

ESTABLISHMENT OF RICE RETAIL STORE  
IN CARMEN PUBLIC MARKET

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

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A Feasibility Study  
Presented to the Faculty of the  
College of Technology and Allied Sciences  
BOHOL ISLAND STATE UNIVERSITY  
Zamora, Bilar, Bohol

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

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**APPROVAL SHEET**

This research entitled "**ESTABLISHMENT OF RICE RETAIL IN CARMEN PUBLIC MARKET**", prepared and submitted by Bernadith V. Nalam, Mailene Jean A. Baldapan, Cristine Marie P. Dagante, Janice M. Enoc, Jesil S. Garsuta, Charis Q. Gumapac, Meldred L. Legaspi, Jenecil T. Ocho and Alisa V. Rabi in partial fulfillment of the requirement for the degree in Bachelor of Science in Entrepreneurship is hereby recommend for admission to the oral defense.

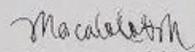
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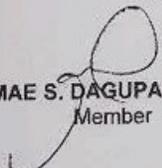
  
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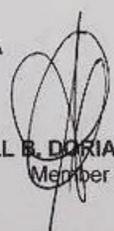
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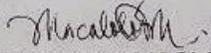
  
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**ABSTRACT**

This study “Establishment of Rice Retail Store in Carmen Public Market” sought to determine the feasibility of rice retail venture in terms of marketability, technical, management, socio-economic and financial viability. This study utilized the descriptive research design in generating the data. The study was conducted in the town of Carmen and selected randomly the 100 respondents in 9 nearby barangays in the said town. Researcher used survey questionnaire in gathering the data. Findings from the survey revealed that rice venture is marketable since the demand of rice continuously increases as the population increases correspondingly. Technically, the town of Carmen becomes a viable location for establishing a rice retail business since it characterized by its accessibility and proximity to market because the site is within the public market of Carmen Municipality. The proposed company is a sole proprietorship, which means it is owned and controlled by one person. Management attain desired goals in maintaining conduct and good governance in order to meet its stated vision, mission and objectives. Prior to legal operation, socio-economic desirability is also expected to be promoted. Economically, the business benefited the local government of Carmen, Bohol for business taxes being acquired. Likewise, it provides employment for people that alleviate poverty issues. Financial statement revealed that the business would obtain an average net profit of 75,051 at a starting capital of 328,653. Along with the planning and decisions toward effective finance and marketing management, the proposed business is highly recommended for investment.

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## Chapter 1

### THE PROBLEM AND ITS SCOPE

#### INTRODUCTION

##### Rationale

Rice is the most important food crop of the developing world and the staple food of more than half of the world's population. [It is rich in nutrients, vitamins and minerals](#), it has excellent source of complex carbohydrates. Nine out of every ten people in the world who eat rice are [Asian](#).

For Filipinos rice it is a staple food, it is part of the culture, it is an identity, it gives bulk of carbohydrates which is perfect especially for those who does hard labor, and of course it goes with any meal. Rice is the most consumed grain in the Philippines. There are many varieties of rice that can be found in the Philippines, and in every provinces of the country you will see rice fields everywhere. However, with those varieties of rice available in the country, Philippines still imports rice from its neighboring countries. The country is said to be the largest importer of rice in the world.

Bohol is one of the leading provinces when it comes to agricultural product in Central Visayas such as rice. As stated from the Philippine Statistics Authority and the Department of Agriculture (DA), the rice production of Bohol

hiked by 54.2 percent, from 161,003 metric tons 248,314 metric tons in 2016 to 335,420 metric tons in 2017.

Currently, the Philippine rice sector is facing a bigger problem in labor shortage for rice farmers due to Covid-19 lockdown. Rice is one of the most basic and important necessity in a Filipino's daily life. In Carmen, Bohol, most of the farmers in locality stop planting rice due to lack of financial support and also because they don't have a permanent supply of water, they are dependent on rainwater to irrigate their rice farmlands.

Bohol Island State University-Bilar campus approved the proponents to put up or established rice retail in Carmen, Bohol. It is wise and good choice to put up in the town of Carmen because of higher demand of rice. Rice is a simple product to advertise because it is the Philippines' most important commodity. Despite the fact that Bohol has a lot of rice farms, consumers would still buy it, especially those who do not have their own rice farm.

Being located in the coastal area, Carmen becomes a feasible venue for building up a rice retail business. As the municipality turns to be developed, the more the population will grow, the more economic and employment opportunities will rise. With this, the proposed business is viable to put up. Thus, it prompted the proponents to choose this type of business because it is feasible wherever the location is, even in Carmen, Bohol.

For the proponents, rice is not hard to market because it is consider as Filipino's prime commodity. Though Bohol has rich of rice farmland still

consumers would purchase it especially to those who do not have their own rice farm.

## **THE PROBLEM**

### **Statement of the Problem**

The primary aim of the study was to determine the feasibility of setting up a “Rice Retail Store” in Carmen Public Market.

Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
  - 1.1 age; and
  - 1.2 gender?
  
2. What is the viability of a rice retailing business in terms of:
  - 2.1 market;
  - 2.2 technical;
  - 2.3 management;
  - 2.4 financial aspect and;
  - 2.5 socio-economic?

### **Significance of the Study**

This feasibility study would benefit the following:

**Future Entrepreneur.** This research will aid future entrepreneurs who wish to start a similar business in understanding how it operates and assessing the potential outcomes of doing so.

**Future Researchers.** This work can be used as a source of information and a guide for future researchers conducting similar research.

## **RESEARCH METHODOLOGY**

### **Design**

The researchers utilized the descriptive research design. Descriptive method of research is a fact-finding study that tries to illustrate and define the significance in influencing any possible decision-making.

### **Environment and Participants**

The study was conducted in the locality of Carmen, Bohol. The 9 selected barangays of Carmen have a total households of 4,911 according to 2020 municipal profile. Table 1 shows the number of households of the target market.

Table 1

Number of Households on the 9 Selected Barangays

<b>Barangay</b>	<b>Number of Household</b>
Nueva Fuerza	592
Lapaz	362
Buenos Aires	330
Villarcayo	473
Katipunan	624
Buonavista	604

Guadalupe	670
Poblacion Norte	724
Poblacion Sur	732
<b>Total</b>	<b>4,911</b>

The selected households residing in the designated locality in Carmen, Bohol, who usually buys rice for household consumption and other uses to be the respondents of this study. There were 100 selected respondents and 10 competitors surveyed during the gathering of data.

Using Slovin's Formula:

Let N be the population size and the margin of error e denoting the accepted probability of committing an error in selecting a small representative of the population.

The sample size was obtained by the formula:

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

Where: n=sample size

N= 24,529 (Household of 9 selected barangay's in Carmen, Bohol)

E=margin error of 0.10 or 10%

$$n = \frac{N}{1 + NE^2} \quad n = \frac{24,529}{1 + 24,529(0.1)^2} \quad n = \frac{24,529}{1 + 24,529(0.01)} \quad n = \frac{24,529}{1 + 245.29}$$

$$n = \frac{24,529}{246.29} \quad n = 99.59 \approx 100$$

**Instrument**

A survey questionnaire was the main instrument in gathering data. It was the best suited among the other instrument since it will respond to the problem objectives.

### **Data Gathering Procedure**

In gathering the data, the researchers took the process to formally conduct a survey. The researchers got the permission first from campus director, mayor and also from barangay captain before conducting the survey. The survey questionnaires were distributed personally to the respondents. The gathered data was tabulated, tallied and analyzed.

### **Scope and Limitations**

The purpose of this study was to determine the feasibility of establishing a rice retail store within the town of Carmen, Bohol to be operated by the group of entrepreneur students. The respondents were from the selected barangays in Carmen, Bohol namely; Nueva Fuerza, Lapaz, Buenos Aires, Villarcayo, Katipunan, Buenavista, Guadalupe, Poblacion. Norte and Poblacion Sur. The response of the respondents represented the preferences of the 100 residents that were chosen from the said town. The study was conducted in the second semester of school year 2020-2021 only.

## **OPERATIONAL DEFINITION OF TERMS**

**Market Demand** – is the total quantity demand across all consumers in a market for a given good.

**Market Supply** – is the total amount of an item producers are willing and able to sell at different prices, over a given period of time e.g. one month.

**Viability** – the quality or state of being viable such as the ability to succeed or be sustained.

**Feasibility** – a controlled process for identifying problems and opportunities, determining objectives, describing situations, defining successful outcomes and assessing the range of costs and benefits associated with several alternatives for solving a problem.

**Rice Divider** – an object that design to divide different variety of rice.

**Weighting Scale** – a scale or balance is a device or instrument that used to measure weight or mass. These are also known as mass scales, weight scales, mass balances, and weight balances.

**Cart** – a small vehicle with wheels but no engine, which is pulled by another vehicle or pushed or pulled by a person or animal.

## **Chapter 2**

### **MARKET ASPECT**

This chapter shows the presentation, analysis and interpretation of data. This is one of the useful chapters in the feasibility study.

#### **DEMAND ANALYSIS**

##### **Present Demand**

The town of Carmen comprise of 29 barangay. The proponents specifically chose 9 barangays for its market area namely: Nueva Fuerza, Lapaz, Buenos Aires, Villarcayo, Katipunan, Buenavista, Guadalupe, Poblacion Norte and Poblacion Sur, total households of 4,911 according to 2020 municipality profile. The economic progress and continuous growth of households in this area indicates an increase of demand.

To determine the viability of the proposed business, the researchers conducted a survey to the selected target market in the town of Carmen.

Presented in the below tables are the information gathered from the survey as basis in the present demand analysis.

Age	Gender		Total	Percentage
	Female	Male		
19-30	20	5	25	25%
31-59	51	13	64	64%
60-70	8	3	11	11%
<b>Total</b>	<b>79</b>	<b>21</b>	<b>100</b>	<b>100%</b>

Table 2 shows the profile of the respondents. The data gathered revealed that out of 100 respondent, age bracket of 31-59 years old rank the highest with a percentage of 64% while 60-70 years old rank the lowest with a percentage of 11%.

Table 2  
Profile of Respondents

Table 3 present the type respondents who answered the survey. It showed that most of the respondents were residents of Carmen with percentage of 97% while the rest were visitors with a percentage of 3%.

Table 3  
Type of Respondents

Respondents	No. of Respondents	Percentage
Residents	97	97%
Visitors	3	3%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Table 4 shows the number of people per household. It showed that the number 5-8 people ranks the highest with a percentage of 56% while 9-12 people

ranks the lowest with a percentage of 4%. The result indicated that majority of the respondents have a family member of 5 to 8 per household.

Table 4  
Number of People with Income per Household

Number of People with Income per Household	Frequency	Percentage
1-4	40	40%
5-8	56	56%
9-12	4	4%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Table 5 shows the number of household with income. It revealed that the 2 members per household with income got the highest rank with a percentage of 58% while the 4 members per household with income got the lowest with a percentage of 2%. Therefore, finding showed that most of the households have enough income to buy their daily needs like rice.

Table 5  
Number of Household Members with Income

No. of Household Member with Income	Frequency	Percentage
1	32	32%
2	58	58%
3	8	8%
4	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 6 shows the household total income per month. It showed that an income of ₱5000-₱10,000 per month rank the highest in a percentage of 76%, while an income of ₱16,000-₱20,000 got the lowest rank with a percentage of 8%.

Table 6

## Household Total Income per Month

<b>Income per Month</b>	<b>Frequency</b>	<b>Percentage</b>
₱5,000-₱10,000	76	76%
₱11,000-₱15,000	7	7%
₱16,000-₱20,000	8	8%
Above ₱20,000	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 7 shows the types of rice respondents usually buy Bukid Rice ranks the highest in a percentage of 30% while Jasmine, Doña Conchita, NFA and Princess Mia rank the lowest with a percentage of 3%. Thus, table indicates that the respondents' prefer the buy Bukid Rice for their consumption.

Table 7

## Types of Rice Respondents Usually Buy

<b>Types of Rice</b>	<b>Frequency</b>	<b>Percentage</b>
Ganador	15	15%
Panda	17	17%
Camia	22	22%
Pink Rice	4	4%
Jasmine	3	3%
Bukid Rice	30	30%
Doña Conchita	3	3%
NFA	3	3%
Princess Mia	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 8 shows the factors that consumer consider before buying rice. Results showed that the consumers considers the price first before buying. It is important that the proponents should offer affordable price to meet the purchasing budget of the customers.

Table 8

### Factors to Consider Before Buying Rice

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Quality	35	35%
Price	40	40%
Cleanliness of the Store	10	10%
Knowingly of the Store	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 9 shows the quality of rice consumes per day. There are 43 out of 100 of the respondents who consumed 2-3kg daily with a highest percentage of 43% while the lowest rank is 4-5kg in a percentage of 14%.

Table 9

### Quantity of Rice Consume Per Household Daily

<b>No. of Kilograms</b>	<b>Frequency</b>	<b>Percentage</b>
1kg or less	22	22%
2-3kg	43	43%
4-5kg	14	14%
If more than 5kg	21	21%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 10 shows the quantity of rice consumes to buy. Most of the respondents prefer to buy per sack in a percentage of 58% which rank the highest compared to per kilo in a percentage of 42%.

Table 10

### Quantity of Rice Consume to Buy

<b>Quantity</b>	<b>Frequency</b>	<b>Percentage</b>
Per kilo	58	58%
Per sack	42	42%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 11 shows the willingness to buy rice, 70% of the respondents are very willing to purchase from us rank the highest and 4% are not willing to purchase which rank the lowest.

Table 11

## Willingness to Buy Rice

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very Willing	70	70%
Willing	26	26%
Not Willing	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Historical Demand**

Table 12 presents the total household of nine barangays in Carmen, Bohol from 2016-2020.

Table 12

## Total Households of 9 Barangays for the Past Five Years (2016-2020)

<b>Year</b>	<b>No. of Household</b>	<b>Increase</b>
2016	4,163	
2017	5,119	956
2018	4,826	-293
2019	4,869	43
2020	4,911	42

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

Table 13 shows the computation of the Historical Demand in kilos. The number of households multiplies into 2kg which is the average amount on the highest rank found in Table 9. And the quotient will multiplied to 365 days in order to get the historical demand in kilo.

Table 13

Year	No. of Households		Quantity of Demand by kilo (2kg)		No. of days annually		Historical Demand in kilo
2016	4,163	x	8,326	x	365	=	3,038,990
2017	5,119	x	10,238	x	365	=	3,736,870
2018	4,826	x	9,652	x	365	=	3,522,980
2019	4,869	x	9,738	x	365	=	3,554,370
2020	4,911	x	9,822	x	365	=	3,585,030

Historical Demand in Kilo of 9 Barangays for the Past Five Years

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

Table 14 presents the Historical Demand in kilo for past years from 2016-2020. The data shows that the highest rank is the year 2017 in a percentage of 22.96% while the lowest rank is the year 2018 in a percentage of -5.72%.

Table 14

Year	Historical Demand In kilo	Increase
2016	3,038,990	
2017	3,736,870	697,880
2018	3,522,980	-213,890
2019	3,554,370	31,390
2020	3,585,030	30,660
<b>Average</b>	<b>3,487,648</b>	<b>136,510</b>

Historical Demand

### Projected Demand

Table 15 shows the future demand is computed using the Average Arithmetical Method. The actual demand difference of year 2016 to 2020 is equal to 546,040 divide by three (4) is equal to 135,510 which is estimated increase of population.

Table 15

Projected Years	Projected Demand In Kilo	Increase
2021	3,721,540	136,510

2022	3,858,050	136,510
2023	3,994,560	136,510
2024	4,131,070	136,510
2025	4,267,580	136,510

Projected Demand for Five Years

## Supply Analysis

### Present Supply

At present, there are 10 competitors who currently retailing rice. Aside from retailing rice some competitors retailed other products like corn, agrivet supplies, groceries, and they also buy and sell copra.

The following are the 10 competitors currently operated in Carmen Public Market and represent here each competitor's data. Table 16 also presented the monthly and annual sales of per competitors per kilo.

Table 16  
Competitor's Data

Name of the Business	Business Owner	Years in Business	Monthly Sales In Kilo	Annual Sales In Kilo
Francisco Rice and Agrivet Supply	Leonarda Sumatra	2	2,500	30,000
Budiongan's Rice Retail Store	Alejandro Budiongan	41	11,500	138,000
Bahalla's Rice and Corn	Raymunda Bahalla	21	3,750	45,000
Pj's Rice Store, Corn and Copra Buyer	Pj Buaya	53	12,000	144,000
Agustin's Montajes	Boloy Montajes	31	10,500	126,000
Lily Meroy Store	Jonathan Templa	51	1,950	23,400
Kimjes Store	Evelyn Flores	5	527	6,324
Jamero's Merchandise	Bernarda Jamero	171	2,350	28,200
Begie's Rice and Agrivet	Nena Gloria	102	12,250	147,00

Supply	Gumapac			0
J&M Lumusbog Store	Efren Lumusbog	11	785	9,420
<b>TOTAL</b>			<b>58,112</b>	<b>697,344</b>

### Historical Supply

Table 17 presented the total annual sales of the competitors for the past five years on their businesses.

Table 17

#### Supply for the Past Five Years

<b>Business Names</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Francisco Rice Agrivet Supply	20,605	26,405	26,900	27,800	30,000
Budiongan's Rice Retail Store	125,200	131,000	133,500	135,500	138,000
Bahalla's Rice and Corn	25,850	30,800	32,800	38,000	45,000
Pj's Rice Store, Corn and Copra Buyer	131,400	137,200	140,000	142,000	144,000
Agustin's Montajes	109,705	115,505	118,000	123,000	126,000
Lily Meroy Store	20,120	20,800	21,350	21,800	23,400
Kimjes Store	4,850	5,050	5,650	5,800	6,324
Jamero's Merchandise	24,150	25,040	25,700	26,600	28,200
Begie's Rice and Agrivet Supply	132,500	138,320	140,850	143,000	147,000
J&M Lumusbog Store	7,100	8,000	8,150	8,300	9,420

<b>TOTAL</b>	<b>601,480</b>	<b>638,120</b>	<b>652,900</b>	<b>671,800</b>	<b>697,344</b>
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Table 18 presents the average of in the chosen barangays of Carmen for the past five years which is 652,328.8. The highest rank is the year 2017 in a percentage of 6.09% while the lowest rank is the year 2018 in a percentage of 2.32%. According to the data, those barangays had a substantial quantity of rice. As a result, establishing a rice retail store in the mentioned location is advantageous.

Table 18

<b>Year</b>	<b>Estimated Supply In Kilo</b>	<b>Increase</b>
2016	601,480	
2017	638,120	36,640
2018	652,900	14,780
2019	671,800	18,900
2020	697,344	25,544
<b>Average</b>	<b>652,328.8</b>	<b>23,966</b>

Estimated Supply for the Past Five Years

### **Projected Supply**

Table 19 showed that the average increase of the projected supply is 23,966 with a consistent percentage increase for the year 2021-2025. The highest rank is the year 2021 in a percentage of 3.44% while year 2025 is the lowest rank.

Using the average arithmetical method, the future demand was computed. The estimated supply difference from 2016-2020 is equal to 95,864 divided by

the total number of years which is 4 and is equal to 23,966 increase for the projected supply.

Table 19

## Projected Supply for the Past Five Years

<b>Supply Years</b>	<b>Projected Supply In Kilo</b>	<b>Increase</b>
2021	721,310	23,966
2022	745,310	23,966
2023	769,242	23,966
2024	793,208	23,966
2025	817,174	23,966

**Demand-Supply Gap Analysis**

Table 20 shows the projected demand supply gap analysis for the next five years in the presented market. The highest rank is in the year 2025 with a percentage of 83.16% while lowest rank is in the year 2021 with a percentage of 81.21%. The proposed business target market will be the percentage of unsatisfied customers.

Table 20

## Projected Demand-Supply Gap Analysis of Rice Establishment (2021-2025)

<b>Year</b>	<b>Projected Demand In Kilo</b>	<b>Projected Supply In Kilo</b>	<b>Demand Supply Gap</b>	<b>Percent Unsatisfied</b>	<b>Expected Proponent Capacity (1%)</b>
2021	3,721,540	721,310	3,000,230	80.62%	30,002
2022	3,858,050	745,310	3,112,774	80.68%	31,128
2023	3,994,560	769,242	3,225,318	80.74%	32,253
2024	4,131,070	793,208	3,337,862	80.80%	33,379
2025	4,267,580	817,174	3,450,406	80.65%	34,504

## Market Share Analysis

Market share is derived by computing the formula:

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

The proponents used the given formula above to get the percentage for market capacity. The computed data shown in the table below. Table 21 shows the markets share for the year 2021-2025. The highest rank is the year 2025 with a percentage of 4.70% while the lowest rank is the year 2021 with a percentage of 4.14%. Thus, proponent must adopt and imply greater and more powerful marketing techniques.

Table 21

Market Share for the Years 2021-2025

Year	Competitors Supply Capacity (A)	Proponents Production Capacity (1%) (B)	A+B	Market Capacity
2021	721,310	30,002	751,312	3.99%
2022	745,276	31,128	776,404	4.01%
2023	769,242	32,253	801,495	4.02%
2024	793,208	33,379	826,587	4.04%
2025	817,174	34,504	851,678	4.05%
<b>Average</b>	<b>769,242</b>	<b>32,253</b>	<b>801,495</b>	<b>4.02%</b>

## Marketing Mix

## **Product**

The proposed project of MAC JB Beauty Rice in Carmen Bohol will offer high quality and affordable rice retail in the market. The proprietor aim to satisfy the customer's satisfaction. The business offered common varieties of rice namely Ganador, Panda, Camia, Pink Rice, Jasmine, Bukid Rice, Dona Conchita, NFA, and Princess Mia.

The figure below shows the varieties of rice offered of the proposed business.

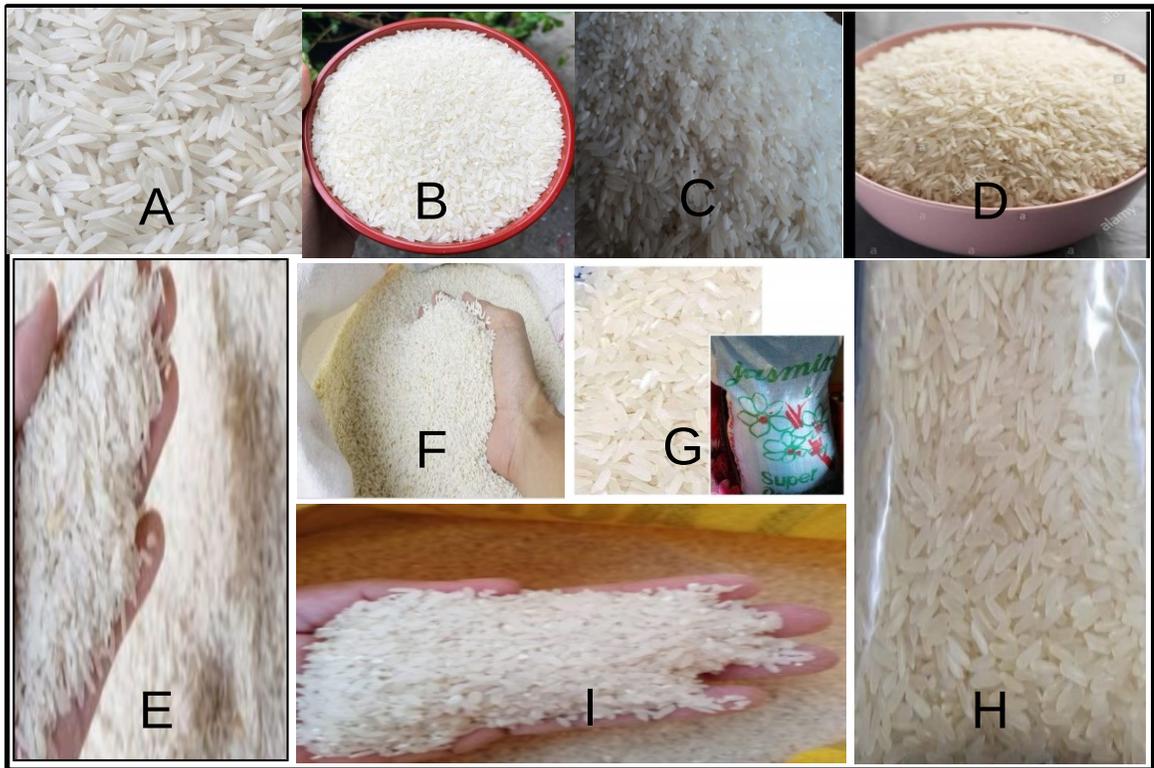


Figure 1. Rice Varieties

a) Ganador b) Panda c) Camia d) Pink Rice e) Jasmine f) Bukid Rice g) Doña Conchita h) NFA  
i) PrincesSMia

### Price

In product pricing the proprietor organized and planned correctly the proper pricing of the product considering the buying process of target customers so that they will no longer complain about the product pricing and they will remain and considered as loyal customers.

In business, the apparent objective of pricing is to maximize profit. But on the proprietor side, since there are greater masses of competitors around in the public market, the proprietor is willing to lower the prices in order to make it competitive to business rivals.

The following are the list of rice variety offered:

Table 22  
Projected Price of the Product

<b>Rice Varieties</b>	<b>Projected Selling Price</b>
Ganador	52
Panda	46
Camia	44
Doña Conchita	42
Jasmine	42
Princess Mia	42
Pink Rice	36
Bukid Rice	34
NFA	26

### **Place**

This business is located at Poblacion Sur Carmen, Bohol. It is situated along the national road between Natasha Store and Reymarie's Bakeshop. The proponents will rent a space inside the premises of the said location. It is the best and suitable place to start since we find it more accessible for delivering and for our target market.

### **Promotion**

Promotional techniques are proven track record of increasing sales, stimulate demand by creating awareness and interest among customers, to differentiate a product from competitors' products by creating brand loyalty and to stabilize sales by highlighting the utility of the products. Before and during the

business operation, the proponent will be using an element that serves to inform, persuade and remind the market of its products.

Marketing strategies just like posting in social media, word of mouth or personal sales talk, and referrals from friends and persuade them to buy including nearby restaurant. The proponent is willing to apply other strategies as well in order to make more sales.

Figure 2 and 3 displays the tarpaulin and social media page of the proposed business.



Figure 2. Tarpaulin



Figure 3. Social Media Page,

## **Chapter 3**

### **TECHNICAL ASPECT**

Technical aspect describes the practical skills and methods used to pursue an activity or to do the things to achieve their business objectives.

This chapter contains the business offering, process of service, process flow, flow diagram of services, and location of the proposed business. Location features desirability, description, vicinity map, and project timetable.

#### **Business Offerings**

The proposed business will offer high-quality products at reasonable costs. This encourages customers to purchase goods base on their financial capacity. Ordering the product is also a major consideration. Online and direct selling will be performed during business operation. To deliver the greatest services, the proponent will also make sure that the products to be sold are of high quality.

#### **Business Process**

The seller should ensure that the buyer has the option of selecting the highest-quality products at the lowest possible price. Consumers have the option of purchasing the product or not. The seller will assist the buyer in selecting the products they wish to purchase and accepted payment upon receipt of the transaction. Figure 2 shows the purchasing process.

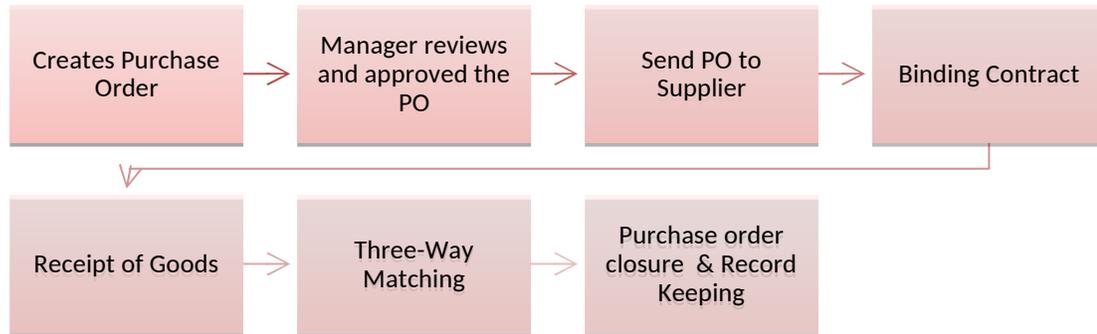


Figure 4. Purchasing Process

a. PO Creation

Employee have to create a purchase requisition and get it approved by authorities before purchase order creation.

b. PO Approval

Operations Manager need to review and approved the PO before sending it to the supplier.

c. Send PO to Supplier

When a PO is approved, business has already chosen its suppliers and can issue them a purchase order.

d. Binding Contract

Once a supplier confirms a purchase order issued by the buyer, it becomes a legally binding contract for these two parties.

e. Receipts of Goods

After a procurement manager receives the delivery, a responsible person audits the goods to ensure they meet the specifications laid out in the purchase order.

f. Three-Way Matching

A 3-way match is an essential step that helps avoid discrepancies between what the company ordered, received, and paid for. It compares the goods receipts, the PO, and the received invoice.

g. Purchase Order Closure & Record Keeping

If the data on all documents matches, the confirmed invoice is forwarded to the finance department for payment. Once purchase already pays, it can close the purchase order and save it to records along with the invoice.

Figure 3 displays the flow diagram of service.

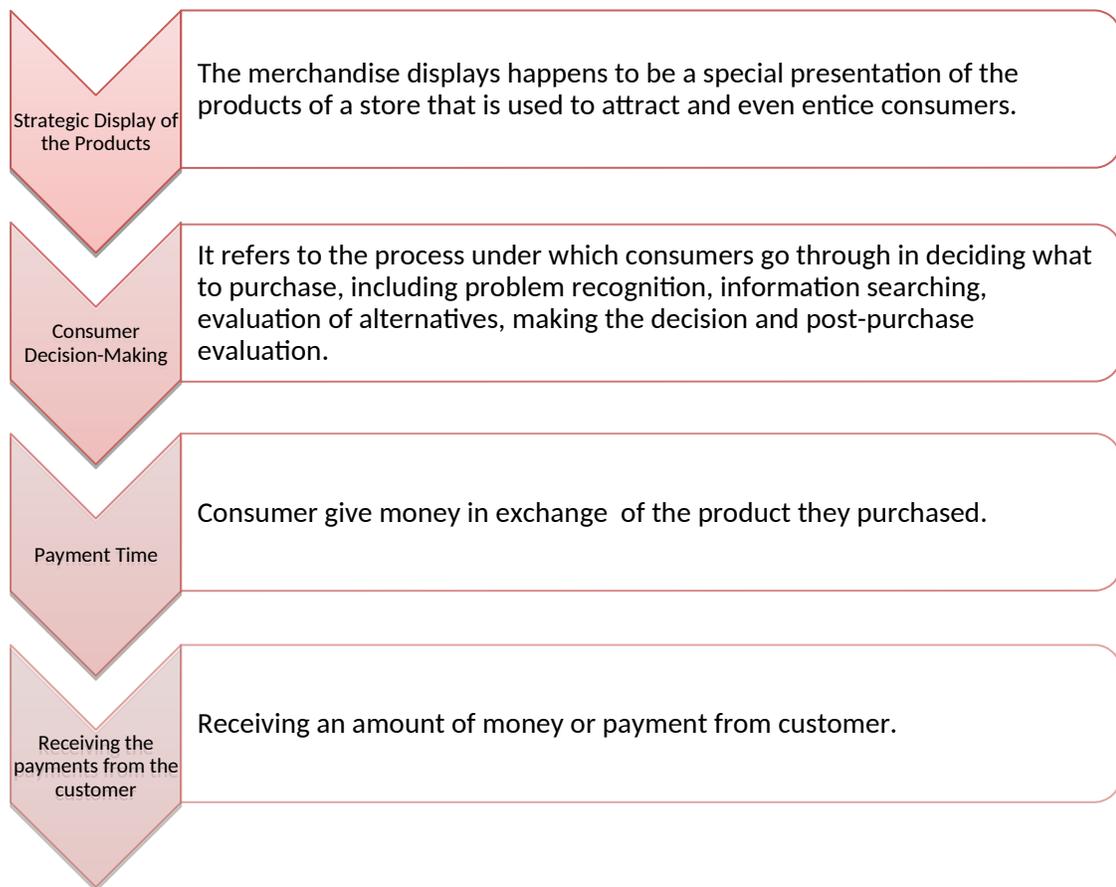


Figure 5. Service Flow

The proposed business intends to sell high-quality rice. Affordability and friendliness have also been taken into account. When customers purchase the said product, the proponents must ensure that they receive the best service. Customers of the mentioned establishments will be treated with respects and the person in charge of sales must assist the buyer for them to feel confident in purchasing the product.

### **Business Schedule**

The business will open from Monday to Saturday at 7:30 in the morning. There is no noon break and it will be closed at 5:30 in the late afternoon.

### **Location**

The site of the proposed business is located at Poblacion Sur Carmen, Bohol. It is situated between the Natasha Store and Reymarie's Bakeshop in Poblacion Sur, Carmen, Bohol. The business is nearly located in front of the national road. The location is very accessible to the customers for it is along the highway roads

The Location and Vicinity Map of the business site is shown below. It sketches the proposed site or the specific landmark.

Figure 6 and 7 portrays the map and the specific location of the business found in the next page.

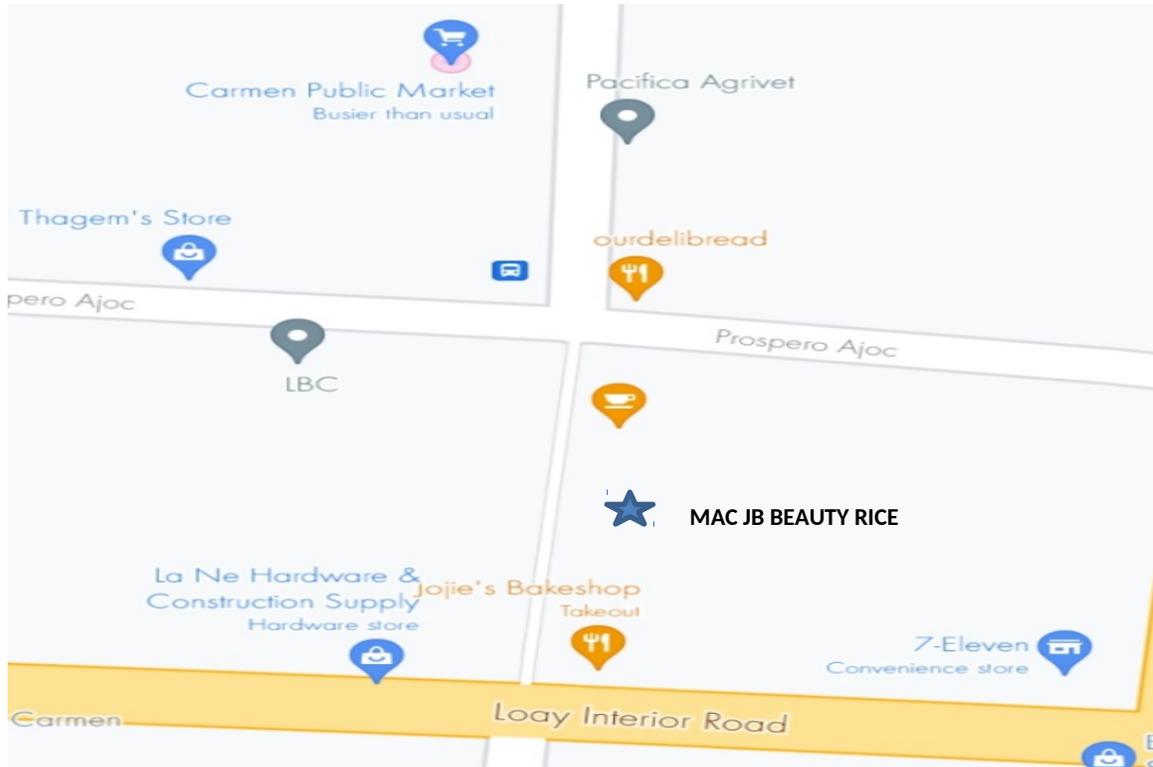


Figure 6. Map of Poblacion Sur, Carmen, Bohol

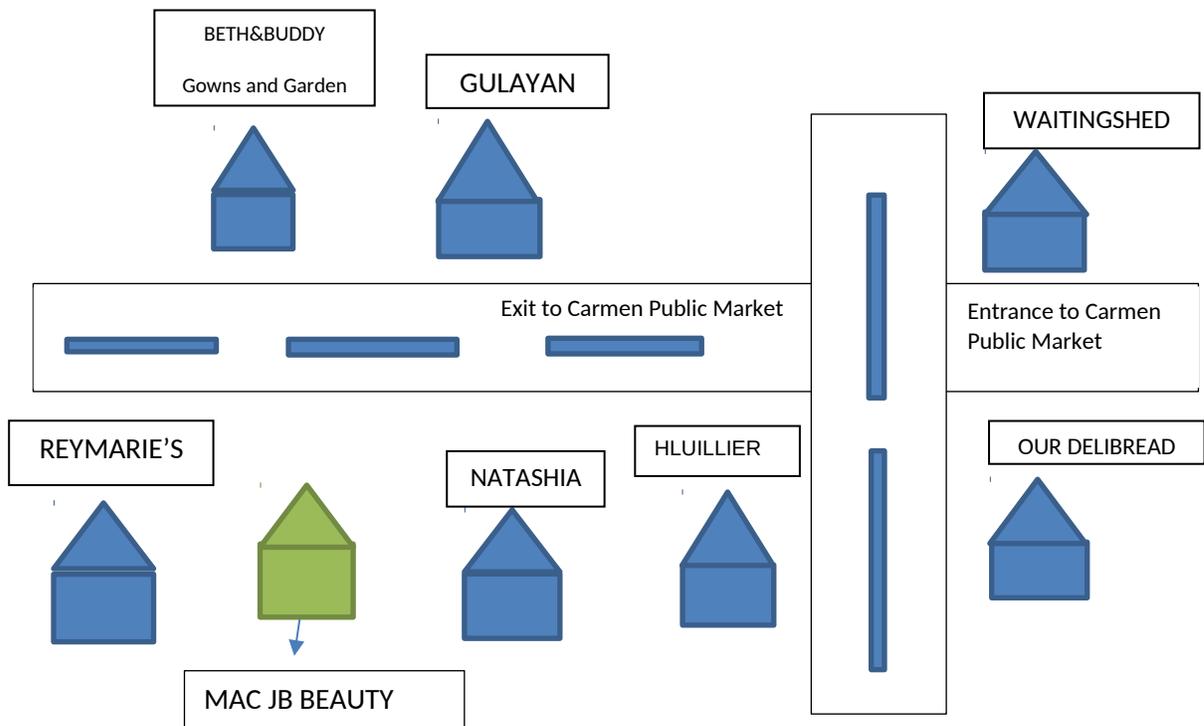


Figure 7. Vicinity Map

## Lay out

The proposed business measured the store with overall measurement of 16 cm in length and 10 cm in width. This was be divided into three for stock area, cashier area and display area.

The projected lay out of the proposed business can be seen in Figure 8.

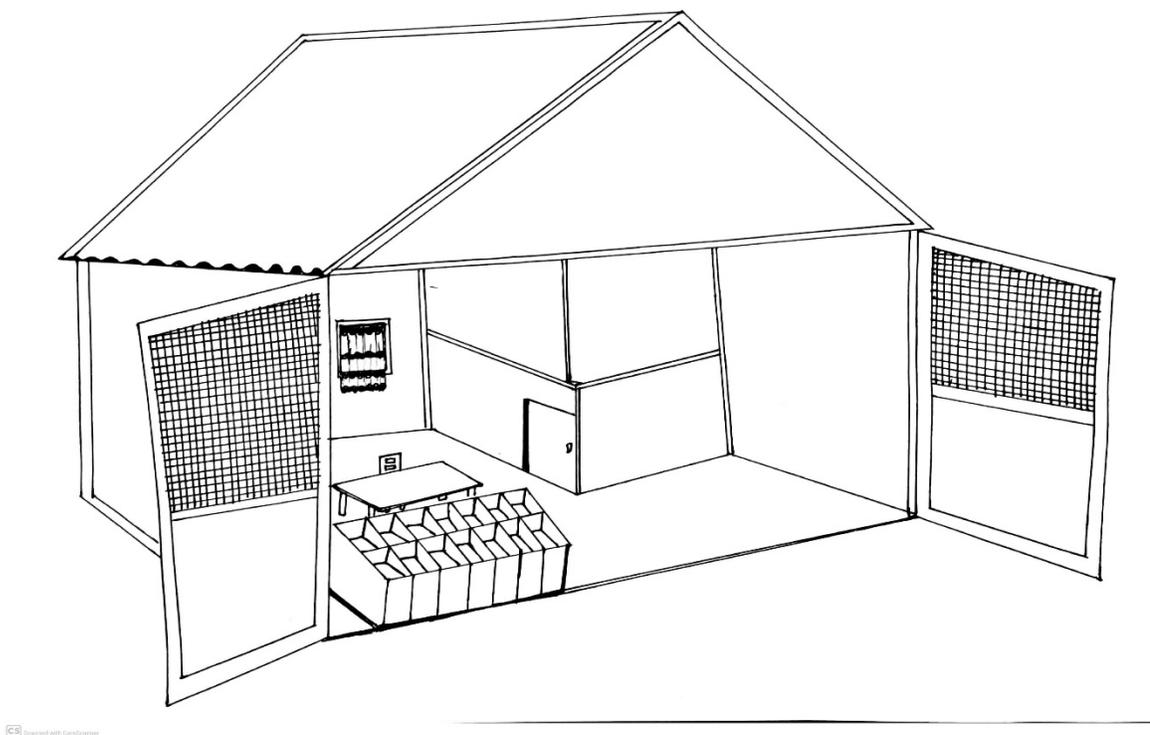


Figure 8. Store Perspective

## Equipment

Equipment is a tangible long-term asset that benefits a business over several years of use. Table 23 shows the total cost of the needed equipment for operation.

Table 23

Description	Quantity	Unit	Unit Cost	Total
Weighting Scale 60kg	1	Pc	2,000	2,000
Weighting Scale 10kg	1	Pc	1,000	1,000
Cart	1	Pc	2,000	2,000
<b>TOTAL:</b>				<b>5,000</b>

Equipment

Table 24 shows the annual depreciation expense for the needed equipment. It was computed using the formula below:

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

Table 24

## Annual Depreciation Cost for Equipment

Description	Total Cost	Scrap Value	Life Span	Depreciation
Weighting Scale 60kg	2,000	1,000	5	200
Weighting Scale 10kg	1,000	500	5	100
Cart	2,000	1,000	5	200
<b>Total</b>				<b>500</b>

**Furniture and Fixtures**

Furniture and fixtures are larger items of movable equipment that are used to furnish an office. This is a commonly-used fixed asset classification that is categorized as a long-term asset on an organization's balance sheet.

Presented in Table 25 is the furniture and fixtures needed in the store and in operating the business.

Table 25  
Furniture and Fixtures

Description	Quantity	Unit	Unit Cost	Total
Table	1	Pc	500	500
Chair	2	Pc	250	500
Rice Divider	1	Pc	2,500	2,500
<b>TOTAL:</b>				<b>3,500</b>

Table 26 displays the annual depreciation cost for furniture and fixtures. It was computed using the formula below:

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

Table 26  
Annual Depreciation Cost for Furniture and Fixtures

Description	Total Cost	Life Span	Depreciation
Table	500	2	250
Chairs	500	2	250
Rice Divider	2,500	2	1,250
<b>Total</b>			<b>1,750</b>

*\*The proponent bought furniture and fixtures after every 2 years due to wear and tear. Computation for the increase in depreciation for furniture and fixtures can be found in schedule 15.*

## Supplies

The supplies needed before the operation are shown below. Table 27, 28 and 28 are the supplies required prior to the operation of business.

Presented in Table 27 the selling materials costs for monthly and one year of operation.

Table 27

## Selling/Store Supplies

<b>Description</b>	<b>No. of kilos</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Paper Bag	1kg	2	Bundle(100pcs )	35	70
	2-3kg	4	Bundle(100pcs )	41	164
	4-5kg	3	Bundle(100pcs )	50	150
	6-7kg	2	Bundle(100pcs )	62	124
Eco Bag	2-3kg	5	Bundle(50pcs)	155	775
	4-5kg	4	Bundle(50pcs)	175	700
	6-7kg	3	Bundle(50pcs)	226	223
	8-10kg	2	Bundle(50pcs)	258	516
<b>Monthly</b>					<b>2,722</b> x12
<b>YEARLY</b>					<b>32,664</b>

The table below shows the annual office supplies needed for operating the business.

Table 28

## Office Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Pen	1	Box	120	120
Calculator	1	Pc	160	160
Staple	1	Pc	100	00
Staple Wire	12	Box	15	180
Columnar Book	2	Pc	35	70
Journals	1	Pc	35	35
Ledger	1	Pc	35	35
<b>Yearly Expense:</b>				<b>700</b>

The annual cost of the materials for cleaning maintenance is presented below.

Table 29

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Broom	3	Pc	25	75
Dustpan	1	Pc	50	50
<b>Yearly Expense:</b>				<b>125</b>

Maintenance Supplies

### **Leasehold Improvement Expense**

Leasehold improvement are improvements made by the lessee. These improvements will revert to the lessor at the expiration of the lease. Table 30 shows the expense of leasehold improvement of the building. It includes here the labor expense during the improvement.

Table 30

#### Leasehold Improvement Expense

<b>Description</b>	<b>Total</b>
Leasehold Improvement Materials	19,000
<b>Total:</b>	<b>19,000</b>

### **Rental Expense**

For rental fee, the lessor and lessee will enter into a contractual agreement stated that the amount for rent will remain constant within 5 years and will increase for another 5 years in the operation.

Table 31 presented the rental fee imposed monthly and annually cost. Electricity is part for inclusion on rental fee.

Table 31  
Rental Expense

<b>Description</b>	<b>Total</b>
Rent	6,000
<b>Monthly</b>	<b>6,000</b>
(Multiple to 12 months)	x12
<b>Yearly Expense:</b>	<b>72,000</b>

### Miscellaneous Expense

Table 32 shows the petty expense for monthly and one year operation.

Table 32

<b>Description</b>	<b>Total</b>
Miscellaneous	900
<b>Monthly</b>	<b>900</b>
(Multiple to 12 months)	x12
<b>Yearly Expense:</b>	<b>10,800</b>

Miscellaneous Expense

### Government and Legal Requirements

This government and legal requirements is very important to secure these essential legal requirements. The consequences of operating a business without the said legal requirements range from closure of business, to the imposition of monetary fines, and finally, to imprisonment.

Table 33 and 34 on the next page shows the list of government and legal requirements that are needed before operating the proposed business.

Table 33

## Taxes and Licenses

<b>Description</b>	<b>Amount</b>
Barangay Business Clearance	500
Community Tax Certificate	60
Police Clearance	100
Occupational Permit	200
Mayor's Permit	500
Fees on Weights & Measure	300
Garbage Fee	400
Zoning Fee	1,000
Sanitary Permit	200
Sanitary Inspection Fee	100
Health Certificate	200
Sputum/Stool	100
Fire	700
<b>Yearly Expense:</b>	<b>4,360</b>

Table 34

## Cost of DTI Registration

<b>Description</b>	<b>Amount</b>
DTI	230
<b>Total Cost</b>	<b>230</b>

**Waste Disposal**

To keep the cleanliness of the store, the proponent managed the waste through implementing proper segregation between biodegradable, non-biodegradable and hazardous waste. It was an essential way to maintain the

orderliness and keep the cleanliness throughout the store and foremost in our environment

## **Chapter 4**

### **MANAGEMENT ASPECT**

Management is one of the important aspects in establishing a business. It is the performance of conceiving and achieving desired results by means of group effort consisting of utilizing human talents and resources. Therefore, management is considered as the force that runs an enterprise and is responsible for the success or failure of the business.

Management Aspect comprises of legal form of business organization, organizational chart, responsibility matrix, labor requirements and project time table.

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

The business is a sole proprietorship. It is the simplest legal form of a business entity. A proprietor owns and manages the business and is responsible for all business transactions. Business owner is fully responsible for all its debt and legal liabilities and has complete control and decision-making over the business.

#### **Organizational Chart**

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



Figure 9. Organizational Chart

### Responsibility Matrix

The table on the next page shows the responsibility matrix of the following business personnel.

Table 35

#### Responsibility Matrix

POSITION	QUALIFICATION	RESPONSIBILITY
Manager	<p>Has a quality to handle her colleague.</p> <p>Has knowledge and good leader.</p>	<p>In charge in monitor the operation.</p> <p>Implementation and execution of rules and regulations.</p> <p>Supervise all the business concern.</p>
Salesclerk/Cashier	<p>Have a perfect smile/ good manners on dealing customers.</p> <p>Responsible and honest about money matters.</p>	<p>Entertain the customer.</p> <p>Responsible for the promoting and selling the product.</p> <p>Concern of taking customer money and giving them right change and receipt.</p>

## Labor Requirement

Table 36 presents the labor requirement of the proposed business with the corresponding monthly and annual cost. The business will hire only one personnel who will act as cashier and salesclerk. The employee 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 114,192 pesos with benefits. The employee will be engaged on a regular basis.

Table 36  
Labor Requirement

<b>Position</b>	<b>Number of Employees</b>	<b>Daily Rate</b>	<b>Monthly Rate</b>	<b>Annual Cost with Benefits</b>
Salesclerk/Cashier	1	366	9,516	114,192
<b>Total Cost</b>			<b>9,516</b>	<b>114,192</b>

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

## Employee Benefits and Management Policies

The employee will be provided with benefits just like SSS, PhilHealth and Pag-ibig. In addition, 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.

Table 37 shows the annual ER (employer) and EE (employee) share as to the benefits mentioned in the next page.

Table 37  
Annual Contribution

<b>Employee Benefits</b>	<b>Employer Contribution</b>	<b>Employee Contribution</b>
SSS	945	495
PhilHealth	150	150
Pag-ibig	200	200
Total Monthly	1,295	845
<b>Total Annually</b>	<b>15,540</b>	<b>10,140</b>

The management set rules and regulations for employee to follow.

### **Hiring of Employees**

The business owner will be responsible for the hiring and selection of personnel for the proposed business.

### **Training of Employees**

The proprietor will not conduct training for extensive learning of hired employee since the proposed business is less complicated to handle. Rather, the proprietor conducted orientation of the responsibilities and assign task of the hired employee.

### **Termination of Employees**

An employee's employment will be terminated for the following reasons:

- Repeated violation of management policy
- Unsatisfactory job performance
- Too much absence with no valid reason



## **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 from retailing different variety of rice.
- The sales expected to increase by 4.5% annually due to price inflation.
- All revenues were in cash basis.

##### **Expense Assumptions**

- Expenses such as purchases, office supplies, rental expense, selling expense, maintenance expense, miscellaneous expense, salaries expense and government and legal requirements.
- Fix expenses include:
  - a. Advertising Expense
  - b. Leasehold Improvement Expense
  - c. Equipment
  - d. Furniture and Fixtures

##### **Asset**

- Equipment has estimated useful life of five years.
- Furniture and fixtures has estimated useful life only two years.

##### **Liabilities**

- The proposed business has no liabilities incurred.

### Equity

- The capital of the business financed by the proprietor.

### Others

- All decimal numbers are rounded to a whole number.

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

## Total Projected Cost

The overall amount in putting up the “MAC JB Beauty Rice” is PHP130, 473. The table below shows the projected cost of the project.

Table 39  
Total Project Cost

		Amount ₱
<b>Pre-operating Expense</b>		
Government and Legal Requirements	Sched.8	4,590
Advertising Expense	Sched.14	220
Leasehold Improvement Expense	Sched.13	19,000
Feasibility Study		1,000
Total Pre-Operating Costs		24,810
<b>Fixed Asset Requirements</b>		
Equipment	Sched.11	5,000
Furniture and Fixtures	Sched.12	3,500
Total Fixed Investment		8,500
<b>Working Capital Requirements</b>		
Purchases	Sched.2	78,801
Office Supplies	Sched.4	58
Selling/Store Supplies	Sched.5	2,722
Miscellaneous Expense	Sched.6	900
Salaries Expense	Sched.7	8,671
Rental Expense	Sched.9	6,000
Maintenance Supplies	Sched.10	10
Total Working Capital Requirements		97,163
<b>Total Project Cost</b>		<b>130,473</b>

## **Sources of Financing**

The proposed project required PHP 130,473 which was shouldered by the owner to cover all the expenses needed in operating the business. The owner's source of financing is investment.

## **Projected Financial Statement**

Projected financial statement incorporate current trends and expectations to arrive at a financial picture that management believes it can attain as of a future date. At a minimum, projected financial statements showed a summary-level income statement and balance sheet. This information is typically derived from a revenue trend line, as well as expense percentages that are based on the current proportions of expenses to revenues.

Projected financial statement analysis is a key strategy-implementation technique. It allows your start-up to examine the expected results of various actions and approaches. This type of analysis can be used to forecast the various implementation decisions. Nearly all financial institutions require your start-up to have at least three years of projected financial statements whenever your business seeks capital. A projected income statement and balance sheet allows your business to estimate financial ratios under various strategy-implementation scenarios.

**MAC JB BEAUTY RICE**

Statement of Income

For the Five Years Ended December 31

	<b>Schedule</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Sales	1	1,245,095	1,349,932	1,461,683	1,580,758	1,707,589
Less: Cost of Goods Sold						
Beginning Inventory		0	18,541	20,103	21,767	23,540
Purchases	2	945,612	1,025,233	1,110,104	1,200,538	1,296,863
Total Goods Available For Sale		945,612	1,043,774	1,130,207	1,222,305	1,320,403
Less: Ending Inventory	2	18,541	20,103	21,767	23,540	25,429
Total Cost of Goods Sold	3	927,071	1,023,672	1,108,440	1,198,765	1,294,974
Gross Profit		318,024	326,261	353,243	381,993	412,615
Less: Operating Expense						
Office Supplies	4	700	732	764	799	835
Selling/Store Expense	5	32,664	34,134	79,679	83,265	102,301
Miscellaneous Expense	6	10,800	11,286	11,794	12,325	12,879
Salaries Expense	7	104,052	108,734	113,627	118,741	124,084
Gov't & Standard Salary Payable	18	15,420	15,420	15,420	15,420	15,420
Gov't & Legal Requirements	8		4,797	5,012	5,238	5,474
Rental Expense	9	72,000	72,000	72,000	72,000	72,000
Maintenance Supplies	10	125	131	137	143	149
Amortization of Pre-op Expense	16	4,962	4,962	4,962	4,962	4,962
Acc. Depreciation Expense	15	2,250	2,250	2,411	2,411	2,587
Total Expense		242,973	254,445	305,807	315,302	340,691
<b>Net Profit/Loss</b>		<b>75,051</b>	<b>71,816</b>	<b>47,436</b>	<b>66,691</b>	<b>71,925</b>

**MAC JB BEAUTY RICE**

Statement of Cash Flow

For the Five Years Ended December 31

	Schedule	Pre- Operating	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating							
CASH INFLOWS							
Cash Sales	1		1,245,095	1,349,932	1,461,683	1,580,758	1,707,589
Total Cash Inflow			1,245,095	1,349,932	1,461,683	1,580,758	1,707,589
CASH OUTFLOWS							
Purchases	2		945,612	1,025,233	1,110,104	1,200,538	1,296,863
Add: S&A Expense			235,761	247,233	298,434	307,929	333,142
Total Cash Outflow			1,181,373	1,272,466	1,408,538	1,508,467	1,630,005
Net Cash Flow							
Financing Act			63,722	77,466	53,145	72,291	77,585
Cash Flow from Financing Act							
Owner's Equity		130,473					
Cash Flow from Investing							
Less: Fixed Investment	19	8,500			3,822		4,174
Pre-Operating	20	24,810					
Net Cash Flow							
Financing Act		33,310			49,323		73,411
Add: Beg. Balance		-	97,163	160,885	238,351	287,674	359,965
<b>Ending Balance</b>		<b>97,163</b>	<b>160,885</b>	<b>238,351</b>	<b>287,674</b>	<b>359,965</b>	<b>433,376</b>

\*Expenses found in selling and administrative expense can be seen in schedule 4,5,6,7,18,8,9,10,16

**MAC JB BEAUTY RICE**

Statement of Financial Condition

For the Five Years Ended December 31

	Schedule	Pre-Operating	Year 1	Year 2	Year 3	Year 4	Year 5
<b>ASSETS</b>							
Current Assets							
Cash		97,163	160,885	238,351	287,674	359,965	433,376
Inventory	2	-	18,541	20,103	21,767	23,540	25,429
<b>Total Current Assets</b>		<b>97,163</b>	<b>179,426</b>	<b>258,454</b>	<b>309,441</b>	<b>383,505</b>	<b>458,804</b>
Non-Current Assets							
Fixed Investment	19	8,500	8,500	6,250	7,822	5,411	7,174
Less: Acc. Depreciation	15	-	2,250	2,250	2,411	2,411	2,587
<b>Net Fixed Investment</b>		<b>8,500</b>	<b>6,250</b>	<b>4,000</b>	<b>5,411</b>	<b>3,000</b>	<b>4,587</b>
Pre-Operating Expense	20	24,810	19,848	14,886	9,924	4,962	-
Less: Amortization	16	4,962	4,962	4,962	4,962	4,962	-
<b>Net Pre-Operating Expense</b>		<b>19,848</b>	<b>14,886</b>	<b>9,924</b>	<b>4,962</b>	<b>-</b>	<b>-</b>
<b>Total Non-Current Assets</b>		<b>33,310</b>	<b>26,098</b>	<b>18,886</b>	<b>15,335</b>	<b>7,962</b>	<b>4,587</b>
<b>Total Assets</b>		<b>130,473</b>	<b>205,524</b>	<b>277,340</b>	<b>324,776</b>	<b>391,467</b>	<b>463,391</b>
<b>LIABILITIES AND OWNER'S EQUITY</b>							
Owner's Equity		130,473	130,473	205,524	277,340	324,776	391,467
Profit/Loss		-	75,051	71,816	47,436	66,691	71,925
<b>Total Liabilities &amp; OE</b>		<b>130,473</b>	<b>205,524</b>	<b>277,340</b>	<b>324,776</b>	<b>391,467</b>	<b>463,391</b>

## Financial Analysis

### Return on Investment (ROI)

Return on Investment (ROI) is a tool that is used to measure the performance of any investment and is also used to evaluate the efficiency of any investment. It is also an indicator of investments profitability.

$$\text{Return on Investment} = \frac{\text{NET PROFIT}}{\text{Cost of Investment}} \times 100$$

	<b>Year 1</b>	<b>Year2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year5</b>
Net Income	75,051	71,816	47,436	66,691	71,925
Investment	130,473	130,473	130,473	130,473	130,473
<b>Rate</b>	<b>58%</b>	<b>55%</b>	<b>36%</b>	<b>51%</b>	<b>55%</b>

As shown in the computation above, the business will gained 58% from the money invested by the proprietor on the first year of operation. It decrease on year 2 to year 3 and expand up to fifth year of operation. The proposed business provides good to moderate returns. It operates efficiency and control to generate income.

### Payback Period

The Payback Period shows how long it takes for a business to recoup an investment. This type of analysis allows firms to compare alternative investment opportunities and decide on a project that returns its investment in the shortest time.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Investment	130,473	130,473	130,473	130,473	130,473
Cash Flow Per Year	160,885	238,351	287,674	359,965	433,376
Payback Period	0.81 10 months	0.55 7 months	0.45 6 months	0.36 4 months	0.30 4 months

The proposed business is feasible and profitable because the initial investment returns is within 10 months.

### **Break-Even Analysis**

The Break-even point shows the number of peso sales and units produced in the proposed business should be able to meet so that it would operate either loss or gain.

### **Break –Even Point (Units)**

The number of units of goods or services that a company needs to suffer no financial losses but also make no profit.

As to break-even point in unit, the initial average throughout the business years is ₱23,220.00.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
*Fixed Cost	199,509	209,025	214,334	219,713	225,510
**Sales Price per Unit	42	43	45	47	49
Less:					
***Variable Cost per Unit	32	34	37	39	41
<b>BEP in Units</b>	<b>21,801</b>	<b>21,733</b>	<b>24,525</b>	<b>23,798</b>	<b>24,242</b>

\*Schedule 26

\*\*Schedule 28

\*\*\*Schedule 29

### Break-Even Point (Sales in Peso)

Break even sales is the amount of revenue at which a business earns a profit of zero. This sales amount exactly covers the underlying fixed expenses of a business, plus all of the variable expenses associated with the sales.

As to break-even point in peso, the initial average throughout the business years is ₱1,112,725.00.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Cost	199,509	209,025	214,334	219,713	225,510
CMR	0.22	0.22	0.19	0.19	0.19
<b>BEP in Peso</b>	<b>904,747</b>	<b>1,004,732</b>	<b>1,196,807</b>	<b>1,212,670</b>	<b>1,294,667</b>

### Contribution Margin

The contribution margin ratio (CM ratio) of a business is equal to its revenue less all variable costs, divide by its revenue. It represents the marginal benefit of producing one more unit.

As to contribution margin ratio, the initial average throughout the business years is 0.20.

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales Price per Unit	42	43	45	47	49
Less: Variable Cost per Unit	32	34	37	38	40
Sales Price per Unit	42	43	45	47	49
Total	9	10	9	9	9
Contribution Margin	<b>0.22</b>	<b>0.22</b>	<b>0.19</b>	<b>0.19</b>	<b>0.19</b>

## **Chapter 6**

### **SOCIO-ECONOMIC ASPECTS**

The proposed business MAC JB Beauty Rice in Carmen, Bohol offers social and economic benefits. The government, the community, environment and the proponent will all be benefited from the development of the said business.

#### **Employees and Income**

The MAC JB Beauty Rice will provide new job to the unemployed person. It helps to facilitate in the operation business. The income that is derived from the propose business would benefit his/her families and would help to improve their lives.

#### **Utilization of Local Suppliers of the Product**

The proposed business will also be beneficial to the potential suppliers of rice particularly the local farmers, Narda's Store and the Alturas Company as their sales will improve.

#### **Environment**

The business consider following the rules implemented by the Municipality of Carmen, Bohol which is to be an eco-friendly citizens. It is mandatory to use an eco-friendly bag in operating the business.

**Consumers**

The business will provide high-quality, reasonably priced goods. This would persuade and satisfy more clients due to the high quality of the products and services they will provide. The proprietor will ensure that the consumers are satisfied.

**Economic Benefits of the Proposed Business**

The proposed business would also contribute significantly to national income by creating work opportunities that will help to support the economy.

**Social Responsibility of the Proposed Business**

The success of the proposed business is to satisfy customers' expectations when it comes to rice. The proposed business will benefit the society by increasing food security to customers.

## Chapter 7

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

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

#### **Summary of Findings**

The main goal of the study is to determine the feasibility of establishing rice retail store in Carmen Public Market. Presented below are the summary gathered by the researcher to determine the preciseness of the result.

#### **Demographic Profile of the Respondents**

The study shows that out of 100 respondents, majority of this belong to the age range 31-59 years old and mostly are women with 64%.

#### **Market Aspect**

The study shows the result that 70% of the target markets are willing to avail on the proposed rice retailing. And based on the survey, there is a growing demand of rice which determines that there will be an increase of sales yearly which indicates the proposed business is viable.

#### **Technical Aspect**

The site of the proposed business is located at Poblacion Sur, Carmen Bohol. The proposed business is accessible to the customers for it is along the

national road and it is advantage to the customers since the location is just within the public market.

### **Management Aspect**

The proposed business is a sole proprietorship form which owned and manage by one person. It is the simplest legal form of the business entity and has a minimal cost. The owner achieves desired results by means of effort utilizing human talents and resources. The owner alone is responsible for the success or failure at the business. This business form is easy to manage and run an enterprise since there is only one decision to consider.

### **Financial Aspect**

For the financial statements, the business got an average net profit of ₱75,501.00. The proposed business has the initial fund of ₱130,473.00 that will be shouldered by the owner and will be recovered within 10 months of operation.

### **Socio-Economic Aspect**

The study benefits the government by adhering to all business regulations. It is beneficial to the potential suppliers of rice, to the employee of the said proposed business, and to the environment by using eco-friendly selling materials in operating the business. Furthermore, it also benefits the economy by paying a taxes needed for the operation.

### **Conclusions**

The data gathered was analyzed thoroughly by the researchers and it was

concluded that the proposed business, “Establishing a Rice Retail in Carmen Public Market” is very viable.

MAC JB Beauty Rice shall offer high-quality products at reasonable costs. In terms of marketability, the proposed business is feasible since there will be a huge demand of rice every year. Technically, the location of the business is accessible since it is located in the public market. As to management, the owner considered as the force that runs an enterprise and responsible for the success or failure at the business. As to financial, the initial average income throughout the business years is ₱66,584.00 and the initial fund will recovered within 10 months of operation. As to socio-economic, the study will also benefits the environment and to economy. As a result, the rice retailing business “MAC JB BEAUTY RICE” is very much **feasible** from all the aspects of the feasibility study.

### **Recommendations**

MAC JB Beauty Rice will be more feasible if the following recommendation will be observed:

- Seek for more low cost suppliers from the uptown area to add the profit of the business and to sustain the supplies of Mac JB Beauty Rice.
- The owner should use his/her communication skills to gain patrons of the business.
- The owner should be mindful in every expense they have acquired in the business.

- Lessen unnecessary expenses.
- Perform inventory of supplies every month.
- Monitor the cash flow time by time.
- Promote good customers service.
- Owner shall be responsible at all tasks given needed in operating the business.
- Have a consistent supplier.
- Promote attractive display of the products.

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## REFERENCES

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## **APPENDICES**



## APPENDIX A

### Letters

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

HON. RICARDO FRANCISCO A. TORIBIO  
Municipal Mayor  
Carmen Municipal's Office

Honorable Mayor:

Good day!

We, the BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS will be conducting a project feasibility study about the "Establishment of Rice Retail Stores in Carmen, Bohol" in partial fulfillment of the requirements for the degree of 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 study. It is with fervent hope that you grant us the opportunity to gather data or information pertinent to the said research through a survey questionnaire. Rest assured that all information that will be gathered herein will be treated with utmost confidentiality.

We are hoping for your favorable approval and support regarding this undertaking. Thank you and more power.

Respectfully yours,

BERNADITH NALAM  
JENICEL OCHO  
MAILENE JEAN BALDAPAN  
MELDRED LEGASPI  
JANICE ENOC

CHARIS GUMAPAC  
JESIL GARSUTA  
ALISA RABI  
CRISTINE MARIE DAGANTE

Noted by:

ELIZABETH A. ORAPA  
Feasibility Adviser

Approved:

HON. RICARDO FRANCISCO A. TORIBIO  
Municipal Mayor



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

**SANTOS T. PARAS**

Barangay Captain  
 Poblacion Sur, Carmen, Bohol

Honorable Barangay Captain:

Good day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS** will be conducting a project feasibility study about the **“Establishment of Rice Retail Store in Carmen, Bohol”** in partial fulfillment of the requirements for the degree of Entrepreneurship at Bohol Island State University-Bilar Campus.

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We are hoping for your favorable approval and support regarding this undertaking. Thank you and more power.

Respectfully yours,

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**JESIL GARSUTA**

**MAILENE JEAN BALDAPAN**

**ALISA RABI**

**MELDRED LEGASPI**

**CRISTINE MARIE DAGANTE**

**JANICE ENOC**

Noted by:

**ELIZABETH A. ORAPA**  
 Feasibility Adviser

Approved:

**SANTOS T. PARAS**  
 Barangay Captain



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

**MARIETTA C. MACALOLOT, PhD**  
 Campus Director  
 BISU-Bilar Administration's Office

Greetings,

Good day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS** will be conducting a project feasibility study about the "**Establishment of Rice Retail Store in Carmen, Bohol**" in partial fulfillment of the requirements for the degree of 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 study. It is with fervent hope that you grant us the opportunity to gather data or information pertinent to the said research through a survey questionnaire. Rest assured that all information that will be gathered herein will be treated with utmost confidentiality.

We are hoping for your favorable approval and support regarding this undertaking. Thank you and more power.

Respectfully yours,

**BERNADITH NALAM**

**CHARIS GUMAPAC**

**JENICEL OCHO**

**JESIL GARSUTA**

**MAILENE JEAN BALDAPAN**

**ALISA RABI**

**MELDRED LEGASPI**

**CRISTINE MARIE DAGANTE**

**JANICE ENOC**

Noted by:

**ELIZABETH A. ORAPA**  
 Feasibility Adviser

Approved:

**MARIETTA C. MACALOLOT, PhD**  
 Campus Director

## APPENDIX B

### Instruments

#### FEASIBILITY STUDY QUESTIONNAIRE

Name (Optional): \_\_\_\_\_ Gender: \_\_\_\_\_

Address: \_\_\_\_\_ Age: \_\_\_\_\_

Please answer the following questions below. For those questions that have a choices, just check only the box beside on your chosen answer.

1. Would you agree if we will build a Rice Store/"Bigasan" here in your community?

Yes  No

2. How many people are in your household?

Answer: \_\_\_\_\_

3. How many people in your household have an income?

Answer: \_\_\_\_\_

4. How much is your household total income per month?

5k-10k  11k-15k

16k-20k  above 20k

5. What type of rice you prefer to buy most of the time?

Ganador  Camia

Bukid Rice  Maharlika

Pink Rice  Savorice

California Harvester Rice  Excellent rice

Black rice  Savory Grain Classic

Denarado Rice  Sweet Aroma

Panda  Jasmine

Other, please specify \_\_\_\_\_

6. Which do you check first before you buy a rice?

- Quality  Price  
 Cleanliness of the store  knowingly of the store

7. How many kilograms of rice can be consumed in your household per daily basic?

- 1 kg or less than 1 kg  4-5 kg  
 2-3 kg  more than 5 kg, please specify \_\_\_\_\_

8. How do you prefer to purchase rice?

- Per kilo  per sack

9. How often do you buy rice in a month?

- Willing  Very Willing  Not Willing

## SURVEY QUESTIONNAIRE FOR COMPETITORS

Dear Respondents;

Good Day!

We, the BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3RD YEAR STUDENTS will be conducting a project feasibility study about the “Establishment of Rice Retail Store in Carmen, Bohol” in partial fulfillment of the requirements for the degree of Entrepreneurship at Bohol Island State University-Bilar Campus.

In this regards, we would like to ask your full cooperation in this short survey. We will highly appreciate the time you may allot to us upon conducting our survey. Rest assured that all information derived herein will be treated with utmost confidentiality.

Thank you very much.

Respectfully yours,

Name of the Business (Optional):  
Address:

Type of Business Ownership:  
No.of mons/yrs in the business:

Direction: Check the corresponding option of your choice/choices.

1. What kind of rice do you usually buy from your supplier?

- |                                     |   |   |
|-------------------------------------|---|---|
| <input type="checkbox"/> Ganador    | <input type="checkbox"/> Savorice             | <input type="checkbox"/> California Harvester Rice    |
| <input type="checkbox"/> Panda      | <input type="checkbox"/> Excellent rice       | <input type="checkbox"/> Black rice                   |
| <input type="checkbox"/> Camia      | <input type="checkbox"/> Savory Grain Classic | <input type="checkbox"/> Denarado Rice                |
| <input type="checkbox"/> Bukid Rice | <input type="checkbox"/> Sweet Aroma          | <input type="checkbox"/> Pink Rice                    |
| <input type="checkbox"/> Maharlika  | <input type="checkbox"/> Jasmine              | <input type="checkbox"/> Others, please specify _____ |

2. How often do you usually purchase rice?

- |                                  |   |
|----------------------------------|---|
| <input type="checkbox"/> Weekly  | <input type="checkbox"/> Every 2weeks                 |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> Others, please specify _____ |

3. How many sacks of rice do you purchase each time?

Weekly	Every 2 weeks	Monthly
__ 1-5	__ 1-5	__ 1-5
__ 6-8	__ 6-8	__ 6-8
__ 9-12	__ 9-12	__ 9-12
__ 13-15	__ 13-15	__ 13-15
__ 16 or more	__ 16 or more	__ 16 or more
please specify _____	please specify _____	please specify _____

4. Where do you usually purchase rice?

- Farm
- Supplier, please specify \_\_\_\_\_
- Others, please specify \_\_\_\_\_

5. Why did you choose to purchase from them?

__ Quality of rice is good	__ Payment term is fine
__ The price is reasonable	__ Owner/Manager is a friend or relative
__ Delivery is always on time	__ Others, please specify _____
__ Delivery personnel are great	

6. When do you pay for their rice?

- Cash on Delivery
- Credit, please specify \_\_\_\_\_

7. How do you pay them?

- Cash       Bank Transfer       Check

8. Did you encounter problems/difficulties with your present supplier?

- Yes       No

If Yes, what are they?

__ Frequent out of stockage	__ Incorrect number of rice delivered
__ Delayed delivery	__ Unpleasant attitude of delivery personnel
__ Error of delivery	__ Poor packaging
__ Others, please specify _____	

9. Which brands of rice are easy to be sold? (Please select at least 5 brands)

- Ganador       Savorice       California Harvester Rice  
 Panda       Excellent rice       Black rice  
 Camia       Savory Grain Classic       Denarado Rice  
 Bukid Rice       Sweet Aroma       Pink Rice  
 Maharlika       Jasmine       Others, please specify \_\_\_\_\_

10. What is your selling price per sack for each brand?

Type of rice	Price per sack
<input type="checkbox"/> Ganador	_____
<input type="checkbox"/> Panda	_____
<input type="checkbox"/> Camia	_____
<input type="checkbox"/> Bukid Rice	_____
<input type="checkbox"/> Maharlika	_____
<input type="checkbox"/> Jasmine	_____
<input type="checkbox"/> Pink Rice	_____
<input type="checkbox"/> Savorice	_____
<input type="checkbox"/> California Harvester Rice	_____
<input type="checkbox"/> Excellent rice	_____
<input type="checkbox"/> Black rice	_____
<input type="checkbox"/> Savory Grain Classic	_____
<input type="checkbox"/> Denarado Rice	_____
<input type="checkbox"/> Sweet Aroma	_____
<input type="checkbox"/> Others, please specify _____	

11. How many sacks of rice are disposed/sold per day?

\_\_1-5      \_\_6-10      \_\_11-15      \_\_more than 15, please specify\_\_\_\_\_

12. What are your ways to attract more customers?

- Salestalk       Raffleprizes       Using social media  
 Promo packages       Others, please specify: \_\_\_\_\_

14. Do you also have delivery service for those customers who ordered online or through phone?

- Yes             No

15. How much is your delivery charge? PHP \_\_\_\_\_

16. What are the payment terms you offer to your customers?

- Cash                     Credit, specify term \_\_\_\_\_

17. How are you paid by your customers?

- Cash             Check             Bank Transfer

18. Have you received any complaints from your customers?

- Yes             No

If Yes, how did you handle it? \_\_\_\_\_

19. What are some common problems you have encountered with your customers?

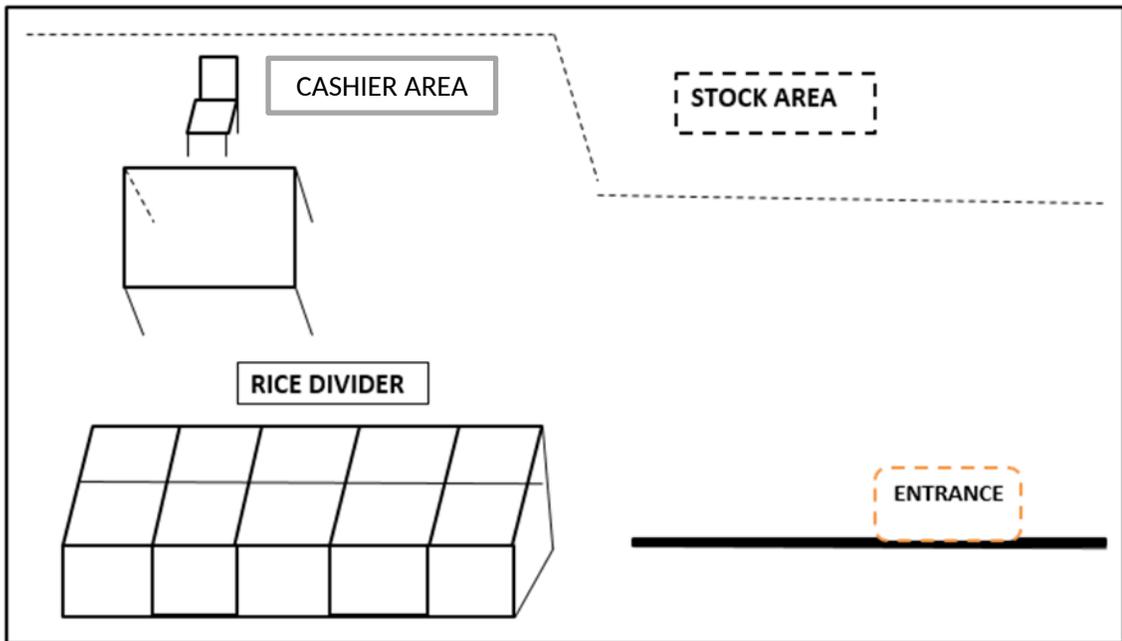
- \_\_Returned product            \_\_Delayed payments  
 \_\_Cancelled orders            \_\_Others, please specify \_\_\_\_\_

20. How do you maintain good relationship with your customers? Rate 1-5 where, 1 is the most important and 5 is least important.

- \_\_\_ Good Communication            \_\_\_ Good Customer Service  
 \_\_\_ Good Quality of Rice            \_\_\_ Reasonable Price of Rice  
 \_\_\_ Giving Discounts            \_\_\_ Delivery Always on Time  
 \_\_\_Others, please specify \_\_\_\_\_

### APPENDIX C

#### Floor Plan



## APPENDIX D

### Schedules

#### Schedule 1 - Sales Revenue

Year 1

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentag e (Table 7)</b>	<b>Number of Kilo</b>		<b>Selling Price</b>	<b>Projected Sales</b>
Ganador	30,002	x	15%	4,500	x	52	234,018
Panda	30,002	x	17%	5,100	x	46	234,618
Camia	30,002	x	22%	6,601	x	44	290.422
Pink Rice	30,002	x	4%	1,200	x	36	43.203
Jasmine	30,002	x	3%	900	x	42	37,803
Bukid Rice	30,002	x	30%	9,001	x	34	306,023
Doña Conchit a	30,002	x	3%	900	x	42	37,803
NFA	30,002	x	3%	900	x	26	23,402
Princess Mia	30,002	x	3%	900	x	42	37,803
<b>TOTAL SALES</b>			<b>100%</b>				<b>1,245,095</b>

Year 2

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Selling Price</b>	<b>Projected Sales</b>
Ganador	31,128	x	15%	4,669	x	54	253,722
Panda	31,128	x	17%	5,292	x	48	254,373
Camia	31,128	x	22%	6,848	x	46	314,876
Pink Rice	31,128	x	4%	1,245	x	38	46,841
Jasmine	31,128	x	3%	934	x	44	40,986
Bukid Rice	31,128	x	30%	9,338	x	36	331,791
Doña Conchita	31,128	x	3%	934	x	44	40,986
NFA	31,128	x	3%	934	x	27	25,372
Princess Mia	31,128	x	3%	934	x	44	40,986
<b>TOTAL SALES</b>			<b>100%</b>				<b>1,349,932</b>

Year 3

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Selling Price</b>	<b>Projected Sales</b>
Ganador	32,253	x	15%	4,838	x	57	274,726
Panda	32,253	x	17%	5,483	x	50	275,430
Camia	32,253	x	22%	7,096	x	48	340,942
Pink Rice	32,253	x	4%	1,290	x	39	50,719
Jasmine	32,253	x	3%	968	x	46	44,379
Bukid Rice	32,253	x	30%	9,676	x	37	359,257
Doña Conchita	32,253	x	3%	968	x	46	44,379
NFA	32,253	x	3%	968	x	28	27,473
Princess Mia	32,253	x	3%	968	x	46	44,379
<b>TOTAL SALES</b>			<b>100%</b>				<b>1,461,683</b>

Year 4

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Selling Price</b>	<b>Projected Sales</b>
Ganador	33,379	x	15%	5,007	x	59	297,106
Panda	33,379	x	17%	5,674	x	52	297,868
Camia	33,379	x	22%	7,343	x	50	368,717
Pink Rice	33,379	x	4%	1,335	x	41	54,850
Jasmine	33,379	x	3%	1,001	x	48	47,994
Bukid Rice	33,379	x	30%	10,014	x	39	388,524
Doña Conchit a	33,379	x	3%	1,001	x	48	47,994
NFA	33,379	x	3%	1,001	x	30	29,711
Princess Mia	33,379	x	3%	1,001	x	48	47,994
<b>TOTAL SALES</b>			<b>100%</b>				<b>1,580,758</b>

Year 5

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Selling Price</b>	<b>Projected Sales</b>
Ganador	34,504	x	15%	5,176	x	62	320,945
Panda	34,504	x	17%	5,886	x	55	321,767
Camia	34,504	x	22%	7,591	x	52	398,300
Pink Rice	34,504	x	4%	1,380	x	43	59,251
Jasmine	34,504	x	3%	1,035	x	50	51,845
Bukid Rice	34,504	x	30%	10,351	x	41	419,697
Doña Conchit a	34,504	x	3%	1,035	x	50	51,845
NFA	34,504	x	3%	1,035	x	31	32,094
Princess Mia	34,504	x	3%	1,035	x	50	51,845
<b>TOTAL SALES</b>			<b>100%</b>				<b>1,707,589</b>



<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Purchase Price</b>	<b>Projected Purchase</b>
Ganador	31,128	x	15%	4,669	x	44	204,929
Panda	31,128	x	17%	5,292	x	38	199,074
Camia	31,128	x	22%	6,848	x	36	243,313
Pink Rice	31,128	x	4%	1,245	x	27	33,830
Jasmine	31,128	x	3%	934	x	33	31,227
Bukid Rice	31,128	x	30%	9,338	x	23	214,688
Doña Conchita	31,128	x	3%	934	x	33	31,227
NFA	31,128	x	3%	934	x	17	15,614
Princess Mia		x	3%	934	x	33	31,227
			<b>100%</b>				<b>1,005,310</b>
Add: Inventory End (2%)							20,103
<b>TOTAL</b>							<b>1,025,233</b>

Year 2

Year 3

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Purchase Price</b>	<b>Projected Purchase</b>
Ganador	32,253	x	15%	4,838	x	46	221,894
Panda	32,253	x	17%	5,483	x	39	215,554
Camia	32,253	x	22%	7,096	x	37	263,455
Pink Rice	32,253	x	4%	1,290	x	28	36,630
Jasmine	32,253	x	3%	968	x	35	33,812
Bukid Rice	32,253	x	30%	9,676	x	24	232,460
Doña Conchita	32,253	x	3%	968	x	35	33,812
NFA	32,253	x	3%	968	x	17	16,906
Princess Mia	32,253	x	3%	968	x	35	33,812
			<b>100%</b>				<b>1,088,338</b>
Add: Inventory End (2%)							21,767
<b>TOTAL</b>							<b>1,110,104</b>

Year 4

Product	Proponent Production Capacity		Percentage (Table 7)	Number of Kilo		Purchase Price	Projected Purchase
Ganador	33,379	x	15%	5,007	x	48	239,970
Panda	33,379	x	17%	5,674	x	41	233,114
Camia	33,379	x	22%	7,343	x	39	284,917
Pink Rice	33,379	x	4%	1,335	x	30	39,614
Jasmine	33,379	x	3%	1,001	x	37	36,567
Bukid Rice	33,379	x	30%	10,014	x	25	251,398
Doña Conchita	33,379	x	3%	1,001	x	37	36,567
NFA	33,379	x	3%	1,001	x	18	18,283
Princess Mia	33,379	x	3%	1,001	x	37	36,567
			<b>100%</b>				<b>1,176,998</b>
Add: Inventor y End (2%)							23,540
<b>TOTAL</b>							<b>1,200,538</b>

Year 5

<b>Product</b>	<b>Proponent Production Capacity</b>		<b>Percentage (Table 7)</b>	<b>Number of Kilo</b>		<b>Purchase Price</b>	<b>Projected Purchase</b>
Ganador	34,504	x	15%	5,176	x	50	259,224
Panda	34,504	x	17%	5,886	x	43	251,818
Camia	34,504	x	22%	7,591	x	41	307,778
Pink Rice	34,504	x	4%	1,380	x	31	42,793
Jasmine	34,504	x	3%	1,035	x	38	39,501
Bukid Rice	34,504	x	30%	10,351	x	26	271,568
Doña Conchita	34,504	x	3%	1,035	x	38	39,501
NFA	34,504	x	3%	1,035	x	19	19,750
Princess Mia	34,504	x	3%	1,035	x	38	39,501
			<b>100%</b>				<b>1,271,434</b>
Add: Inventory End (2%)							25,429
<b>TOTAL</b>							<b>1,296,863</b>

## Schedule 3 - Cost of Goods Sold

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Inventory Beginning		18,541	20,103	21,767	23,540
Add:					
Purchases	945,612	1,025,233	1,110,104	1,200,538	1,296,863
Total Goods Available for Sale	945,612	1,044,774	1,130,207	1,222,305	1,320,403
Less:					
Inventory End	18,541	20,103	21,767	23,540	25,429
<b>Cost of Goods Sold</b>	<b>927,071</b>	<b>1,023,672</b>	<b>1,108,440</b>	<b>1,198,765</b>	<b>1,294,974</b>

## Schedule 4 - Office Supplies

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Office Supplies	700	732	764	799	835

## Schedule 5 - Selling / Store Supplies

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Store Supplies	32,664	34,134	34,134	83,265	102,301

## Schedule 6 - Miscellaneous Expense

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>

Miscellaneous Expense	10,800	11,286	11,794	12,325	12,879
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## Schedule 7 - Salaries Expense

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries Expense	104,052	108,734	113,627	118,741	124,084

## Schedule 8 - Government and Legal Requirements

	Year 1	Year 2	Year 3	Year 4	Year 5
Gov't and Legal Requirements	4,590	4,797	5,012	5,238	5,474

## Schedule 9 - Rental Expense

	Year 1	Year 2	Year 3	Year 4	Year 5
Rental Expense	72,000	72,000	72,000	72,000	72,000

	Year 1	Year 2	Year 3	Year 4	Year 5
Maintenance Supplies	125	131	137	143	149

## Schedule 10 - Maintenance Supplies

Description	Quantity	Unit	Unit Cost	Total
Weighting Scale 60kg	1	pc	2,000	2,000
Weighting Scale 10kg	1	pc	1,000	1,000
Cart	1	Pc	2,000	2,000
<b>TOTAL</b>				<b>5,000</b>

## Schedule 11 - Equipment

## Schedule 12 - Furniture and Fixtures

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Table	1	pc	500	500
Chair	2	pc	250	500
Rice Divider	1	Pc	2,500	2,500
<b>TOTAL</b>				<b>3,500</b>

## Schedule 13 - Leasehold Improvement Expense

<b>Description</b>	<b>Total</b>
Leasehold Improvement Materials	19,000
<b>TOTAL</b>	<b>19,000</b>

## Schedule 14 - Advertising Expense

<b>Description</b>	<b>Total</b>
Advertising	220
<b>TOTAL:</b>	<b>220</b>

## Schedule 15 - Accumulated Depreciation

<b>Fixed Assets</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Equipment	500	500	500	500	500
Furniture and Fixtures	1,750	1,750	1,911	1,911	2,087
<b>TOTAL</b>	<b>2,250</b>	<b>2,250</b>	<b>2,411</b>	<b>2,411</b>	<b>2,587</b>

## Schedule 16 - Amortization of Pre-Operating Expense

	<b>Amount</b>
Gov't and Legal Requirements	4,590
Advertising Expense	220
Leasehold Improvement Expense	19,000
Feasibility Study	1,000
Total Pre-operating Expense	24,810
<b>Amortization</b>	<b>4,962</b>

## Schedule 17 - ER and EE Share

	<b>ER</b>	<b>EE</b>	<b>Total</b>

SSS	935	495	1,430
Philhealth	150	150	300
Pag-ibig	200	200	400
Total Monthly	1,285	845	2,130
<b>Total Annually</b>	<b>15,420</b>	<b>10,140</b>	<b>25,560</b>

## Schedule 18 - Gov't 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
Philhealth	150	1,800	1,800	1,800	1,800	1,800
Pag-ibig	200	2,400	2,400	2,400	2,400	2,400
<b>Total</b>	<b>1,285</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>	<b>15,420</b>

## Schedule 19 - Fixed Investment

	Total
Equipment	5,000
Furniture and Fixtures	3,500
<b>Total Cost</b>	<b>8,500</b>

## Schedule 20 - Pre-operating Expense

	Total
Government and Legal Requirements	4590
Advertising Expense	220
Leasehold Improvement Expense	19,000
Feasibility Study	1,000
<b>Total Pre-operating Expense</b>	<b>24,810</b>

## Schedule 21 - Selling Expense for Year 3-4

Description	No. of kilos	Quantity	Unit	Unit Cost	Total
	1kg	4	Bundle(100pcs)	35	140
Paper Bag	2-3kg	8	Bundle(100pcs)	41	328
	4-5kg	6	Bundle(100pcs)	50	300
	6-7kg	4	Bundle(100pcs)	62	248
Eco Bag	2-3kg	10	Bundle(50pcs)	155	1550
	4-5kg	8	Bundle(50pcs)	175	1400
	6-7kg	6	Bundle(50pcs)	226	1356

	8-10kg	4	Bundle(50pcs)	258	1032
Monthly					6,354
<b>ANNUAL COST</b>					<b>76,248</b>

Schedule 22 – Selling Expense for Year 5-6

Description	No. of kilos	Quantity	Unit	Unit Cost	Total
	1kg	5	Bundle(100pcs)	35	175
Paper Bag	2-3kg	10	Bundle(100pcs)	41	410
	4-5kg	8	Bundle(100pcs)	50	400
	6-7kg	5	Bundle(100pcs)	62	310
Eco Bag	2-3kg	13	Bundle(50pcs)	155	2015
	4-5kg	10	Bundle(50pcs)	175	1750
	6-7kg	8	Bundle(50pcs)	226	1808
	8-10kg	5	Bundle(50pcs)	258	1290
Monthly					8,158
<b>ANNUAL COST</b>					<b>97,896</b>

Schedule 23 - Annual Depreciation Cost for Furniture and Fixtures for Year 3-4

Description	Total Cost	Life Span	Depreciation
Table	546	2	273
Chairs	546	2	273
Rice Divider	2,730	2	1,365
<b>Total</b>	<b>3,822</b>		<b>1,911</b>

Schedule 24 - Annual Depreciation Cost for Furniture and Fixtures for Year 5-6

Description	Total Cost	Life Span	Depreciation
Table	596	2	298
Chairs	596	2	298
Rice Divider	2,981	2	1,491
<b>Total</b>	<b>4,174</b>		<b>2,087</b>

Schedule 25 – Variable Cost

	Year 1	Year 2	Year 3	Year 4	Year 5
Selling/Store Supplies	32,664	34,134	79,679	83,265	102,301
Miscellaneous Expense	10,800	11,286	11,794	12,325	12,879
<b>Total Variable Cost</b>	<b>43,464</b>	<b>45,420</b>	<b>91,473</b>	<b>95,589</b>	<b>115,18</b>

					<b>1</b>
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## Schedule 26 – Fixed Cost

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Rental Expense	72,000	72,000	72,000	72,000	72,000
Salaries Expense	104,052	108,734	113,627	118,741	124,084
Maintenance Expense	125	131	137	143	149
Office Supplies	700	732	764	799	835
Government Standard Salary Payable	15,420	15,420	15,420	15,420	15,420
Government and Legal Requirements	-	4,797	5,012	5,238	5,474
Acc. Depreciation	2,250	2,250	2,411	2,411	2,587
amortization on Pre op	4,962	4,962	4,962	4,962	4,962
<b>Total Fixed Cost</b>	<b>199,509</b>	<b>209,025</b>	<b>214,334</b>	<b>219,713</b>	<b>225,510</b>

## Schedule 27 – Break - Even

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
CMU	9	9	8	9	9
FC	199,509	209,025	214,334	219,713	225,510
B.E. in Units	21801	23168	26408	25606	26160
B.E. in Peso	904,747	1,004,732	1,196,807	1,212,670	1,294,667

## Schedule 28 – Sales Price per Unit

	<b>Total Revenue</b>		<b>EPC</b>		<b>Selling Price</b>
Year 1	1,245,095	÷	30,002	=	42
Year 2	1,349,932	÷	31,128	=	43
Year 3	1,461,683	÷	32,253	=	45
Year 4	1,580,758	÷	33,379	=	47
Year 5	1,707,589	÷	34,504	=	49

## Schedule 29 – Variable Cost per Unit

	<b>Total Variable Cost</b>		<b>EPC</b>		<b>Variable Cost per Unit</b>
Year 1	970,535	÷	30,002	=	32
Year 2	1,069,092	÷	31,128	=	34
Year 3	1,199,913	÷	32,253	=	37
Year 4	1,294,354	÷	33,379	=	39
Year 5	1,410,155	÷	34,504	=	41

## **RESEARCHER'S BIODATA**

**Personal Information**

Name : Bernadith V. Nalam  
Address : Capudlosan, Hindang, Leyte  
Date of Birth : October 16, 1999  
Place of Birth : Capudlosan, Hindang, Leyte  
Civil Status : Single  
Religion : Born Again Christian-PNCDC  
Parents : Bernadino A. Nalam  
Rosalinda V. Nalam

**Educational Background**

Elementary : Capudlosan Elementary School  
Capudlosan Hindang, Leyte  
2006-2012

Secondary : Capudlosan High School  
Capudlosan Hindang, Leyte  
2012-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Mailene Jean A. Baldapan  
Address : Lapaz Carmen, Bohol  
Date of Birth : October 19,1999  
Place of Birth : La Paz Carmen,Bohol  
Civil Status : Single  
Religion : Born Again Christian-FTC  
Parents : Melchor P. Baldapan  
Gennefer A. Baldapan



## Educational Background

Elementary : Lapaz Elementary School  
Lapaz Carmen, Bohol  
2006-2012

Secondary : Katipunan National High School  
Katipunan Carmen, Bohol  
2012-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Cristine Marie P. Dagante  
Address : Bueños Aires, Carmen, Bohol  
Date of Birth : November 6, 1999  
Place of Birth : Bueños Aires, Carmen, Bohol  
Civil Status : Filipino  
Religion : Roman Catholic  
Parents : Edgar Dagante  
Rosalinda Dagante



## Educational Background

Elementary : Sukailang Elementary School  
Surigao Del Norte  
2011-2017

Secondary : Saint Anthony's Academy of Carmen Incorporated  
Poblacion Sur, Carmen, Bohol  
2016-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Janice M. Enoc  
Address : Alegria, Carmen, Bohol  
Date of Birth : March 14, 2000  
Place of Birth : Alegria, Carmen, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Parents : Jaime Enoc  
Nelvia Enoc



## Educational Background

Elementary : Alegria, Elementary School  
Alegria Carmen, Bohol  
2006-2012

Secondary : Katipunan National High School  
Katipunan Carmen Bohol  
2012-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Jesil S. Garsuta  
Address : Guadalupe, Carmen, Bohol  
Date of Birth : November 10, 1999  
Place of Birth : Guadalupe, Carmen, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Parents : Maximo A. Garsuta  
Amelta S. Garsuta



## Educational Background

Elementary : Guadalupe Elementary School  
Guadalupe Carmen, Bohol  
2006-2012

Secondary : Saint Anthony's Academy of Carmen Incorporated  
Poblacion Sur, Carmen, Bohol  
2012-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Charis Q. Gumapac  
Address : Villarcayo Carmen, Bohol  
Date of Birth : June 11, 2000  
Place of Birth : Villarcayo Carmen, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Parents : Fidel Gumapac  
Procula Gumapac



## Educational Background

Elementary : Nueve Fuerza Elementary School  
Nueve fuerza Carmen, Bohol  
2006-2012

Secondary : Policronio S. Dano Sr. High School  
Nueva Fuerza Carmen, Bohol  
2012-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Meldred L. Legaspi  
Address : Nueva Fuerza Carmen, Bohol  
Date of Birth : November 23, 1998  
Place of Birth : Suatan Ambago, Butuan , City  
Civil Status : Single  
Religion : Roman Catholic  
Parents : Francisco Legaspi  
Eduvejes Legaspi



## Educational Background

Elementary : Nueva Fuerza Elementary School  
Nueva Fuerza Carmen, Bohol  
2006-2012

Secondary : Policronio S. Dano Sr. High Shool  
Nueva Fuerza Carmen, Bohol  
2017-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Jenecil T. Ocho  
Address : Nueva Fuerza Carmen, Bohol  
Date of Birth : September 28, 1999  
Place of Birth : Nueva Fuerza, Carmen, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Parents : Mauro S. Ocho  
Encarnacion T. Ocho



## Educational Background

Elementary : Lapu-lapu Elementary School  
Nueva Fuerza Carmen, Bohol  
2011-2012

Secondary : Policronio S. Dano Sr. National High School  
Nueva Fuerza Carmen, Bohol  
2017-2018

Tertiary : Bohol Island State University-Bilar Campus  
Zamora, Bilar, Bohol, Philippines  
Bachelor of Science in Entrepreneurship  
2018-2022

## Personal Information

Name : Alisa V. Rabi  
Address : Montesuerte Carmen, Bohol  
Date of Birth : February 14, 2000  
Place of Birth : Montesuerte, Carmen, Bohol  
Civil Status : Single  
Religion : Born Again Christian-FTC  
Parents : Cirilo Rabi  
Josefina Rabi



## Educational Background

Elementary : Montesuerte Elementary School  
Montesuerte Carmen, Bohol  
2006-2012

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