address : Montesuerte, Carmen, Bohol
Date of Birth : May 8, 1999
Place of Birth: Carmen, Bohol
Civil Status : Single
Religion : Roman Catholic
Parents : Pio A. Negro
Leonora I. Negro



Educational Background

Elementary : Montesuerte Elementary School
Montesuerte, Carmen, Bohol
2011-2012

Secondary : Pedro S. Budiongan High School
Montesuerte, Carmen, Bohol
2017-2018

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **MERAVEL R. PACQUIAO**
Address : Alegria, Carmen, Bohol
Date of Birth : October 18, 1999
Place of Birth: Carmen, Bohol
Civil Status : Single
Religion : Roman Catholic
Parents : Arturo A. Pacquiao Sr.
Monica R. Pacquiao



Educational Background

Elementary : Alegria Elementary School
Alegria, Carmen, Bohol
2011-2012

Secondary : Katipunan National High School
Katipunan, Carmen, Bohol
2017-2018

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **MARIANE M. QUIAO**
Address : Montesuerte, Carmen, Bohol
Date of Birth : October 30, 1999
Place of Birth: Carmen, Bohol
Civil Status : Single
Religion : Born Again
Parents : Antonio I. Quiao
Gemma M. Quaio



Educational Background

Elementary : Montesuerte Elementary School
Montesuerte, Carmen, Bohol
2011-2012

Secondary : Pedro S. Budiongan High School
Montesuerte, Carmen, Bohol
2017-2018

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022

Personal Information

Name : **JAZMIN A. SANCHEZ**
Address : La Salvacion, Carmen, Bohol
Date of Birth : November 11, 1999
Place of Birth: Gloria, Oriental Mindoro
Civil Status : Single
Religion : Roman Catholic
Parents : Pablito L. Sanchez
Zenaida A. Sanchez



Educational Background

Elementary : Guadalupe Elementary School
Guadalupe, Carmen, Bohol
2011-2012

Secondary : Saint Anthony's Academy of Carmen Inc. (SAACI)
Poblacion Norte, Carmen, Bohol
2017-2018

College : Bohol Island State University-Bilar Campus
Zamora, Bilar, Bohol, Philippines
Bachelor of Science in Entrepreneurship
2021-2022