

**ESTABLISHMENT OF NATIVE CHICKEN FARMING
IN ALEGRIA, CARMEN, BOHOL**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
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College of Technology and Allied Sciences
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In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor in Science in Entrepreneurship

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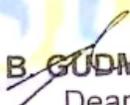
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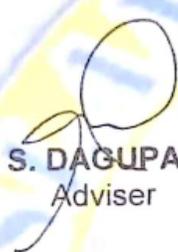


APPROVAL SHEET

This feasibility study entitled **“ESTABLISHMENT OF NATIVE CHICKEN FARMING IN ALEGRIA, CARMEN, BOHOL”**, prepared and submitted by Angel Princess B. Cagud, Regine E. Cagulang, Maria Nae O. Jumamil, Alona Mae M. Maritan, Mylene Anne B. Rizon, Judiemar L. Sarong, Marianne M. Tanduyan and Rodame S. Umbayan, 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.

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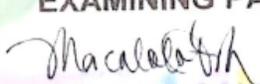

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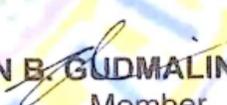

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The Researchers

ABSTRACT

This study aims to determine the feasibility of establishing a native chicken farming in Alegria, Carmen, Bohol which will be named as "INDAYS NATIVE CHICKEN" The target market are the residents of barangay Alegria and its neighboring barangays namely; La Victoria, Villaflor and Nueva Fuerza, Carmen, Bohol. The chosen location is suitable for the proposed business since it has a wide land area and ideal site for native chicken to be raised well. 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 is basically a sole proprietorship form of business organization for the reason of fewer legal controls, less expenses and may



enjoy greater flexibility of management. As for the management, the proposed business will only need one helper to assist the proprietor in the daily operations. The proposed business will provide opportunities for unemployed individuals who have knowledge and skills in handling and raising native chicken. This project will also help boost the agricultural industry of the country specifically in poultry business. The total project cost of the proposed business is P125,955.00. The investment of the proposed study will be recovered within 7 months of operation. Result of the study implies that the proposed business is favorable and feasible. Based on the results and conclusions of the study, researchers recommend to continuously purchased more heads of chickens and also add more hens for the laying productions to cover up the high demand supply. Continuous inquiry of native chicken to the backyard raisers and other poultry farm business and joining social media groups that raised and sells native chicken. This is the easiest way to find a supplier that can help to increase the quantities and availability of native chicken in the business. 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

In Philippines, livestock farming is a prevalent practice. Depending on type of production the entrepreneur is engages in, different types of products are created. To be successful in this industry, you must have knowledge, abilities and skills in doing such business. Thus, interest, capital, project management ability, and local demand for the product are all taken into account. One of the livestock raising industry is poultry. It can be specialized into egg production, chicken breeding, and raising broilers for meat production. It has been a popular and lucrative job due to increasing demand from the emerging business increasing population.

Philippine native chicken has been the main source of meat and eggs for Filipino farmers (Dusaran&Cabarles, 2005). Its unparalleled ability to produce meat and eggs under minimal management, intervention and inputs has led to its large population and popularity. The role of indigenous chicken in Philippine agriculture and the entire economy is well-recognized. It will, to a large extent, remain a significant contributor to the continuous supply of meat and eggs and extra income for many rural Filipino farmers. Its meat is highly preferred by many Filipino consumers because of its distinct taste, leanness, and pigmentation. As of 1996, more than 60 % of the total inventory of chicken in the Philippines consists of the pure native and upgraded native chicken which are mostly raised under backyard condition (Lambio, Bondoc, & Grecia (1996). Demand for poultry meat was increasing every year that the projected demand will be around 570,000 metric tons in 2005. The Filipino domestic per capita consumption of chicken meat was also increasing from 3.33 kg in 1990 to 6.75 kg in 1998

(Dusaran&Cabarles, 2005). Nowadays, native chicken is being displaced in the supply chain by hybrid chickens. This is, however, an opportunity for small-scale farmers to raise native chicken and generate incremental benefits by supplying the emerging market for this commodity. As an important livestock resource and livelihood to about 2.5 million Filipinos, production of native chicken is a great investment. Native chicken has remained a dependable source of protein and nutritious food in poor and remote rural areas.

Resiliency is one of the important characteristics of native chicken making it a preferred business option. They are known for their adaptability to local agro- climatic Conditions, hardiness and ability to utilize naturally occurring feeds, farm by products, and high tolerance to diseases. The feasibility project is primarily focused on buy and sell of chicken. Inday's Native Chicken Business will be engaged in raising and selling good quality of chickens. It will serve the demand of chicken meat in the locals of Alegria, Carmen, Bohol and to its neighboring barangays and probably into the local town markets in the near future.

THE PROBLEM

Statement of the Problem

The sole purpose of this study is to determine the feasibility and profitability of establishing a native chicken farming in Alegria, Carmen, Bohol.

Specifically, this study aimed to answer the following questions:



1. What is the viability of the proposed business in terms of:

1.1. Market Aspect

1.2. Technical Aspect

1.3. Management Aspect

1.4. Socio-Economic Aspect

1.5. Financial Aspect

Significance of the Study

The researcher believed that this study has significance of the following:

The Owners/Capitalist. This may serve as their basis whether to pursue in establishing similar business or not since all the necessary aspects can be found in this study which is useful reference before the operation.

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

Design

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



Environment and Participants

This study was conducted at Alegria, Carmen, Bohol where the place is accessible to local travelers, and the location is near of the road so purchasers can easily find the ware.

The Municipality of Carmen, is a 2nd class municipality in the province of Bohol, Philippines and best known for Chocolate Hills a popular tourist attraction and is the top destination for Bohol tours. It has 29 barangays, including barangay Alegria, Carmen, Bohol where the study is located. It has a land area of 239.45km². Usually the source of income or occupation in this barangay is fish vending, sari-sari store and rice farming.

The research respondents were the residents of barangay Alegria and its neighboring barangays namely; La Victoria, Villaflor and Nueva Fuerza, Carmen, Bohol.

As for the competitors respondents, they are from the town of Carmen specifically in Barangay Nueva Vida Este sitio Cansambog, Barangay Nueva Vida Este sitio Camanday, Barangay El Progreso and Barangay Katipunan, Carmen, Bohol. They are the 4 existing competitors who currently operating native poultry farm business.

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

The sample size was obtained by the formula:

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

Where:



n= sample size

N= 1,458 (household from the 4 barangays in Carmen)

E= margin error of 0.10 Or 10%

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

$$n = \frac{1,458}{1+1,458(10\%)^2} \quad n = \frac{1,458}{1+1,459(0.01)} \quad n = \frac{1,458}{14.59}$$

$$= 99.93 \text{ Or } 100$$

Instrument

This study used a self-made questionnaire to gather information for the data collection of the target markets and competitors. The questionnaires were given to the selected respondents to respond to the given questions. There were choices provided in each item in the questionnaire proper. The questions were made understandable, specific and clear for the respondents. The 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.

For the competitors, questions are all composed of 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 4 questionnaires for the



competitors, distributed to the respondents and all were retrieved.

Data Gathering Procedure

The researchers sent a letter to the Campus Director, Municipal Mayor and to the Barangay Captains for the approval of the study. To make the approval of the study effective in this time of Pandemic, following safety protocols would be observed in gathering the data with a limited respondent to avoid contact to the people. The researchers conducted the survey with the participation of 100 respondents in the selected barangays of Carmen namely; Alegria, Villaflor, La Victoria, and Nueva Fuerza, Carmen, Bohol. The researchers gave survey questionnaires that consist random questions. Barangay Alegria thirty-two (32) respondents, La Victoria with twenty-five (25) respondents, Villaflor with eleven (11) respondents and Nueva Fuerza with thirty-two (32) respondents. Moreover, the researchers personally distributed the instruments to the respondents, and instructions were conducted first on how to accomplish the questionnaire. In gathering the data from the competitors, there were 10 questions interviewed to the owners and a safety health protocol was observed. The questionnaires were retrieved after being answered and data were tabulated and analyzed in order to come up with the relevant information.

Scope and Limitations

This study aims to determine the feasibility of establishing Native Chicken Farming at Alegria, Carmen 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 only 100 for the respondents and four (4) for the competitors. The level of analysis of the market is based on the data gathered from the responses of the respondents. The study was conducted in the second semester of the



school year of 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 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

The following terms were used in the study and each of them was defined operationally:

Chicken Coop. It refers to a structure where the native chickens or other fowl are kept safe and secure.

Cockerel. It is a male teenage chicken and it will be identified between 5-7 weeks, they often develop earlier and are usually larger compared to pullets.

Free-range. It refers to the method of farming where the chicken can roam around on a big area but still there's a net that serves as the fence.

Hens. A female chicken especially over a year old broadly and they are the one that lay eggs.

Local Consumers. It refers to the people who are part of the study. They are the inhabitant of barangay Alegria, La Victoria, Villaflor and Nueva Fuerza, Carmen, Bohol.

Native Chicken. It is a local chicken which will be used in the proposed business.



Pullet. It is a female teenage chicken and it will be identified between 15 to 22 weeks.

Sole Proprietorship. It is an individual proprietor who owns the business and manages the business.

Chapter 2

MARKET ASPECT

This chapter covers the market aspect that will be used to analyze the data gathered. Demand Analysis, Supply Analysis, Projected Demand- Supply Gap Analysis, and Market Share Analysis are all



included. Historical Demand, Present Demand and Projected Demand are all part of the demand analysis process. The supply analysis incorporates present supply and projected supply.

Demand Analysis

Present Demand

The town of Carmen has 29 Barangays. The proponents select 4 barangays which is nearby from the location of the business namely: Alegria, Villaflor, La Victoria, and Nueva Fuerza. A total of 1,458 households from the 4 barangays according to 2020 municipality profile. The continuous growth of household in this area indicates an increase of demand. Carmen is considered as one of the towns with increasing rate in terms of business establishment and opportunities due to the fastest-growing population.

To determine the viability on the demand of the proposed business, the researchers conducted the survey with one hundred (100) questionnaires distributed to the random respondents in 4 selected barangays in Carmen, Bohol.

Table 1-9 presents the responses of the respondents during the data collection.

The table 1 presents the number of respondents in a selected barangay's in Carmen, Bohol. In getting the number of percentage, the number of respondents will depend on the total number of population of the selected barangays, barangay with high number of population will have high number of respondents.

In Alegria there were 32 selected respondents, in La Victoria there were 25 selected respondents with a percentage of 25%, in Villaflor there were 11 selected respondents. Moreover, Nueva Fuerza having



32 respondents which is the largest barangay among the four.

Table 1
Number of Respondents

Respondents	Number of Percentage	Percentage (%)
Selected Barangay's in Carmen		
Alegria	32	32
La Victoria	25	25
Villaflor	11	11
Nueva Fuerza	32	42

The table 2 presents the respondents approval with the proposed business. Result implies that out of 100 respondents there were 98 or 98% of the total respondents preferred to eat native chicken than any breeds of chicken. And 2 or 2% out 100 respondents prefer not to eat native chicken. This implies that the proposed business is favorable and has a high demand to the respondents.

Table 2
Respondents Approval in Buying Native Chicken

Response	Frequency	Percentage (%)
Yes	98	98
No	2	2
Total	100	100

Table 3 presents the preference of respondents in buying native chicken. Result implies that majority of the respondents are in favor of alive chicken as their preference in buying native chicken with a percentage rate of 100%. Results reveals that the respondents prefer to buy alive native chicken because they want fresh from the farm native chicken.

Table 3
Respondents Preference in Buying Native Chicken



Response	Frequency	Percentage (%)
Dressed	0	0
Alive	100	100
Total	100	100

Kilos	Frequency	Percentage (%)
1	65	65
2	33	33
3	2	2
Total	100	100

Table 4 presents the quantity of native chicken that respondents usually buy. Result reveals that out of 100 respondents majority chooses 1 kilo in buying native chicken with the percentage rate of 65 for the reason that it is for own consumption only.

Table 4

Quantity of Native Chicken

Table 5 shows how often respondents buy native chicken. With a number of 35 out of 100 respondents, it can be noted that majority of the respondents buy native chicken thrice a week. Twice a week with a number of 28 out of 100 respondents, occasionally with 20 out of 100 respondents. This is necessary to get the average demand that will be used in computing the historical demand.

Table 5

Frequency of Purchasing Native Chicken

Response	Frequency	Percentage (%)
Once a week	9	9
Twice a week	28	28
Thrice a week	35	35
Once a month	8	8
Occasionally	20	20
Total	100	100



Table 6 presents the respondents place preference in buying native chicken. As presented in table 6, there were 87 out of 100 respondents who prefer to buy in backyard, and there were also 13 out of 100 respondents who prefer to buy in town market. Results implies that respondents opt to buy native chicken in backyard because they can save transportation going to the town market. Moreover, buying native chicken in backyard is advantageous for the respondents since they can ask discounts to the supplier.

Table 6

Place Preference of Respondents in Buying Chicken

Response	Frequency	Percentage (%)
Back Yard	87	87
Town Market	13	13
Total	100	100

Table 7 shows the respondents mode of payment in buying native chicken. With a number of 99 out of 100, it can note that respondent's mode of payment in buying chicken is cash basis rather that credit with a percentage rate of 1 only. This implies that the cash way of payment is beneficial for the business as well as the owner for no collectables from customers and therefore avoid possible uncollectable accounts.

Table 7

Mode of Payment in Buying Native Chicken

Response	Frequency	Percentage (%)
Credit	1	1
Cash	99	99
Total	100	100

Table 8 illustrates the factors to consider in buying native chicken from direct raisers. Results reveals that there are 22 or 22% of the respondents says they buy native chicken for the reason of it is accessible to their place and can ask discounts to the supplier, 20 or 20% of the respondents says they buy native chicken because of the price per kilo and good customer service. Moreover, there were also 16 out



100 respondents say that their reason in buying native is because they can buy the product through credit.

Table 8

Factors to Consider in Buying Native Chicken from Direct Raisers

Response	Frequency	Percentage (%)
Cheaper Price per Kilo	20	20
Accessible to the place	22	22
Good customer service	20	20
Can buy through credit	16	16
Can ask for discount	22	22
Total	100	100

Table 9 illustrates the responses of the respondents who would like to avail native chicken. With a number of 82 out of 100 respondents, it can be noted that majority of the respondents would like to avail native chicken of the proposed business. There were also 18 out of 100 respondents who would not like to avail native chicken.

Table 9

Respondents Who Would Like to Avail Native Chicken

Response	Frequency	Percentage (%)
Yes	82	82
No	18	18
Total	100	100

Historical Demand

Carmen is located in the heart of Bohol Island considered as most known and visited town. This town ranks the 4th largest population and 2nd class municipality in the province. According to the municipal record, the town has a total of 1,458 households from the 4 barangays according to 2020 municipality profile.



Currently, Carmen is considered as one of the towns with increasing rate in terms of business establishment and opportunities due to the fastest-growing population in the town. The result came up with an increasing numbers of households every year which means that there is a great potential of establishing native chicken.

The table 10 illustrates the detailed data of households in each barangay in the year 2016-2020. It can be found that there is an increasing number of households every year. It is presented in the table below the overall total of the 4 selected barangays in the year 2016-2020.

Table 10

Households of 4 Selected Barangays in Carmen, Bohol in the year 2016-2020

Year	Households of 4 selected Barangays in Carmen, Bohol				Total
	Alegria	Villaflor	La Victoria	Nueva Fuerza	
2016	297	232	280	389	1,198
2017	366	256	302	432	1,356
2018	380	260	305	430	1,375
2019	389	266	308	441	1,404
2020	380	281	321	476	1,458

Source: Office of Nutrition in the Municipality of Carmen, Bohol

Table 11 presents the total number of households of four selected barangays of Carmen. In the year 2020 there is 1,458 total of the 4 selected barangays in Carmen.

Table 11

Total Household of 4 selected Barangays of Carmen for the Past Years
(2016-2020)

Year	Total Numbers of Household in 4 Selected Barangays (La Victoria, Alegria, Villaflor and Nueva Fuerza Carmen, Bohol)
2016	1,198
2017	1,356
2018	1,375
2019	1,404
2020	1,458

Source: Office of Nutrition in the Municipality of Carmen, Bohol



Historical Demand in kilo is derived using this formula:

$$\text{Historical Demand} = \text{numbers of household} \times 82\% (\text{Yes}) \times 3 \frac{\text{kilos}}{\text{week}} \times 4 \frac{\text{weeks}}{\text{months}} \times 12 \text{ months}$$

In getting the quantity demand per year by kilos, the above formula was used. The proponents multiplied the year 2020 total households of the 4 selected barangays to the percentage of the consumers who were willing to purchase native chicken which is the 82% which is the average amount on the highest rank found in table 9 and the quotient will multiplied into 3 kilos which indicates how many times a week the consumers purchase the product found in table 5 and multiplied into 4 which indicates 4 weeks in a one month and the result is being multiplied by 12 months to finally get the historical demand per year in kilos.

Table 12 shows the historical demand by kilo. The probable increase of demand each year is based on percentage increase which is 4.70%. The data shows that there is an increasing demand each year.

Table 12

Historical Demand

Year	Historical Demand (Total no. of Household in 4 Brgys.)	Percentage Patronize (82%)	Average Demand (3 kilos)	Quantity Demand per Week	Quantity Demand per Month	Quantity Demand per Year
2016	1,198	982	3	4	12	141,460
2017	1,356	1,112	3	4	12	160,116
2018	1,373	1,126	3	4	12	162,124
2019	1,404	1,151	3	4	12	165,784
2020	1,458	1,196	3	4	12	172,161

Source: Office of Nutrition in the Municipality of Carmen, Bohol

Table 13 presents the historical demand by kilo. The probable increase of demand each year is based on percentage increase which is 4.70%. The data shows that there is an increasing demand each year.



Table 13

Historical Demand in Kilo

Year	Historical Demand per year in Kilo	Increase	Percent Increase (%)
2016	141,460	-	
2017	160,116	18,657	12
2018	162,124	2,007	1
2019	165,784	3,660	2
2020	172,161	6,376	4
Average	160,329	7,675	5

Projected Demand

Table 14 presents the demand average increase from year 2016-2020. The probable increase of demand each year is 7,675. It is computed using the formula below:

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

Table 14

Demand Average Increase

Year	Demand	Increase
2016	141,460	-
2017	160,116	18,657
2018	162,124	2,007
2019	165,784	3,660
2020	172,161	6,376
Average	160,329	7,675

The arithmetical method is used in computing the future demand. The actual difference from 2016-2020 is equal to 38,375 divided by the total number of years which is 4 are equal to 7,675, the estimated increase of the population.



Table 15
Projected Demand

Year	Demand	Increase	Projected Demand
2021	172,161	7,675	179,836
2022	179,836	7,675	187,511
2023	187,511	7,675	195,186
2024	195,186	7,675	202,861
2025	202,861	7,675	210,537

With the increase of demand on the previous years from 2016-2020 and the increase of projected demand from 2021-2025, it implies that the proposed business is favorable and feasible.

SUPPLY ANALYSIS

Present Supply

The proposed business has only 4 competitors for native chicken business establishments. Moreover, lists below are the 4 competitors currently operating native poultry farm in the town of Carmen.

Rowena's Farm. A poultry farm solely owns by Rowena Pajanustan. The farm is located in Nueva Vida Este, Carmen Bohol sitio Cansambog and has been in operation for 5 years and counting with an initial capital amounting 12,000 pesos. The price imposed is of 220 per kilo. Usually their buyers were from the consumers and locals that owned a restaurant. Every day they can sell 4kls of chicken. The business also offered delivery charges with 50-100 pesos' charges. It depends to the distance of the place.

Pedro's Native Chicken. Pedro Sagliba raised and own a chicken poultry farm business located in Nueva Vida Este, Carmen, Bohol sitio Camanday and has been in operation for 3 years with an initial capital



amounting 8,000 pesos. The price imposed is of 180 per kilo. Likewise, their buyers were from the consumers and locals that owned a restaurant. The estimated kilo disposed every day is 6kls of live native chicken. They also deliver the product with 50-100 pesos' charges. Cash on purchase must be done during the payment of the chicken.

Tiongson Poultry Farm. Neil Tiongson owned and raised native chicken farm located in El Progreso, Carmen Bohol and has been in operation for 5 years with an initial capital amounting 10,000 pesos. Currently the price imposed on their native chicken is of 250 per kilo. The estimated kilos dispose every day is 4kls of live native chicken.

Romero Native Chicken. The name of the owner is Zeus Romero who managed and solely owned the business located in Katipunan, Carmen Bohol. It has been operating for almost 5 years already with an initial capital of 5,000. The estimated kilos dispose every day is 3kls of live native chicken. The price imposed is of 250 pesos per kilo.

Table 16 presents the competitors supply for the past five years.

Table 16
Supply for the Past Five Years

Competitors	2016	2017	2018	2019	2020
Pedro's Native Chicken	900	1,310	1,446	1,410	2,016
Rowena's Farm			1,250	1,300	1,344
Tiongsons Poultry Farm	700	1,000	1,250	1,300	1,344
Romero's Native Chicken	700	800	950	1,000	1,008
Total	2,300	3,100	4,896	5,010	5,712

The table 17 presents the number of kilos that the competitors can cater annually for the native chicken.



Table 17
No. of Kilos Competitors Can Cater for Native Chicken

Poultry Farm	Catered per Day	No. of Days	Weeks	Months	Annual Supply
Pedro's Native Chicken	6	7	4	12	2,016
Rowena's Farm	4	7	4	12	1,344
Tiongson's Poultry Farm	4	7	4	12	1,344
Romero Native Chicken	3	7	4	12	1,008
Total					5,712

Historical Supply

Table 18 presents the estimated supply of native chicken for the past five years. In the year 2017 there is an increase of 26%. In the year 2018 the supply increases to 36.48%. In the year of 2019 the supply decreases to 2.28% and then increases again in 2020 with 12.29%. The actual supply differences from 2016-2020 is equal to 3,412 divided by the total number of years which is 4 is equal to 853, the estimated increase of supply.

Table 18
Estimated Supply of Native Chicken for the Past Five Years

Year	Estimated Supply	Increase	Percent Increase (%)
2016	2,300	-	-
2017	3,110	810	27
2018	4,896	1,786	36
2019	5,010	114	2
2020	5,712	702	12
Average	4,206	853	19

Source: Native Poultry Owners Information



Projected Supply

Table 19 presents the projected supply for the future five years. The researchers use the arithmetical method in computing the future supply. The actual supply differences from 2016-2020 is equal to 3,412 divided by the total number of years which is 4 is equal to 853 which is the estimated increase of supply.

Results implies that the projected supply for the future years is still low to supply the increasing demand of the proposed business.

Table 19

Projected Supply from 2021-2025

Year	Supply	Average Increase	Projected Supply
2021	5,712	853	6,565
2022	6,565	853	7,418
2023	7,418	853	8,271
2024	8,271	853	9,124
2025	9,124	853	9,977

Demand-Supply Analysis

Table 20 presents the demand-supply gap analysis which states the result of the projected demand and the projected supply of native chicken from the year 2021-2025.

It can be interpreted in table 20 that there is an increasing demand for the proposed business, however, it has low supply for the past and future years. This means that the proponents should fins strategies on how to supply the increasing demand of the proposed business.



Table 20

Demand-Supply Gap of Native Chicken for the Years (2021-2025)

Year	Projected Demand	Projected Supply	Gap/Unsatisfied Demand	Percent of Unsatisfied (%)
2021	179,836	6,565	173,271	96
2022	187,511	7,418	180,093	96
2023	195,186	8,271	186,915	96
2024	202,861	9,124	193,737	96
2025	21,537	9,977	200,560	95

Market Share Analysis

Table 21 presents the percentage catered by the proponents for the year 2021-2025. Market capacity is the quotient of proponent production capacity and the solidity of competitor's supplies capacity multiplied by 100. It was found out that the expected proponents capacity of the proposed business still low for its increase ng demand.

Table 21

Expected Proponent Capacity (2021-2025)

Year	Gap/Unsatisfied Demand	Acceptance Factor (82%)	Expected Proponents Capacity (3%)
2021	173,271	142,082	5,198
2022	180,093	147,676	5,403
2023	186,915	153,270	5,607
2024	193,737	158,864	5,812
2025	200,560	164,459	6,017

Market Share is derived using 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 share. The computed data shown in the table below:

Table 22 shows the market share for the year 2021-2025. For the year 2021, the market share is 44.19%. For the year 2022, the market share is 42.14%. For the year 2023, the market share is 40.40%. For the year 2024, the market share is 38.91%. For the year 2025, the market share is 37.62%. It can be interpreted in table 22 there is an insufficient supply to be utilized for the proposed business.

Table 22

Market Share for the Years (2021-2025)

Year	Competitors Supply Capacity (A)	Proponents Supply Capacity (B)	A+B	Market Share
2021	6,565	5,198	11,763	44
2022	7,418	5,403	12,821	42
2023	8,271	5,607	13,878	40
2024	9,124	5,812	14,936	39
2025	9,977	6,017	15,994	38
Average	8,271	5,607	13,878	41

Results implies that the proponents can only cater an average of 41% of the overall demand. Moreover, even if proponents supply capacity and competitors supply capacity will be put together, still is not enough to supply the increasing demand for the proposed business. Thus, competitors for establishing native chicken farming in Alegria, Carmen, Bohol can still engage in the same kind of business in order to have sufficient supply for the market. Moreover, the marketing efforts of this project shall be for the purpose of informing the target market and potential customers about the availability of the proposed business.

Marketing Mix



A marketing mix refers to business's overall game plan for reaching prospects and turning them into customers. It also plays an important role in improving the business, maximizing revenue, and promoting the business product. The business used advertising and promotional strategies in order to increase sales.

Product

The proposed business with a proposed business name "INDAY'S NATIVE CHICKEN" in Alegria, Carmen, Bohol will offer high quality and affordable native chicken to the consumers. Moreover, proponents will ensure to provide organic and healthy native chicken to the consumers.

Figure 1 presents the product of the proposed business. Moreover, proponents will only sell alive native chicken to consumers.



Figure1. Native Chicken

Pricing

The price will be based on the prevailing market price of the product which is 250php.

Place

The proposed business will have located at Alegria, Carmen, Bohol boundary to Barangay La Victoria, Carmen Bohol. It is the best and suitable place for the proposed business for it has a big land area and very accessible to the consumers since it is near in the national road.

Promotion

The proponents will use online platform like Facebook page and tarpaulin. Sales talk also is one of the strategies in promoting the business in order to explain the product well to gain loyal customers. In addition, the proponents will put a signage to inform the travelers about the business.

Figure 2 illustrates the Promotional Method of the Business.



Figure2. Promotion Strategy

Chapter 3

TECHNICAL ASPECT

Technical aspect presents the practical skills and methods used to pursue an activity or to do the things to achieve their business objectives. In addition, it incorporates the business area and floor plan as well as shows the general cost of the proposed business such as supplies, utilities, equipment, building, transportation, rent, maintenance, salaries and government requirements.

Business Offering

The proposed business will offer good quality and affordable alive native chicken. Provides a healthy meat that customer consumes. The meat has a deep complex flavor and is lower in cholesterol than other chicken breeds. Native chicken meat has always been preferred by consumers over that of



commercial broilers due to its unique taste, distinct flavor and texture, presence of nutraceutical compounds (functional food), and lower fat content.

Being free ranged, native chicken is generally perceived as free from antibiotics and other synthetic chemical residues. Moreover, the proposed business will offer free delivery if it is within the area like neighboring barangays and a delivery charge for the customers with a distant location.

Process in Raising Native Chicken

The cycle begins by buying of native chicken hens, pullets and cockerel. The hens will be placed inside the coop while the pullets and cockerel chicken will be released in the free range to roam around and adapt the environment. The selected chicken in the free range after 3 months will be harvested and ready to sell. In the chicken coop, the newly collected hatched eggs will be kept within 2 months and will be released in the free range up until 3 months old. The entire process of this business is continuously rotating the cycle starting of raising the remaining hatch eggs to avoid buying again and the business will continue expanding.

Process Flow in Purchasing and Raising Native Chicken

Figure 3 presents the process in purchasing and raising native chicken. As shown in figure 3, the proponents will engage in buy and sell and raising of native chicken. This is to ensure the availability of native chicken to consumers anytime. There are two things to be done after bringing the chicken to the farm. There will be a selected chicken to be put in the free ranged, the chicken that ages 3 to 4 months old (pullets and cockerel) while the selected hens will be put inside the coop for the laying production.



Figure 3 shows the process flow diagram in purchasing and raising native chicken.

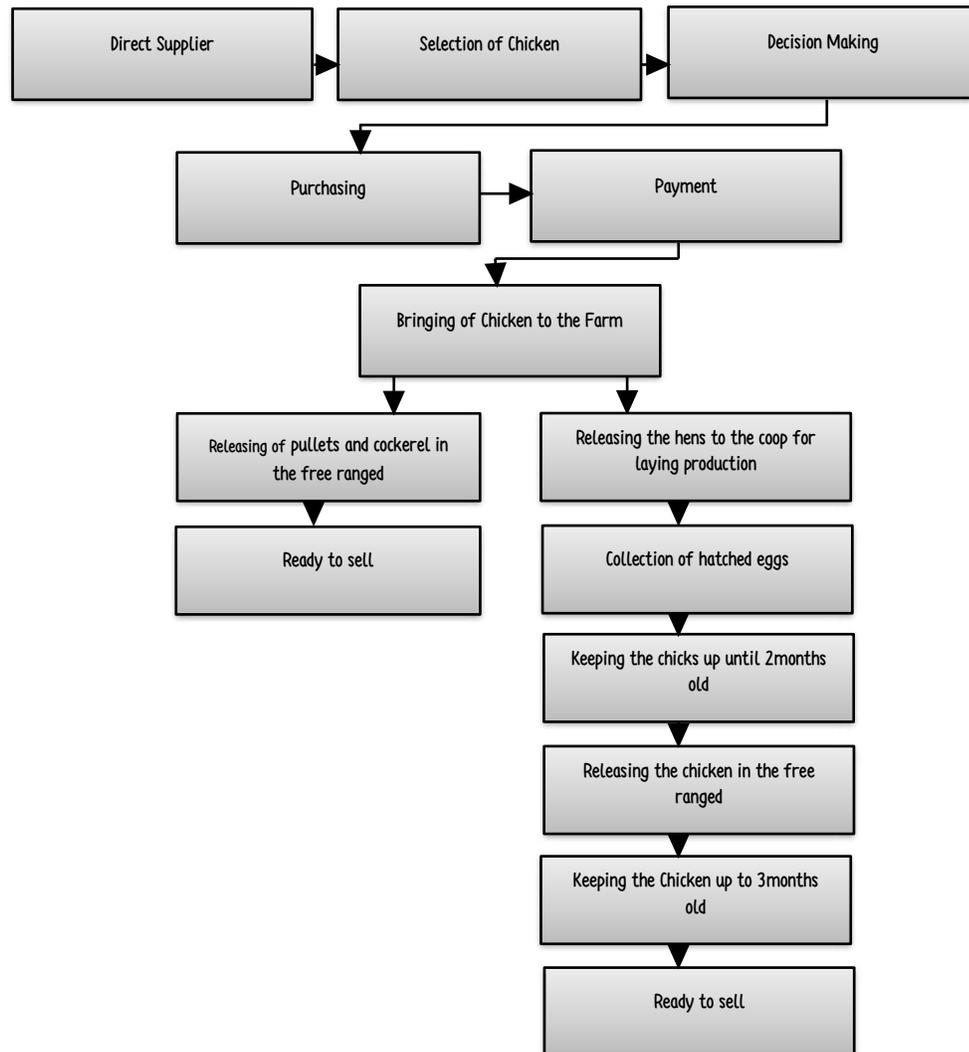


Figure 3. Process Flow Diagram in Purchasing and Raising Native Chicken

Process Description

a. Direct Supplier

The proposed business will have a direct supplier in Inabanga Bohol and Canmano, Sagbayan Bohol. The proponents will directly travel to the mentioned place of the supplier for the supply of chicken.

b. Selection of Chicken

Upon arrival, the proponent will select or choose any sizes of native chicken and raise the best quality of chicken.

c. Decision Making

Once the chicken is proven to have a good quality, the buyers will decide whether to purchase or not. Right after, selection of the chosen quantity and quality of native chicken will follow. Moreover, if the buyer will not make any purchases of the native chicken, there will be no agreement between the supplier and purchaser.

d. Purchasing

After the agreement between the supplier and the proponent, the proponent will make a purchase.

e. Payment

Paying for the corresponding amount of the purchased chicken will be followed.

f. Bringing of chicken to the business farm

The purchased native hen will be placed in the chicken coop for the laying production while the pullets and cockerel will be released in the free ranged.

Service Flow

Figure 4 displays the service flow of the proposed business for online customers. Moreover, service flow for walk-in customers is also presented in figure 5.



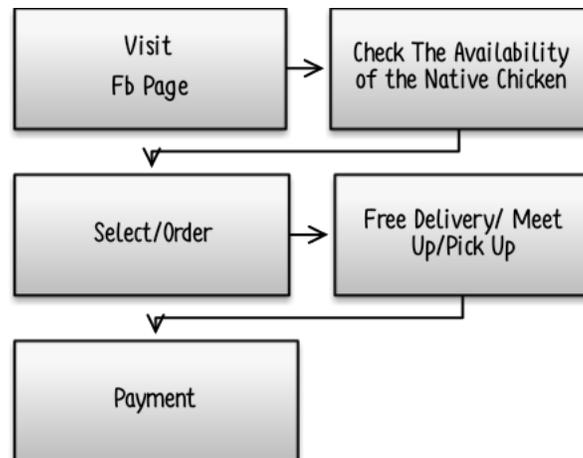


Figure 4. Service Flow for Online Customers

Service Description for online customer

a. Fb page

The product and the price will be posted through social media account where the customers can access and look for the posted offers.

b. Check availability

Checking the availability of the order will be followed. Once the order is available, the proponent will discuss the important details like terms and conditions when it comes to payment.

c. Select and Order

Customers can now freely choose and their preferences before they can finally order their desired quantity and quality of native chicken.

d. Free delivery/ meet up/ pick up

Next for acceptance, the product will be delivered free for nearby customer and meet-up for distant customer either they will be the one to Pick Up.

e. Payment

Following the delivery will be payment of the products amount upon personal meet-up to the customer.

Figure 5 display the process of service flow for walk-in customers.

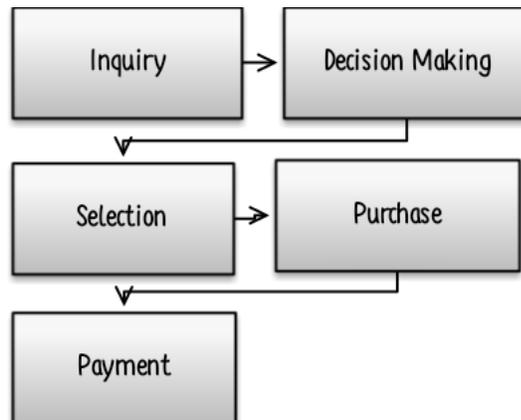


Figure 5. Service Flow for walk-in Customers

Service Description for Walk in Customers

a. Inquiry

The first step of the process will be inquiry, the walk in customers will inquire to the farm at the same time discuss the availability of the product.

b. Decision

Once the chicken is proven to have a good quality, the buyers will decide whether to purchase or not. Right after, selection of the chosen quantity and quality of native chicken will follow. Moreover, if the buyer will not make any purchases of the native chicken, there will be no agreement between the supplier and purchaser.

c. Selection

Upon arrival, the proponent will select or choose any sizes of native chicken and raise the best quality of chicken.

d. Purchase

After selection, the customer will purchase the product after weighing.

e. Payment

Payment of the product will be accepted.

Business Schedule

The business will operate every day from 8:00 in the morning and 5:00 in the afternoon for orders and deliveries. Moreover, the proposed business will operate nine (9) hours a day. Employee schedules will be posted and will be followed respectively.

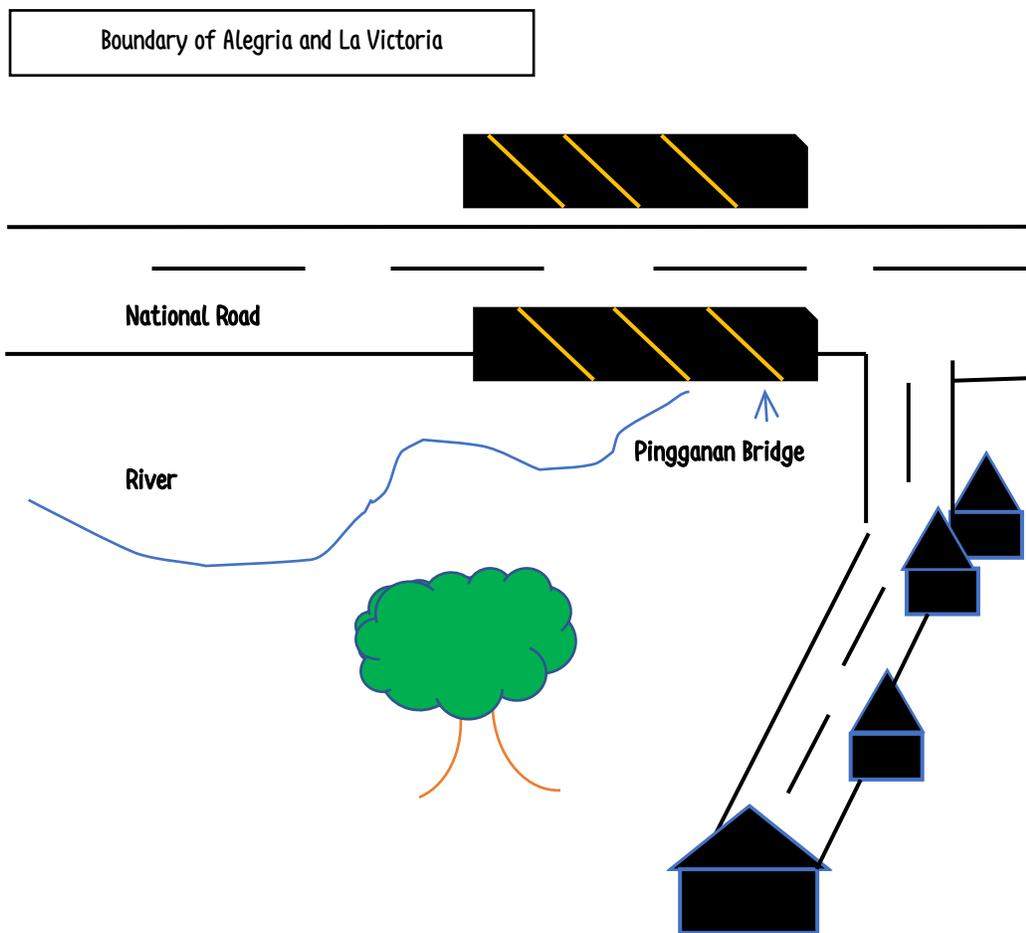
Location

The proposed business will be located in Alegria, Carmen Bohol. The chosen location is a suitable place for the the proposed business since it has a wide area and ideal site for native chicken to be raised



well. The area is large enough to allow wet, muddy or barren areas to be sectioned off to recover and to minimize the risk of disease, while still allowing enough space for chickens to roam on good pasture. Moreover, the housing is sturdy to keep the chicken safe from all the predators. The location Map and Vicinity Map of the business site is shown on the next page. It sketches the proposed site or the specific landmark of the proposed business.

Figures 6 and 7 portray the location map and vicinity map of the business



INDAY'S NATIVE CHICKEN

Figure 6. Vicinity Map

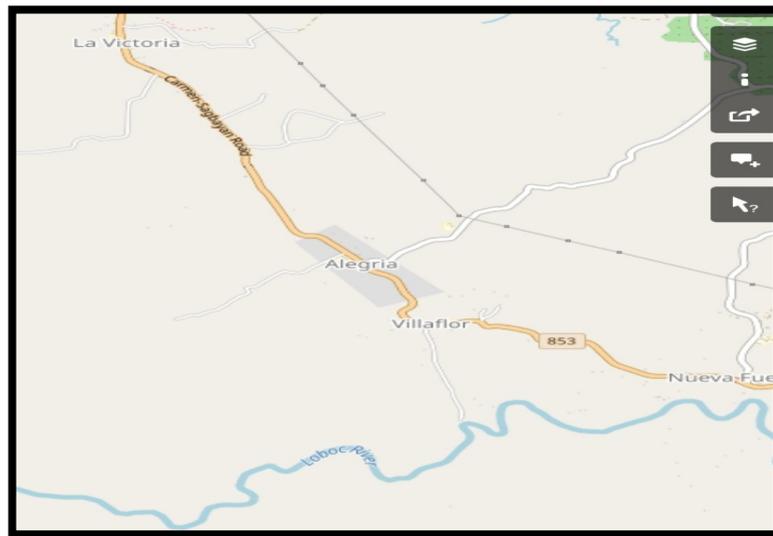


Figure 7. Location Map

Land

The business location is along the national road. The property on which the poultry farm will be built is owned by Mrs. Arlinda O. Jumamil. It is a titled lot with a total size of approximately 100 square meters. This land was agreed to be rented by the owner for the amount of 1,500 pesos per month.

Building

The poultry farm is made of light materials. The construction is very crude but it serves its purpose to keep the hens safe and secure while they are nesting. It also protects the chicks from harsh elements like wind and rain. The chicken coop also will be surrounded by a net which serves as their roaming area.

Presented in Table 23 is the rental fee imposed monthly and annually.

Table 23

Annual Rental Fee

Description	Monthly	Annual Cost
Rent	1,500	18,000
Total Cost		18,000

The total cost of the materials needed for the construction of the coops amounted to 11,153 pesos including the labor cost and electricity cost.

Table 24 shows the total cost of building for the chicken coops.

Table 24

Total Cost for Building

Description	Total Cost
Building	11,153

Table 24 displays the annual depreciation cost for building. It was computed using the formula below.

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

Table 25



Annual Depreciation Cost for Building

Description	Total Cost	Life Span	Depreciation
Building	11,153	5	2,231

Lay out

The proposed business area measured approximately 100 square meters for the entire farm. Inside the farm area was specific coops found. The coops were 7ft long with 8ft wide. This will be divided into three sections: ready to lay, ready to sell, and a coop for sick chickens that needs to be taken care of.

The overall design plan of the poultry farm can be seen in figure 6 below.

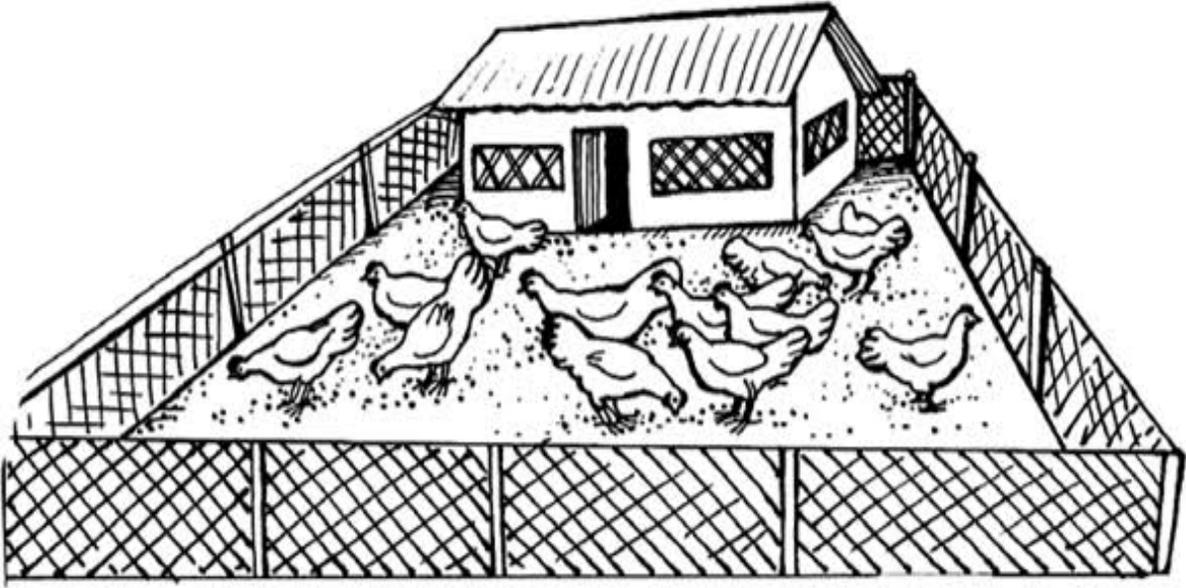


Figure8. Farm Perspective

Equipment

Table 26 presents the needed equipment to be used before the operation of the proposed business.

Table 26

Total Annual Cost of Equipment

Description	Quantity	Unit	Unit Cost	Total Cost
Weighting Scale	1	Pc	1,700	1,700
Water	5	Pc	100	500
Total Cost				2,200

Table 27 shows the annual depreciation cost for the needed equipment. It was computed using the formula below.

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

Table 27

Depreciation Expenses Cost of Equipment

Description	Total Cost	Life Span	Depreciation
Weighting Scale	1,700	2	850
Water Feeder	500	2	250
Total Cost	2,200	2	1,100

* The proponent purchased equipment after every 2 years due to wear and tear. Computation for the increase in depreciation for equipment can be found in schedule 19.

Supplies

The supplies needed before the operation should be recognized. Table 28, 29 and 30 mentioned below are the supplies required before the operation. The following are the needed supplies for the proposed business namely, repair and maintenance, office and poultry feed supplies.

Table 28

Total Annual Cost of Repair and Maintenance

Particular	Quantity	Unit	Unit Cost	Total Cost
Bamboo	5	Pc	25	125
Net	60	Sqm.	29	1,740
Dustpan	2	Pc	20	40
Broom	3	Pc	15	45
Total Cost				1,950



Office Supplies

Table 29

Total Annual Cost of Office Supplies

Description	Quantity	Unit	Unit Cost	Total Cost
Ballpen	1	Box	120	120
Record book	2	Pcs	60	120
Journal	2	Pcs	34	68
Ledger	2	Pc	34	68
Columnar	2	Pcs	34	68
Correction Tape	3	Pcs	26	78
Total Cost				522

Poultry Feed Supplies

Table 30 presents the poultry feeds supplies for the proposed business.

Table 30

Annual Poultry Feed Supplies

Particular	Quantity	Unit	Unit Cost	Total Cost
Crack Corn	4	Sack	1,400	5,600
Pollard	60	Sack	130	7,800
Integra Chick Booster	6	Sack	1,485	8,910
Total Cost				22,310

Utilities Expense

The proposed business will connect to the house nearby the farm for the source of water and electricity. The proponent and the house owner agreed to pay the estimated amount of 50 pesos monthly for water and 150 pesos for electricity with a total of 200 pesos monthly. Overall, the estimated annual



expense for utilities will be 2,400 pesos. The monthly and annual consumption and its source are presented in table 31.

Table 31
Annual Utilities Expense

Description	Monthly Consumption	Annual Consumption
Electricity	150	1,800
Water	50	600
Total Cost	200	2,400

Transportation

Table 32 presents the annual transportation expense of the proposed business in purchasing native chicken.

Table 32
Total Annual Cost of Transportation Expense

Description	Monthly	Annual Cost
Transportation	400	4,800
Total Cost		4,800

Miscellaneous Expense

Presented in table 33 is the annual miscellaneous expense operation which accumulated to 12,000 pesos.



Table 33

Annual Miscellaneous Expense

Description	Annual Cost
Miscellaneous	12, 000
Total Cost	12, 000

DTI Registration

Table 34 presents the cost of DTI registration that the proposed business needs to acquire.

Table 34

Cost of DTI Registration

Description	Amount (in Php)
DTI	230
Total Cost	230

Taxes and Licenses

Table 35 shows the list of government and legal requirements needed for the proposed business to operate legally. Moreover, compliance of these requirements is a form of duty and responsibility of the proposed business to the community where it is currently located.

Table 35

Taxes and Licenses

Description	Amount (in Php)
-------------	-----------------



Barangay Certification	200
Admin Fee	25
Barangay Cedula	60
Business Tax	30
Police Clearance	75
Medical Certificate	100
Mayor's Permit	300
Sanitary Fee	150
Garbage Fee	100
Building Inspection Fee	100
Electrical Inspection Fee	175
Certificate of Zoning Fee	50
Plumbing Inspection Fee	55
Fire	500
Health Certificate	250
Total Cost	2,400

Waste Disposal

The poultry is expected to generate solid and liquid waste such as poultry manure, hatchery waste and dead bird. Waste should be disposed properly. Waste such as poultry manure and hatchery waste will be used as plant fertilizer. The dead bird must be buried deeply to prevent worms from carrying infections from the carcass to the surface of the ground.

Chapter 4

MANAGEMENT ASPECT

In this chapter, it covers the form of ownership the organizational structure, projected time table



and responsibility matrix which indicate the duties and responsibilities of the personnel of the propose business.

Legal Form of Business Organization

Together with the same vision and goals in order to make "INDAY'S NATIVE CHICKEN" succeed, it is basically a sole proprietorship form of business organization for the reason of fewer legal controls, less expenses and may enjoy greater flexibility of management. Moreover, the owner has its full control over business decisions.

Organizational Chart

The following chart shows the organizational set-up and the functions of the business personnel.

Figure 7 below displays the organizational chart of the proposed business Moreover, presented in the responsibility matrix is the qualifications and job descriptions of the personnel that is needed for the proposed business.



Figure 9. Organizational Chart

Responsibility Matrix

Table 36 presents the responsibility matrix which comprises the position, qualification and

responsibility of the business personnel.

Table 36
Responsibility Matrix

Designation/Position	Qualification	Responsibility
Manager/Proprietor		<ul style="list-style-type: none"> • In charge of all the business operation. • Responsible to resolve customers concern • Responsible for recording and maintaining a business financial transactions, such as purchases, expenses, sales revenue and invoices. • Will serve as cashier.
Helper	<ul style="list-style-type: none"> • Able to handle animals with confidence and patience. • Knowledgeable of handling a chicken. • Good communication skills. 	<ul style="list-style-type: none"> • Will assist the manager • Evaluating the qualities and conditions of chicken. • Cleaning the chicken house and the surroundings • Giving Customer' service. • Marketer/Maintenance

Labor Requirement

Table 37 presents the labor requirements of the proposed business with corresponding annual cost. The business will only hire one employee who will act as marketer and maintenance consequently. The worker will be rated on daily basis with the amount of 366 pesos based on recent minimum wage imposed in the province of Bohol with a total annual salary of 121,620.00 with benefits. Furthermore, the employee will be engaged on a regular basis.

Table 37



Labor Requirements

Position	Number of Employees	Daily Rate	Monthly Rate	Annual Cost Benefits
Marketer/Maintenance	1	366	10,135	131,760
Less: EE Share				10,140
				121,620

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

Employee Benefits and Management Policies

Table 38 presents the Monthly contribution of the Employee. Employee will be provided mandatory benefits just like SSS, PhilHealth and Pag-Ibig. Furthermore, the owner will follow minimum wage law imposed in the province of Bohol in accordance with the Department of Labor and Employment, underlying the sector of service.

The business owner establishes rules and regulations for employees to follow in order to ensure that they work appropriately.

Table 38

Monthly contribution

Employee Benefits	Employer Contribution	Employee Contribution
SSS	945	495
PhilHealth	150	150
Pag-Ibig	200	200
Total Monthly	1,295	845
Total Annually	15,540	10,140

Hiring Employee

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

Training of Employees



The employees must undergo with a proper orientation and training which will enhance their capacity and skills in raising native chickens. Moreover, they will be oriented and informed on their respective responsibilities as well as the terms and policies in the field.

Termination of Employees

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

- Poor work performance
- Alcohol use at work
- Insubordination
- Neglect of Duty
- Too much absence without valid reasons
- Not following management rules
- Unsatisfactory job performance

Projected Time Table

Table 39 displays the project time table of the proposed business.

Table 39

Project Time Table

Activities	J U N E	J U L Y	A U G	S E P T	O C T	N O V	D E C	J A N	F E B	M A R	A P R	M A Y	J U N E
Preparation of	X	X											



Feasibility Study													
Acquisition of capital	X												
Permit & licenses		X											
Preparation of materials needed for the business construction		X											
Purchasing Chickens			X	X	X	X	X	X	X	X	X	X	X
Business operation			X	X	X	X	X	X	X	X	X	X	X

Chapter 5

FINANCIAL ASPECT

This shows the different estimations, assumptions, and evaluations of the project in order to determine the profitability of the proposed project.

Major Assumptions

Revenue Assumptions

- The source of revenue comes mainly from selling live native chicken.
- The sales expected to increase by 4.5% annually due to price inflation.
- All revenues were on cash basis.



Expense Assumptions

All expenses increase by 4.5% annually except for equipment and building.

Liabilities

The proposed business has no liabilities incurred.

Equity

The capital of the business will be financed by the proprietor.

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

Table 40 shows the needed capital to start-up the business.

Table 40

Total Project Cost

	Expenses	Costs
A. Pre- Operating Expenses		
Taxes and Licenses (Table 34)		2,630
Promotional Cost		200
Feasibility Study		1,000



Total Pre-Operating Costs	3,830
A. Fixed Investment	
Building Construction Cost (Table 24)	11,153
Equipment (Table 26)	2,200
Total Fixed Investment	13,353
B. Working Capital Requirements	
Purchases	89,234
Poultry Feed Supplies	1,859
Office Supplies	44
Electricity Expense	200
Transportation	4,800
Miscellaneous	1,000
Salaries	10,135
Rental Fee	1,500
Total Working Capital Requirements	108,772
Total Project Cost	125,955

Source of Financing

The overall cost of the proposed business is 125,955 pesos; this is the overall sum of money required to put up the business. The only source of financing is from the owner's investment.

Projected Financial Statement

Project financial statements provide assumptions about the given company's financial situation in the future, whether it is an annual or quarterly projection.

Below are the financial statements for the proposed study. The first is the projected income statement. It shows the profits and losses for a specific period from year 1 to 5. As presented, the profit of the business in first year of operation is P53, 604.00 and the proposed business had an increasing income for the future years.



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. As presented, the proposed business had positive cash flow position as it has more cash inflows and 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.



INDAY'S NATIVE CHICKEN
Income Statement
For the Five Years Ended December 31
(in Philippine Peso)

	Schedule	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	1	1,299,531	1,411,479	1,530,871	1,658,150	1,793,783
Less: Cost of Goods Sold						
Beginning Inventory		-	31,189	33,876	36,741	39,796
Purchases	3	1,070,814	1,163,059	1,261,438	1,366,315	1,478,077
Total Goods Available for Sale		1,070,814	1,194,248	1,295,313	1,403,056	1,517,873
Less: Ending Inventory	4	31,189	33,876	36,741	39,796	43,051
Total Cost of Goods Sold	5	1,039,625	1,160,372	1,258,572	1,363,261	1,474,822
Gross Profit		259,906	251,107	272,299	294,889	318,961
Less: Expenses						
Poultry Feed Supplies	15	22,310	23,314	24,363	25,459	26,605
Office Supplies	14	522	545	570	596	622
Transportation Expense	18	4,800	5,016	5,242	5,478	5,724
Salaries Expense	21	121,620	121,620	121,620	121,620	121,620
Government Standard Salary Payable	23	15,540	15,540	15,540	15,540	15,540
Rental Expense	6	18,000	18,810	19,656	20,541	21,465
Utilities Expense	17	2,400	2,508	2,621	2,739	2,862
Miscellaneous Expense	19	12,000	12,540	13,104	13,694	14,310
Depreciation Expense	13	3,331	3,331	3,430	3,430	3,538
Repair and maintenance	11	1,950	2,038	2,129	2,225	2,325
Pre-operating Expense	24	3,600				
Taxes and Licenses	20		2,748	2,872	3,001	3,136
Total Expense		206,303	208,010	211,148	214,323	217,749
Net Profit		53,604	43,097	61,151	80,566	101,213

INDAY'S NATIVE CHICKEN
Statement of Cash Flow
For the Five Years Ended December 31
(In Philippine Peso)

	Schedule	Pre-Op	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating							
CASH INFLOWS							
Cash Sales	1		1,299,531	1,411,479	1,530,871	1,658,150	1,793,783
Total Cash Inflows			1,299,531	1,411,479	1,530,871	1,658,150	1,793,783
CASH OUTFLOWS							
Purchases	3		1,070,814	1,163,059	1,261,438	1,366,315	1,478,077
Add: *Selling and Administrative			199,142	204,679	207,718	210,893	214,211
Total Cash Outflow			1,269,956	1,367,738	1,469,156	1,577,208	1,692,288
Net Cash Flow from Operating			29,576	43,981	61,967	81,204	101,769
Net Cash Flow from Financing Act							
Owner's Equity		125,955					
Cash Flow from Investing							
Less: Fixed Investment	26	13,353					
Pre-Operating	24	3,830					
Net Cash Flow from Financing Act		17,183					
Add: Beginning Balance			108,772	138,348	182,088	243,804	324,745
Ending Balance		108,772	138,348	182,088	243,804	324,745	426,240

**Expenses found in selling and administrative can be seen in schedule 6, 11, 14, 15, 17, 18, 19, 20, 21 and 23 in the appendices.*

INDAY'S NATIVE CHICKEN
Statement of Financial Position
For the Five Years Ended
(In Philippine Peso)

	Schedule	Pre-Op	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS							
Current Assets							
Cash		108,772	138,348	182,088	243,804	324,745	426,240
Merchandise Inventory	4		31,189	33,876	36,741	39,796	43,051
Total Current Assets		108,772	169,536	215,964	280,545	364,541	469,291
Non-Current Assets							
Fixed Investment	26	13,353	13,353	10,022	6,692	3,262	167
Less: Depreciation	13		3,331	3,331	3,430	3,430	3,538
Net Fixed Investment		13,353	10,022	6,692	3,262	167	3,705
Pre-operating	24	3,830	-	-	-	-	-
Total Non- Current Assets		17,183	10,022	6,692	3,262	167	3,705
Total Assets		125,955	179,559	222,656	283,807	364,373	465,586
LIABILITIES AND OWNER'S EQUITY							
Owner's Equity		125,955	125,955	179,559	222,656	283,807	364,373
Profit/Loss			53,604	43,097	61,151	80,566	101,213
Total Liabilities and Owner's Equity		125,955	179,559	222,656	283,807	364,373	465,586

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 or return of investments for its five year of operation with an average ROI of 54%, thus, the proposed business implies a positive result which is good for the venture.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Income	53,604	43,097	61,151	80,566	101,213
Investment	125,955	125,955	125,955	125,955	125,955
ROI	43%	34%	49%	64%	80%

Payback Period

The payback period is the length of time it takes to recover the cost of an investment.

The analysis below implies that the proposed business may take an average of 7 months to recover the initial investment.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Investment	125,955	125,955	125,955	125,955	125,955
Cash flow per year	138,348	182,088	243,804	324,745	426,240
Payback period	0.91	0.69	0.52	0.39	0.30



	11 mos.	8 mos.	6 mos.	5 mos.	4 mos.
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Break-even Analysis

The Break-even point shows the number of peso sales in the proposed business should be able to meet so that it would not operate loss.

Result implies that the proposed business can sell 3,992 units of native chicken in its five years of operation.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Cost	164,271	164,087	165,248	166,357	167,625
Sales Price per Unit	250	261	273	285	298
Less:					
Variable Cost per Unit	208	223	233	243	253
BEP in Units	3,919	4,279	4,093	3,916	3,752

Results implies that the business can sell 3,992 units of products in its five years of business operation.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Cost	164,271	164,087	165,248	166,357	167,625
CMR	0.17	0.15	0.15	0.15	0.15
BEP In Peso	978,807	1,116,873	1,117,377	1,117,127	1,118,455

It can be interpreted in the table that the proposed business had high fixed cost because it had



incurred high expenses before the operation which resulted to high break-even point in peso of 1,089,728 in its five year of business operation.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales Price per Unit	250	261	273	285	298
Less: Variable Cost per Unit	208	223	233	243	253
Sales Price Per Unit	42	38	40	42	45
Contribution Margin	0.17	0.15	0.15	0.15	0.15

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

Chapter 6

SOCIO ECONOMIC ASPECT

Business improves the quality of life as it provides high-quality goods and service to the people required for their enjoyment, comfort, and health. A business offers employment opportunities to the people by which they can generate income and improve the quality of life.

Entrepreneurship leads to economic and social advancement and success. It may aid in the reduction of poverty. New businesses have the potential to generate more jobs, which will raise the country's



employment rate. Entrepreneurs portrays a significant role in economic development not only at the national level but also at the global level, as one of its most important aspects is to create opportunities for employment, which has positive impact on local societies. Entrepreneurship is a way of motivating creative people to take risk in order to seek opportunities. Entrepreneurs may contribute in keeping the economy and society running smoothly.

Poultry farming has become one of the most important aspects of farming for many reasons. The establishment of native chicken will not only benefit the target market but also benefit the general public through the following:

- a) The community can benefit to the proposed business for the reason that it provides food security to the consumers.
- b) The waste that comes from native chickens can be used as organic fertilizer since it entails more protein than any other animals which is productive and efficient to be used for plants growth.
- c) Through an organic way of raising chickens, the business entity is not harming the eco system because it will not use chemicals to constrain the growths of the chickens because the proponents will raise them naturally. Through this proposed business, proponents can ensure that it will promote an eco- friendly business to society.
- d) Provide opportunities for unemployed citizen that contributes significantly towards poverty alleviation.
- e) If the business is successful it creates great opportunity for entrepreneurs, and provides employment for the jobless people in the community. Moreover, this proposed business can provide jobs for those unemployed individuals who have knowledge and skills in handling and raising



native chicken. This project will also help boost the agricultural industry of the country specifically in poultry business.

Chapter 7

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

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

Summary of Findings

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

As to Target Market, majority of the respondents were in favor in establishing the proposed business with a percentage rate of 98%. Most of them prefer to buy alive chicken rather than dressed native chicken with a percentage rate of 100%. As to the quantity of native chicken respondents usually buy, they prefer to buy 1 kilogram of native chicken with a percentage rate of 65%. Moreover, backyard is the place preference of the respondents in buying native chicken with a percentage rate of 87%.

As to Market Aspect, projected demand is higher than the projected supply, the projected demand



in the first year is 179,836 and the projected supply of the proposed business in the first year is only 6,565. The average competitors supply of the proposed business is only 8,721 and its proponent's production capacity is 6,607. Moreover, the market of the proposed business from the total supply in the market is 41%

As to Technical Aspect, the proposed business is located at Alegria, Carmen, Bohol. The researchers concluded that the place suitable in establishing native chicken business since it has a wide land area and ideal site for native chicken to be raised well. For the accessibility of the target market, the location is accessible to all the possible buyers since it is just near to the national road. Moreover, there is no direct competitor in the area.

As to Management Aspect, the proposed business will operate under sole proprietorship form of business organization 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 business had an average projected annual net profit 53,604.00. The business had an initial investment of 125,955.00 which will be recovered within 7 months of operation.

As to Socio-economic Aspect, the proposed business will benefit the society that may aid in the reduction of poverty. Moreover, the business also increases the food security to the consumers.

Conclusions

The proposed business will offer well raised and good quality native chicken to consumers. Due to strong market demand, the proposed business is profitable in terms of marketability. Technically, the location for the proposed business is generally good in raising poultry. For effective management, the



owner and the employee will collaborate to develop entrepreneurial plans for the business's smooth growth.

As a result the business is feasible.

Recommendations

- Based on the results the researchers recommend imposing 250 pesos price for native chicken based on the competitors survey.
- The researchers recommend to offer promos and discount to the consumers to increase sales.
- Researchers also recommend that native chicken can be fed with regular feeds such as ground corn, rice hull, rice bran, copra meal, rice grits, corn bran, and even kitchen leftovers like rice bread, and desiccated coconut. It helps to reduce the expenses of buying commercial feeds to the chicken. Moreover, regular feeds can produce healthy and organic meat of chicken.
- Deworming of native chicken should be done through apple cider vinegar, raw pumpkin seeds and garlic.
- Moreover, if the business becomes profitable and the proponents wants to continue the operation until the next 5 years, the proponents will decide to reconstruct the building using light materials into concrete in order that structure will be usable for longer period.
- Due to high demand of native chicken the researchers recommend to continuously purchase more heads of chickens and also adding more hens for the laying productions to cover up the high demand supply.



- Continuous inquiring of native chicken to the backyard raisers and other poultry farm business and joining social media groups that raised and sell native chicken.
- Lastly, as the business grows, the manager can hire employees in addition to the existing staff for a more effective operation. These include the operational staff and caretaker/maintenance.

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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

1. Do you prefer to buy native chicken?

 Yes

 No

If No, please specify what kind of chicken do you serve? -----

2. What is your preference in buying Native Chicken?

 Dressed

 A

3. How many kilos of Native Chicken do you usually purchase?

 1 kilo

 2 kilos

 3 kilos

4. How often do you buy native chicken from your supplier?

 Once a week

 Thrice a week

 Occasional

 Twice a week

 Once a month

5. What is your place preference in buying native chicken?

 Backyard

 Town Market

Other please specify: -----

6. What is your mode payment in buying native chicken?

 Credit

 Cash

7. What reasons do you consider in buying Native Chicken?

 Price per kilo

 Good Customer service

 Can afford Discount

 Accessible to the place

 Can pay through credit

8. Are you willing that the propose business will be the one to supply Native Chicken?

 Yes

 No

SURVEY QUESTIONNAIRE FOR COMPETITORS

Name of establishment:



Business Owner:

Position:

1. What business ownership do you have?

Sole proprietorship

Corporation

Partnership

2. What type of chicken do you produce?

Native chicken

Bantam chicken

Cull chicken

Others, please specify _____

3. How much is your selling price per kilo?

250php

200php

Others, please specify: _____

4. How many chickens disposed every day? Every week?

Dozen

Below dozen

Others, please specify: _____

5. Who are the consumers who usually purchase?

Locals

Restaurateur

Market vendor

6. Where do you sell your chicken?

Local consumers

Restaurants that serves native chicken

Town market

Others, please specify_____

7. How much is your delivery charge?

100-200php



200php up

Others, please specify_____

8. What is your payment term?

Cash on purchase Cash on delivery Credit up to 2 weeks

Others, please specify_____

9. Mode of payment of your customer?

Cash Cash on delivery via payment center

10. Problems encountered with customers?

Not paying on time Cancellation of order

Others, please specify: _____

11. How to maintain good relationship with your customers? Choose your top 3 choices.

Attentive

Give discounts

Responsive to the queries

Reasonable price



APPENDIX B

Letters



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.

June 14, 2021

DR. MARIETTA C. MACALOLOT, Ph.D
 Campus Director
 BISU-Bilar Administration's Office

Dear Dr. Macalolot:

Good Day!

We, the 3rd year Bachelor of Science in Entrepreneurship students will be conducting a Market Survey for Feasibility Study entitled "NATIVE CHICKEN FARMING IN ALEGRIA, CARMEN, 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. MARIA NAE O. JUMAMIL

Sgd. MARIANNE M. TANDUYAN

Sgd. ANGEL PRINCESS B. CAGUD

Sgd. MYLENE ANNE B. RIZON

Sgd. ALONA MAE M. MARITAN

Sgd. REGINE E. CAGULANG

Sgd. RODAME S. UMBAYAN

Sgd. JUDIEMAR L. SARONG



Approved:

Sgd. MARIETTA C. MACALOLOT, PhD

Campus Director



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

HON. RICARDO FRANCISCO A. TORIBIO
 Municipal Mayor
 Carmen, Bohol

Dear Mayor Toribio:

Good Day!

We, the 3rd year Bachelor of Science in Entrepreneurship students will be conducting a Market Survey for Feasibility Study entitled "**NATIVE CHICKEN FARMING IN ALEGRIA, CARMEN, 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 97 respondents in Carmen Public Market. 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. MARIA NAE O. JUMAMIL

Sgd. MARIANNE M. TANDUYAN

Sgd. ANGEL PRINCESS B. CAGUD

Sgd. MYLENE ANNE B. RIZON

Sgd. ALONA MAE M. MARITAN

Sgd. REGINE E. CAGULANG

Sgd. RODAME S. UMBAYAN

Sgd. JUDIEMAR L. SARONG

Noted by:

Sgd. MAE S. DAGUPAN, MBA



Adviser, Feasibility Study

Approved:

Sgd. HON. RICARDO FRANCISCO A.



APPENDIX C Municipal Mayor
Schedules

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

Schedule 1- Sales Revenue

Year	No. of kilos	Selling Price with 4.5% Inflation	Sales Revenue
2021	5,198	250	1,299,531
2022	5,403	261	1,411,479
2023	5,607	273	1,530,871
2024	5,812	285	1,658,150
2025	6,017	298	1,793,783
Total			7,693,814

Schedule 2- Projected Purchase in kilo

	Year 1	Year 2	Year 3	Year 4	Year 5
Total sales in Kilo	5,198	5,403	5,607	5,812	6,017
Add: Inventory End (3%)	156	162	168	174	181
Total Purchases	5,354	5,565	5,776	5,986	6,197

Schedule 3-Purchases

Year	No. of kilos	Purchase Price with 4.5% Inflation	Purchase Annually
2021	5,345	200	1,070,814
2022	5,565	209	1,163,059
2023	5,776	218	1,261,438
2024	5,986	228	1,366,315
2025	6,197	239	1,478,077



Schedule 4- Inventory

Year	Inventory	Purchase Price	Ending Inventory
2021	156	200	31,189
2022	162	209	33,876
2023	168	218	36,741
2024	174	228	39,796
2025	181	239	43,051

Schedule 5- Cost of Good Sold

	Year 1	Year 2	Year 3	Year 4	Year 5
Inventory Beg.		31,189	33,876	36,741	39,796
Purchases	1,070,814	1,163,059	1,261,438	1,366,315	1,478,077
Available for Sale	1,070,814	1,194,248	1,295,313	1,403,056	1,517,873
Less:					
Inventory End	31,189	33,876	36,741	39,796	43,051
Cost of Goods Sold	1,039,625	1,160,372	1,258,572	1,363,261	1,474,822

Schedule 6- Annual Rental Fee

Description	Monthly	Annual Cost
Rent	1,500	18,000
Total Cost		18,000

Schedule 7- Building

Description	Total Cost
Building	11,153



Schedule 8- Total Cost for Building

Description	Quantity	Unit	Unit Price	Total
Galvanized Iron	14	sheet	210	2,90
Bamboo	10	pcs	25	250
Nails #1	1 ½	KL	65	98
Nails #2	1 ¼	kl	60	75
Nails #3	3	KL	50	150
Umbrella Nails	4	kl	80	320
Lumber	15	pcs	200	3,000
Labor	5	days	600	3,000
Plug	2	pcs	25	50
Extension wire	50	m	20	1000
Outlet	1	pc	70	70
Socket	2	pcs	30	60
Bulb	3	pcs	30	90
Electric Tape	2	pcs	25	50
Total				11,153

Schedule 9- Annual Depreciation Cost for Building

Description	Total Cost	Life Span	Depreciation
Building	11,153	5	2,231

Schedule 10- Total Annual Cost of Equipment

Particular	Quantity	Unit	Unit Cost	Total Cost
Weighing Scale	1	Pc	1,700	1,700
Waterer	5	Pc	100	500
Total				2,200



Schedule 11- Repair and Maintenance

Particular	Quantity	Unit	Unit Cost	Total Cost
Bamboo	5	Pc	25	125
Net	60	Sqm	29	1,740
Dustpan	2	Pc	20	40
Broom	3	Pc	15	45
Total				1,950

Schedule 12- Depreciation Expenses Cost of Equipment

Description	Total Cost	Life Span	Depreciation
Weighing Scale	1,700	2	850
Waterer	500	2	250
Total	2,200	2	1,100

Schedule 13- Depreciation Expense

Description	Amount	Year 1	Year 2	Year 3	Year 4	Year 5
Building	11,153	2,231	2,231	2,231	2,231	2,231
Equipment	2,200	1,100	1,100	1,199	1,199	1,307
Total	13,353	3,331	3,331	3,430	3,430	3,538

Schedule 14- Total Annual Cost of Office Supplies

Description	Quantity	Unit	Unit Cost	Total Cost
Ball pen	1	Box	120	120
Record book	2	Pcs	60	120
Journal	2	Pcs	34	68
Ledger	2	Pc	34	68
Columnar	2	Pcs	34	68
Correction Tape	3	Pcs	26	78
Total Cost				522

Schedule 15- Annual Poultry Feed Supplies

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Poultry Feed Supplies	22,310	23,314	24,363	25,459	26,605



Schedule 16- Computation for poultry feed supplies

Description	Number of Chicken	Consume Per Chicken	Consume Per Day	Consume Per Month	Consume per Year	Consume in Kilo	Consume by Sack	Allowance by Sack
1 month	16	5g	10g	4,800g	57,600g	58	1	3
2 months old	25	8g	16g	12,000g	144,000g	144	3	5
3 months old	35	12g	24g	25,200g	302,400g	302	6	10
4 months old	46	25g	50g	69,000g	828,000g	828	17	20
5 months old	60	34g	68g	122,400g	1,468,800g	1,469	29	33
Total							56	70

Schedule 17- Annual Utilities Expense

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Electricity	2,400	2,508	2,621	2,739	2,682

Schedule 18- Total Annual Cost of Transportation Expense

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Transportation	4,800	5,016	5,242	5,478	5,724

Schedule 19- Annual Miscellaneous Expense

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Miscellaneous	12,000	12,540	13,104	13,694	14,310

Schedule 20- Taxes and Licenses

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Taxes and Licenses	2,400	2,508	2,621	2,739	2,862

Schedule 21- Salaries Expense with Benefits

Description	Year 1	Year 2	Year 3	Year 4	Year 5
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Salaries Expense	121,620	121,620	121,620	121,620	121,620
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Schedule 22- ER and EE Share

Description	ER	EE	Total
SSS	945	495	1,440
Philhealth	150	150	300
Pag-ibig	200	200	400
Total Monthly	1,295	845	2,140
Total Annually	15,540	10,140	25,680

Schedule 23- Government Standard Salary Payable

Government Standard Salary Payable	ER	Year 1	Year 2	Year 3	Year 4	Year 5
SSS	945	11,340	11,340	11,340	11,340	11,340
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
Total	1,295	15,540	15,540	15,540	15,540	15,540

Schedule 24- Pre-Operating Expense

Description	Amount
Advertising	200
Taxes and Licenses	2,400
Feasibility Study	1,000
Total Cost	3,600

Schedule 25- Variable Cost

Variable Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Poultry Feed Supplies	22,310	23,314	24,363	25,459	26,605
Transportation	4,800	5,016	5,242	5,478	5,724
Utilities Expense	2,400	2,508	2,621	2,739	2,862
Miscellaneous	12,000	12,540	13,104	13,694	14,310
Total Cost	24,032	43,923	45,900	47,965	50,124



Schedule 26- Fixed Cost

Fix Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Pre-Operating Cost	3,600				
Rent	18,000	18,810	19,656	20,541	21,465
Repair and Maintenance Expense	1,950	2,083	2,129	2,221	2,325
Taxes and Licenses		2,748	2,872	3,001	3,136
Depreciation	3,331	3,331	3,430	3,430	3,538
Salaries Expense	121,620	127,093	132,812	138,789	145,034
Government Standard Salary Payable	15,540	15,540	15,540	15,540	15,540
Total Fixed Cost	206,303	208,010	211,148	214,323	217,749

Schedule 27- Total Revenue

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

	Selling Price	Unit		Total Revenue
Year 1	250	5,198	=	1,299,531
Year 2	261	5,403	=	1,411,479
Year 3	273	5,607	=	1,530,871
Year 4	285	5,812	=	1,658,150
Year 5	298	6,017	=	1,793,783
Total				7,693,814

Schedule 28- Total Variable Cost

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

	Cogs	Variable Cost		Total Variable Cost
Year 1	1,039,625	42,032	=	1,081,657
Year 2	1,160,372	43,923	=	1,204,296
Year 3	1,258,572	45,900	=	1,304,472
Year 4	1,363,261	47,965	=	1,411,226
Year 5	1,474,822	50,124	=	1,524,946

Schedule 29- Unit

	Cogs/Unit	Variable Cost/Unit		Variable Unit
Year 1	250	8	=	208
Year 2	261	8	=	223
Year 3	273	8	=	233
Year 4	285	8	=	243
Year 5	298	8	=	253

Schedule 30- Contribution Margin Unit



Contribution Margin Unit = Selling Price - Variable Unit

	Selling Price	Variable Unit		CM unit
Year 1	250	208	=	42
Year 2	261	223	=	38
Year 3	273	233	=	40
Year 4	285	243	=	42
Year 5	298	253	=	45

Schedule 31- Break-Even Point in Unit

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

	Fixed Cost	CMunit		Break-Even point in Unit
Year 1	164, 041	42	=	3, 914
Year 2	163, 846	38	=	4, 273
Year 3	164, 996	40	=	4, 087
Year 4	166, 095	42	=	3, 910
Year 5	167, 350	45	=	3, 745

Schedule 32- Contribution Margin Ratio

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

	CMunit	Selling Price		Contribution Margin Ratio
Year 1	42	250	=	0.17
Year 2	38	261	=	0.15
Year 3	40	273	=	0.15
Year 4	42	285	=	0.15
Year 5	45	298	=	0.15

Schedule 33- Break-Even Point in Peso

$$\text{Break - Even Point in Peso} = \frac{\text{Fixed Cost}}{\text{CM}_{\text{ratio}}}$$



	Fixed Cost	CMratio		Break-Even Point in Sales
Year 1	164, 041	0.17	=	978, 435
Year 2	163, 846	0.15	=	1, 116, 235
Year 3	164, 996	0.15	=	1, 115, 678
Year 4	166, 095	0.15	=	1, 115, 365
Year 5	167, 350	0.15	=	1, 116, 625

Schedule 34- Break-Even

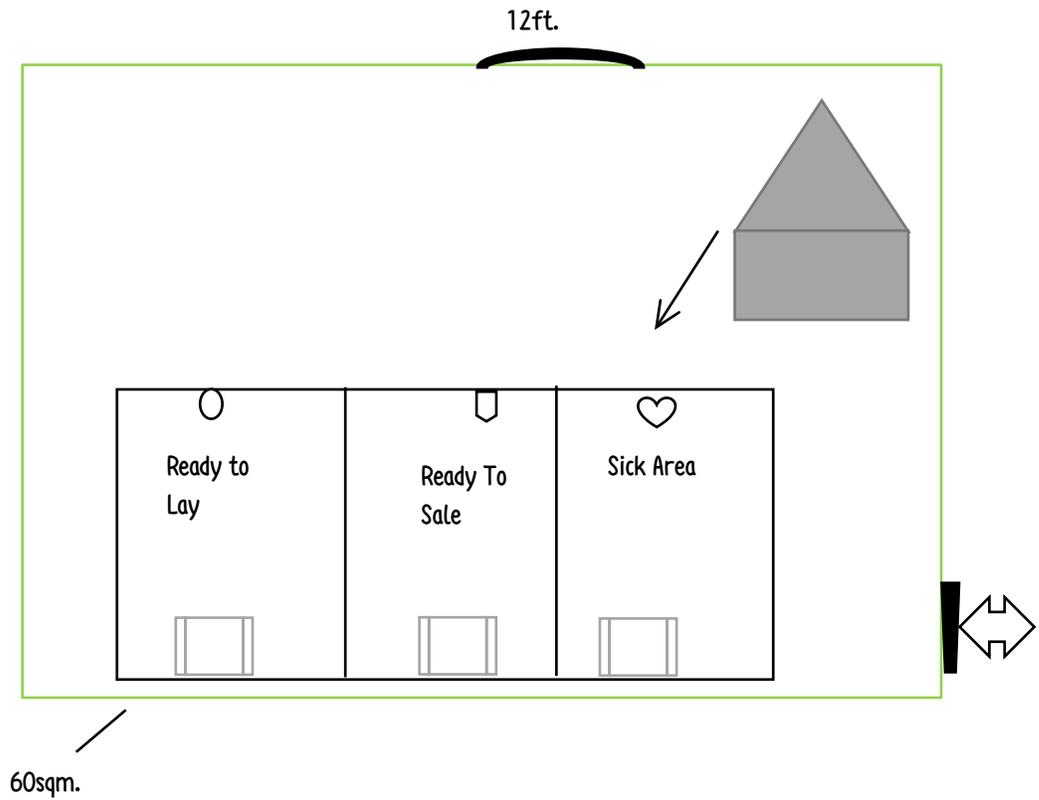
	Year 1	Year 2	Year 3	Year 4	Year 5
CMU	42	38	40	42	45
Fixed Cost	164,041	163,846	164,996	166,095	167,350
BE in Unit	3,914	4,273	4,087	3,910	3,450
Break-even Point in Peso	978,435	1,116,235	1,115,678	1,115,365	1,116,625

APPENDIX D
Floor Plan



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





Poultry Farm Legend:

Symbol	Specification
	Ready to Lay
	Ready to Market
	Sick Area
	Entrance/Exit Net
	Chicken House

Personal Information



Name : **ANGEL PRINCESS B. CAGUD**
Address : Centro Katipunan Carmen, Bohol
Date of Birth : February 15, 1998
Place of Birth : Sta. Isabel , Sta. Josefa Agusan Del Sur
Civil Status : Single
Citizenship : Filipino
Religion : Bible Baptist
Parents : Ireneo L. Cagud
: Nena B. Cagud

Educational Background

Elementary : Simeon S. Castor Elementary School
Concepcion Sta. Josefa Agusan Del Sur
Salutatorian
2011-2012

Secondary : Sta. Josefa National High School
Sta. Josefa Agusan Del Sur
2015-2016

SHS : Sta. Josefa National High School
Sta. Josefa Agusan Del Sur
With Honor
2017-2018

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

Skills and Interest : Cosmetics, Dancing, Reading Books, Persistent and Family Oriented

Personal Information



Name : **REGINE E. CAGULANG**
Address : Guingoyuran, Dimiao, Bohol
Date of Birth : January 24, 1996
Place of Birth : Guingoyuran, Dimiao, Bohol
Civil Status : Single
Citizenship : Filipino
Religion : Roman Catholic
Parents : Marcela D. Cagulang
: Pedro R. Cagulang

Educational Background

Elementary : Cambayaon Elementary School
Cagawasan Dimiao, Bohol
2011-2012

Secondary : Virgen Del Pilar Academy
Poblacion Pilar, Bohol
2011-2012

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

Skills and Interest : Singing, Cooking and Financially Wise

Personal Information



Name : **MARIA NAE O. JUMAMIL**
 Address : Alegria ,Carmen, Bohol
 Date of Birth : April 26, 2000
 Place of Birth : Alegria, Carmen, Bohol
 Civil Status : Single
 Citizenship : Filipino
 Religion : Roman Catholic
 Parents : Arlinda O. Jumamil
 : Eulogio E. Jumamil

Educational Background

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

Secondary : Isabel S.J. Gujol Memorial High School
 Alegria, Carmen, Bohol
 With Honor
 2015-2016

SHS : Eugenio V. Amores Memorial High School
 Canmano, Sagbayan, Bohol
 With Honor
 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, Singing and Dancing

Personal Information



Name : **ALONA MAE M. MARITAN**
 Address : **Yanava, Bilar, Bohol**
 Age : **MYLENE ANNE B. RIZON**
 Date of Birth : **May 7, 1999**
 Place of Birth : **Candalaria Dagonoy, Bohol**
 Date of Birth : **May 10, 2000**
 Civil Status : **Single**
 Place of Birth : **Bobonon Pres. Carlos P. Garcia, Bohol**
 Citizenship : **Filipino**
 Religion : **Roman Catholic**
 Parents : **Alma M. Maritan**
 Parents : **Genovina G. Maritan, Jr.**
 Parents : **Mr. Mario B. Rizon**

Educational Background

Educational Background

Elementary : **Owac Elementary School**
 Elementary : **Subayan, Bilar, Bohol**
Candalaria Elementary School
With Honor and Service Awardee
Candalaria Dagonoy, Bohol
2011-2012

Secondary : **Bilar National High School**
 Secondary : **Dagonoy National High School**
Yanava, Bilar, Bohol
Candalaria Dagonoy, Bohol
2015-2016
2017-2018

SHS : **Bilar National High School**
 SHS : **Dagonoy National High School**
Yanava, Bilar, Bohol
Dagonoy
Service Awardee
With Honor and Best in Work Immersion
2017-2018

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

Skills and Interest : **Computer Literate, Can speak Hangeul**
 Skills and Interest : **Family Oriented, Financially Wise and Reading Books**

Personal information



Personal Information



Name : **JUDIEMAR L. SARONG**
 Address : Quezon, Bilar, Bohol
 Date of Birth : June 30, 1998
 Place of Birth : Quezon, Bilar, Bohol
 Civil Status : Single
 Citizenship : Filipino
 Religion : Roman Catholic
 Parents : Mrs. Delia Sarong
 :

Educational Background

Elementary : Quezon Elementary School
 Quezon, Bilar, Bohol
 Most Behave
 2011-2012

Secondary : Bilar National High School
 Yanaya, Bilar, Bohol
 2017-2018

SHS : Bilar 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 : Running

Personal Information



