

ESTABLISHMENT OF PURE TABLEA PRODUCTION  
IN ZAMORA, BILAR, BOHOL

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

NIZA P. ADLON  
MARJUN G. ANASCO  
MICHELLE AAVON S. GAUM  
ALISAME H. JUMAWID  
JESSA MAE B. MACASIN-AG  
ROWENA C. PACATANG  
JHONA S. TUYOR

June 2022

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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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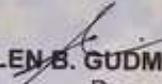
Niza P. Adlaon  
Marjun G. Añasco  
Michelle Aavon S. Gaum  
Alisapie H. Jumawid  
Jessa Mae B. Macasin-ag  
Rowena C. Pacatang  
Jhona S. Tuyor

June 2022

**APPROVAL SHEET**

This feasibility study entitled "ESTABLISHMENT OF PURE TABLEA PRODUCTION IN ZAMORA, BILAR, BOHOL", prepared and submitted by Niza P. Adlaon, Marjun G. Añasco, Michelle Aavon S. Gaum, Alisapie H. Jumawid, Jessa Mae B. Macasin-ag, Rowena C. Pacatang, Jhona S. Tuyor in partial fulfillment of the requirements for the degree Bachelor of Science in Entrepreneurship has been examined and recommended for acceptance and approval for oral defense.

**RESEARCH COMMITTEE**

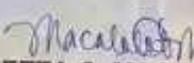
  
**ARLEN B. GUDMALIN, PhD**  
Dean

  
**CARLSON S. SANIEL, MBA, RES, REA**  
Adviser

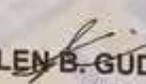
  
**MEARIE JEAN A. FAUSTINO, MAEd**  
Editor

Approved by the Examining Panel during the Oral Examination conducted on October 21, 2021 with the rating of 1.8 Gr

**EXAMINING PANEL**

  
**MARIETTA C. MACALOLOT, PhD**  
Chairman

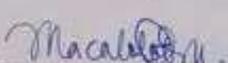
  
**MAE S. DAGUPAN, MBA**  
Member

  
**ARLEN B. GUDMALIN, PhD**  
Member

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

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

October 21, 2021  
Date of Oral Defense

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

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knowledge, strength and drive to overcome all the difficulties and challenges we faced while doing the research.

Business Researchers

## ABSTRACT

Pure tablea production is a good business to venture since customers are always looking for a healthy and more affordable. This study aims to determine the viability of establishing tablea business in Zamora, Bilar, Bohol near BISU Bilar campus. Specifically, this targeted to find out the viability of the place where the business was established; verify the behavior of personnel in handling the business; and prove the profitability of the business ventured. There are promotional strategies such as posting tarpaulin using persuasive sales talk, and being friendly to everyone. The researchers also launch an online store to sell our products using social media channels. The proponents engaged in a sole proprietorship form of business. Each proponent contributed ₱4,796.78 which summed up to ₱33,577.44 and served as the initial capital of the business. Fluctuating pattern on the increase of income was observed due to the variable demand. The Deliciousus Pure Tablea production business was handled by seven persons and the sharing schemes were divided equally. Financial statements indicated that the venture obtained its highest income in May 2022, and its lowest in April 2022. It has a starting capital of ₱33,577.44 and total asset of ₱95,581 after seven months of operation. Payback period and monthly average breakeven point were four months and 8 days, respectively. Results suggested that the venture was financially viable. The products demand is high despite the inaccessibility of the business location. Conclusively, establishing pure tablea production in Zamora, Bilar, Bohol is viable.

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# Chapter 1

## THE PROBLEM AND ITS SCOPE

### Introduction

#### Rationale

Tablea, often known as cocoa, is manufactured from dried seeds of a tropical tree. The proponents want to use an authentic and pure tablea that is grown and produced in the country. Tablea is always consumed by Boholanos and also their families but it is not popular to the market. In this feasibility study the proposed business want to produce tablea and introduce it to the market. This product will promote the healthy lifestyle not just Boholanos but to Filipinos who love to drink hot chocolate.

The responsibility of this implementation is to achieve the satisfaction of the customers, provide good quality of products and services. The cocoa beans are richer in antioxidants or flavonoids and provider of vitamin C and Zinc which is beneficial to the immune system, reduce the risk of heart attack and improve blood flow.

The availability of the cacao beans is not difficult to find, there are many suppliers of the cacao beans especially in Tagbilaran, Carmen, Loay, and Sevilla. The fund that will use for this implementation is our responsibility to provide the funding and equipment of the said implementation.

## THE PROBLEM

### Statement of the Problem

The primary aim of the study is to determine the feasibility of setting up a business of establishing Pure Tablea Production in Zamora, Bilar, Bohol.

Specifically, this study attempted to answer the following questions:

1. To know the market potential of establishing a tablea store in Zamora, Bilar, Bohol.
2. To know the estimated cost of establishing a tablea store in Zamora, Bilar, Bohol.
3. To identify the best legal business ownership and manpower of establishing tablea store.
4. To know the return of investment ROI of establishing Tablea store.

### Significance of the Study

This study would be a great benefit of the following:

**Proponents** - This project enabled the researcher to apply the basic principles learned during their study in their field of specialization and enhance their entrepreneurial skills.

**Future Researchers** - This study may serve as guide to the future researchers in making fair assumption, relevant market research and sustainable financial projections.

## **RESEARCH METHODOLOGY**

### **Design**

To achieve the purpose of the study, the researchers used descriptive design to investigate accurately and systematically describe a population, situation, or phenomenon that is useful to establish a successful business operation.

### **Environment and Participants**

The target markets are the residents of Zamora, Bilar with the age of 16 to 31 years old and above. The researchers choose this location to know the viability of the business in market demand and supply. In this time of pandemic the campus director suggested to limit the respondents by 100. The data collection was conducted to 50 randomly residents of Zamora, Bilar and 50 randomly respondents in Google forms survey. The survey conducted in the first semester of school year 2021-2022.

### **Instrument**

A survey questionnaire was the main instrument used in gathering data. It was in checklist form containing questions to respond to the problem objective. A space was also provided for the respondents to fill indicating their responses.

## **Data Gathering Procedure**

The formal survey started in a day after revisions of the questionnaire as result of the pilot-test. The survey questionnaire was distributed personally by the researcher. The gathered data were arranged and analyze in order to come up with relevant information that would be useful in formulation of the conclusion on the viability of the said business.

## **Scope and Limitations**

This focal point of this research is to find out the feasibility of inauguration of business establishment of Pure Tablea production within in the Barangay of Zamora, Bilar, Bohol to be operated by the researchers.

The respondents were the people or residents of Zamora, Bilar, Bohol. The responses of the respondents represent the preferences of the residents of Zamora and do not represent the preferences of the other residents of Bilar. This study was conducted in first semester of school year 2020-2021.

## **OPERATIONAL DEFINITION OF TERMS**

**Agriculture.** One of the sectors of our economy concerned with the production and care of the cacao farm.

**Cocoa beans.** The seed of a tropical tree that is used in making cocoa and chocolate.

**Cocoa liquor.** A pure cocoa mass in solid or semi-solid form.

**Demand.** It refers to the ability and need or desire to buy goods and services.

**Direct selling.** It refers to the act of selling of products in a non-retail setting.

**Grinding machine.** This is a cocoa-processing tool made of food grade stainless steel that can produce cocoa liquid, cocoa mass, cocoa paste and some butternuts. It has the advantages of superfine grinding, dispersive emulsification and homogenizing mixing.

**Molder.** A container used in various techniques of food preparation to shape the finish product.

**Online selling.** This refers to the process of selling goods, products or services via an internet or mobile app.

**Reseller.** A company or individual that purchases goods or services with the intention of selling them rather than consuming or using them.

**Retailer.** These are the group of people who sold the products.

**Roasting.** The action of cooking something in an open fire.

**Sikwati.** A hot chocolate beverage made from tablea.

**Supply.** A stock or a resources from which a person or place can be provided with the necessary amount of that resources.

## **Chapter 2**

### **MARKET ASPECT**

This chapter contains the pertinent data of market study gathered from the survey examined and interpreted by the researchers. It includes the demand analysis and historical demand, presented demand and projected demand. It also presents the supply gap analysis, market share and marketing program. The profile, preference and benefits the respondents may gain from Deliciousus Pure Tablea, an aspect being considered most by the researchers.

#### **Demand Analysis**

The town of Bilar is an interior town northeast of Loboc which is considered as a fifth class municipality. It is situated 40.9 kilometers from Tagbilaran. The town of Bilar is also rich in natural resources and agricultural farming. There is a huge demand for tablea product particularly nutritious food in that area. Having seen these, the proponents decided to put up a tablea business in the town of Bilar specifically in barangay Zamora to cater the demand of the market.

#### **Present Demand**

To determine the viability of the demand of the proposed business the proponents have conducted the survey through online which is 50 questionnaires given to the random respondents online and 50 questionnaires distributed to the residents of Barangay Zamora, Bilar. Tabulated below are the information

gathered from the online and physical survey as basis in the analysis of present demand.

Table 1 shows the age profile of the respondents. Data indicates that respondents who participated in the physical survey and online survey were mostly 21-25 years old and above, while the least number of respondents were those who belonged to the age bracket of 26-30 years old.

Table 1  
Age Profile of the Respondents

<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
PHYSICAL			
16-20	4	4	3
21-25	12	12	2
26-30	3	3	4
31 and above	31	31	1
ONLINE			
16-20	10	10	2
21-25	28	28	1
26-30	6	6	3.5
31 and above	6	6	3.5
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 2 shows the distribution of respondents according to gender. Data indicates that 38 female respondents and 12 male respondents participated in the physical survey. The table also shows the distribution of respondents on Google forms according to gender. The data indicates that 26 are male respondents and 24 are also female respondents who participated in the Google forms survey.

Table 2

Distribution of Respondents According to Gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
PHYSICAL		
Female	38	38
Male	12	12
ONLINE		
Female	24	24
Male	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

Table 3 shows the distribution of respondents to the consumer who prefer to consume tablea. The data indicates that respondents participated in a physical survey where 44 respondents answered “yes” and the last number of 6 respondents answered “no”.

On the other hand, the table shows the distribution of respondents according to who prefer to consume tablea. Data indicates respondents who participated in the Google forms survey where 47 respondents answered “yes” and 3 respondents answered “no”.

Table 3

Distribution of Respondents According Who Prefer to Consume Tablea

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>
PHYSICAL		
Yes	44	44
No	6	6
ONLINE		
Yes	47	47
No	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

Table 4 shows the preference of respondents in choosing what kind of beverage. The data indicates that respondents who participated in the physical survey had the highest number of 50 respondents. The chosen beverage is tablea, while the last number of 2 respondents, the chosen beverage is Swiss miss.

The data indicates that respondents who participated in the Google forms survey were 40 respondents. The chosen beverage is tablea, while none of the respondents chose the beverage Swiss miss, and Tea.

Table 4

Preference of Respondents in choosing What Kind of Beverages

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
<b>PHYSICAL</b>			
Tablea	50	50	1
3 in 1	30	30	2
Black Coffee	8	8	5
Corn Coffee	4	4	7
Milk	17	17	3
Tea	6	6	6
Swiss miss	2	2	8
Milo	14	14	4
<b>ONLINE</b>			
Tablea	40	40	1
3 in 1	16	16	3
Black Coffee	7	7	6
Corn Coffee	8	8	5
Milk	18	18	2
Tea	0	0	7
Swiss miss	0	0	8
Milo	9	9	4
<b>Total</b>		<b>100</b>	

Table 5 shows the preference of respondents for where to buy tablea. Data indicates that respondents who participated in the physical survey were 20 respondents who preferred to buy on an online basis and also 20 respondents in the area of production, while the least number of 10 respondents were on the phone.

For the online survey, the data indicates that 23 respondents were based online while at least 8 respondents were on the phone.

Table 5  
Preference of Respondents Where to Buy Tablea

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
<b>PHYSICAL</b>			
Online	20	20	2
Area of production	20	20	1
Over the phone	10	10	3
<b>ONLINE</b>			
Online	23	23	1
Area of production	19	19	2
Over the phone	8	8	3
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 6, the preference of respondents according to monthly consumption of tablea is shown below. The data indicates in the Physical survey that 20 respondents consumed 1-3 packs of tablea monthly, while the last number was 3 respondents consumed more than 10 packs of tablea monthly.

Data indicates in the Google forms survey that 26 respondents consumed 4-6 packs of tablea monthly, while the last number is 1 respondent consumed more than 10 packs of tablea monthly.

Table 6

Preference of Respondents According to Monthly Consume of Tablea

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
PHYSICAL			
1-3 packs	20	20	1
4-6 packs	17	17	2
6-10 packs	10	10	3
More	3	3	4
ONLINE			
1-3 packs	21	21	2
4-6 packs	26	26	1
6-10 packs	2	2	3
More	1	1	4
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 7 is the preference of respondents on how much it cost to buy tablea. The data indicates that respondents participated in the physical survey and online survey. The highest numbers were 30 respondents prefer the price of ₱40.00-₱55.00 per pack and there are 25 respondents prefer the price of ₱25.00-₱35.00 in physical. In online survey there are 20 respondents preferring ₱40.00-₱55.00 cost of tablea per pack and 13 respondents prefer the price of ₱25.00-₱35.00, while the least number was 1 respondent in physical and 2 respondents in online survey preferred ₱80.00-90.00 cost of tablea per pack.

Table 7

Preference of Respondents on How Much Cost to Buy Tablea

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
PHYSICAL			
₱25.00-35.00	25	25	2
₱40.00-55.00	30	30	1
₱60.00-70.00	3	3	3
₱80.00-90.00	1	1	4
ONLINE			
₱25.00-35.00	13	13	2
₱40.00-55.00	20	20	1
₱60.00-70.00	6	6	3
₱80.00-90.00	2	2	4
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 8 is the preference of respondents for product quality. The data indicates that respondents participated in the physical survey. The highest numbers were 18 respondents who preferred the product content, to be follow the aroma which is 14 respondents, and 9 respondents preferred the price while the least number was 2 respondents who preferred the packaging of the product. On the other hand, Google forms survey where 23 respondents preferred the product content, to be follow the aroma which is 10 respondents and 8 respondents preferred the price there are 6 respondents preferred the size of the product, while the least number is 3 respondents preferred the packaging of the product.

Table 8  
Preference of Respondents of the Product Quality

Choices	Frequency	Percentage (%)	Rank
PHYSICAL			
Price	9	9	3
Size	7	7	4
Aroma	14	14	2
Product Content	18	18	1
Packaging	2	2	5
ONLINE			
Price	8	8	3
Size	6	6	4
Aroma	10	10	2
Product Content	23	23	1
Packaging	3	3	5
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 9 shows the preference of respondents about who influences them to buy the product. Data indicates that the total respondents who participated in the physical were 40 respondents who influenced by their family. On the other hand, in the Google forms survey where 37 respondents influenced by their family.

Table 9  
Preference of Respondents of Who Influence them to buy the Product

Choices	Frequency	Percentage (%)	Rank
PHYSICAL			
Family	40	40	1
Friends	6	6	2
Neighbor	4	4	3
ONLINE			
Family	37	37	1
Friends	10	10	2
Neighbor	3	3	3
<b>Total</b>	<b>100</b>	<b>100</b>	

Table 10 is the preference of respondents who don't consume tablea. The data indicates in the physical survey that only 3 respondents did not consume tablea because it takes time to prepare and there is 1 respondent said that tablea cause a high in calories. On the other hand, the data indicates that respondents who participated in the Google forms survey said that 2 respondents did not consume tablea because of the reason it takes time to prepare, and 2 respondents also said that tablea can cause a high blood pressure and 1 respondent also said that it can cause a high in calories.

Table 10

## Preference of Respondents Who Don't Consume Tablea

<b>Choices</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Rank</b>
<b>PHYSICAL</b>			
Because it takes time to prepare	3	3	1
High in calories	1	1	2
Drinking large amount might cause nervousness	0	0	
Expensive than other coffee products	0	0	
Tablea can cause high blood pressure	0	0	
It helps gain weight	0	0	
Not advisable to pregnant women	0	0	
<b>ONLINE</b>			
Because it takes time to prepare	2	2	1
High in calories	1	1	3
Drinking large amount might cause nervousness	0	0	
Expensive than other coffee products	0	0	
Tablea can cause high blood pressure	2	2	2
It helps gain weight			
Not advisable to pregnant women	0	0	

## Historical Demand

The town of Bilar comprises of 19 barangays, the study locale being in Zamora, Bilar, one of its barangay. According to the barangay profile of Zamora from 2016-2020 it has a total household of 1,846. The economic progress and continues growth of the household in this area indicates an increase of demand.

Table11 show the household of barangay Zamora, Bilar in the year 2016-2020. The information gathered by the proponents serves as the basis for getting the percentage increase which will be used to identify the amount of demand analysis and the feasibility of establishing pure tablea. The proponents came up with an increasing percentage in household using arithmetical method.

Table 11

Total Household of Zamora Bilar, Bohol from 2016-2020

<b>Year</b>	<b>Household</b>	<b>Increase</b>	<b>Percentage Increase (%)</b>
2016	352	0	0
2017	358	6	1.70
2018	362	4	1.12
2019	362	0	0
2020	412	50	13.81
<b>Total</b>	<b>369.2</b>	<b>15</b>	<b>4.16</b>

Source: Municipality of Bilar-Municipality Hall Information

Table 12 the current historical demand is based on the household consumption of the households in barangay Zamora, Bilar. Every household in Bilar, Zamora consumes 6 packs of tablea every month. The probable increase in the demand each year is based on a percentage increase which is 1.70%. The

households are increasing and it is expected to increase in demand in the year 2017. The year 2019 has a 0% increase and will probably have no increase in demand. The year 2020 has the highest percentage of 13.81%. As household increase, there is a big possibility of increasing demand in the next five years.

Table 12

## Historical Demand of Zamora, Bilar, Bohol for the Past Five Years

<b>Year</b>	<b>Household</b>	<b>Consume per year</b>	<b>Quantity demand by pack</b>	<b>Increase by pack</b>	<b>Percentage increase (%)</b>
2016	320	72	23,063	0	0
2017	326	72	23,456	393	1.70
2018	329	72	23,718	262	1.12
2019	329	72	23,718	0	0
2020	375	72	26,994	3,276	13.81
<b>Average</b>	<b>336</b>	<b>72</b>	<b>24,189</b>	<b>982</b>	<b>4.16</b>

*Source: Municipality of Bilar-Municipality City Hall Information*

### Projected Demand

The projected demand of the barangay Zamora, Bilar for the year 2021-2025 using the average arithmetic method. The actual demand difference from 2016- 2021 is 983 divided by the total number of years which is 5 are equal to 1,080 and this is the projected increase demand.

Table 13 shows the projected demand for barangay Zamora, Bilar for the years 2021-2025 using the average arithmetic method. The actual demand difference from 2016-2021 is 1,080 divided by the total numbers of years, which is 5. The number is equal to 983 and this is the projected increase in demand.

Table 13  
Projected Demand from 2021-2025

<b>Year</b>	<b>Projected Quantity Demand</b>	<b>Increase</b>	<b>Percent increase</b>
2021	27,977	983	3.51
2022	28,959	983	3.39
2023	29,942	983	3.28
2024	30,925	983	3.18
2025	31,908	983	3.08

Table 14 with the increase in the demand percentage based on the previous years, it indicates the increase in the projected demand and the next five years from 2016-2021. This shows a positive projection for the success of the proposed business.

Table 14  
Computation of the Projected Demand

<b>Projected year</b>	<b>Previous year</b>	<b>Historical demand</b>		<b>Increase demand</b>		<b>Projected demand</b>
2021	2016	26,994	+	983	=	27,977
2022	2017	27,977	+	983	=	28,959
2023	2018	28,959	+	983	=	29,942
2024	2019	29,942	+	983	=	30,925
2025	2020	30,925	+	983	=	31,908

## Supply Analysis

### Present Supply

Analysis on the present supply of Pure Tablea in the target area was conducted by interviewing 4 stores that tablea in Zamora, Bilar, Bohol. This sales

summed up to 2520 packs in year 2016, 3360 packs in year 2017, 4620 packs in 2018 and 2019, 6720 packs in year 2020.

### Historical Supply

Table 15 shows the historical supply of Tablea from 2016-2020. The highest production of tablea was recorded in the year 2020, where it reached 2340 packs.

Table 15

#### Historical Data of Supply

#### Yearly Production per Packs

<b>List of Competitors</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Rustica Inte	900	1020	1428	1428	2340
Rosario Bigcas	300	600	1260	1260	1380
Jacinta Adlaon	600	840	924	924	1560
Delia Inte	720	900	1008	1008	1440
<b>Total</b>	<b>2520</b>	<b>3360</b>	<b>4620</b>	<b>4620</b>	<b>6720</b>

*Source: stores in Zamora, Bilar, Bohol*

Table 16 represents the average supply in barangay Zamora, Bilar for the past five years, where 2020 got the highest increase in percentage at 45.45% and the lowest was in the year of 2017 at 33.33%. No increase in supply was noted for 2016 and 2019.

Table 16

Historical Data of Total Supply in Zamora, Bilar, Bohol from 2016-2020

<b>Year</b>	<b>Total Supply per Packs</b>	<b>Increase</b>	<b>Percent Increase (%)</b>
2016	2,520	0	0
2017	3,360	840	33.33
2018	4,620	1,260	37.5
2019	4,620	0	0
2020	6,720	2,100	45.45
<b>Average</b>	<b>4,368</b>	<b>1,050</b>	<b>29.07</b>

### Projected Supply

Table 17 shows the projected supply in the barangay Zamora, Bilar indicates 13.51% is the highest percentage in the year 2021 and 8.77% is the least percentage in the year 2025. Using the arithmetical method, the future demand was computed.

Table 17

Projected Supply from 2021-2025

<b>Projected Years</b>	<b>Projected Supply per packs</b>	<b>Increase</b>	<b>Percent Increase (%)</b>
2021	7,770	1,050	13.51
2022	8,820	1,050	11.90
2023	9,870	1,050	10.64
2024	10,920	1,050	9.62
2025	11,970	1,050	8.77

Table 18 is the presentation in computing the projected supply for the year 2021-2025.

Table 18  
Computation of Projected Supply

<b>Projected Year</b>	<b>Previous Year</b>	<b>Historical Supply by packs</b>	<b>Increase by packs</b>	<b>Projected Supply</b>
2021	2016	6,720	1,050	7,770
2022	2017	7,770	1,050	8,820
2023	2018	8,820	1,050	9,870
2024	2019	9,870	1,050	10,920
2025	2020	10,920	1,050	11,970

### Demand Supply Analysis

Table 19 shows the projected demand and projected supply of pure tablea in Zamora, Bilar. There is a projected continuous demand and supply for the five years to come. The proponent's capacity is 40% of the supply gap that will be produced for five years and continuously.

Table 19  
Projected Demand-Supply Gap Analysis in 2021-2025

<b>Year</b>	<b>Projected Demand</b>	<b>Projected Supply</b>	<b>Demand Supply Gap</b>	<b>Unmet Demand (%)</b>	<b>Capacity 40%</b>
2021	27,977	7,770	20,207	72	8,083
2022	28,960	8,820	20,140	70	8,056
2023	29,943	9,870	20,073	67	8,029
2024	30,925	10,920	20,005	65	8,002
2025	31,908	11,970	19,938	62	7,975

## 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 20 shows the market share capacity. As shown in the table below that 2021 is the highest market share equivalent to 50.99 and the lowest is in the year 2025 with the equivalent of 39.99.

Table 20

Market Share Capacity for the Year 2021-2025

<b>Year</b>	<b>Competitors Supply Capacity</b>	<b>Proponents Production Capacity 40%</b>	<b>A+B</b>	<b>Market Capacity</b>
2021	7,770.00	8,083	15,853	50.99
2022	8,820.00	8,056	16,876	47.74
2023	9,870.00	8,029	17,899	44.86
2024	10,920.00	8,002	18,922	42.29
2025	11,970.00	7,975	19,945	39.99
<b>Average</b>	<b>9,870.00</b>	<b>8,029</b>	<b>17,899</b>	<b>45.17</b>

## Marketing Mix

### Product

The research focused on tablea production and how to sell it to the target market of the chosen site. Tablea must be made correctly. It should be displayed in a clean and well – kept manner, with good quality supplied to customers in excess of their expectations. The proposed firm has a competitive edge over other items in that the tablea has no expiration date and can be consumed for years. Tablea’s target market is vast; customers can enjoy it at home with their children and adults. Tablea business can operate with less capital than other sorts of business.



*Figure1. Pure Tablea Product*

### Price

Price is one of the variables to consider when starting a business in order to capture the attention of the market. Setting a reasonable price is critical for attracting potential customers. Customers must be attracted by the price. The

pricing approach is based on a wholesale price that is discounted by 5% from the retail price. Deliciousus pure tablea product retails for ₱55.00 per pack. The prices of our product can be seen in the appendix c, schedule 1.

### **Place**

The business was located at Zamora, Bilar, Bohol. This site was chosen specifically because the area is found in the public place where the production is homemade product. The business location was considered accessible since it was convenient to the customers. After the production the target market will be the household of Zamora, Bilar, Bohol.

### **Promotion**

Deliciousus Pure Tablea Production develops some strategy to attain its goal and objectives. Promotion of the product was highly needed in the business in order for the products to be recognized. The proponents employed some strategies including sales talk, and being friendly to everyone. The researchers also launch an online store to sell products using social media channels, and have a physical location to serve customers. The proponents will also provide contact information so that it will be easier and hustle free for customer's order. These strategies found out as an effective strategy because the proponents gain higher sales. Figure 2 shows the contact details of the business, location and face book page from which the customers can order the product. Figure 3 shows the

tarpaulin of the proposed business and its logo for easy to recognize the business from other brands and the originality of the product.



Figure 2. Facebook Page



Figure 3. Tarpaulin

## **Chapter 3**

### **TECHNICAL ASPECT**

This chapter discusses the production procedures and operations in establishing Pure Tablea Production. It also details the manufacturing machinery and equipment, as well as other aspects of transforming raw materials into finish goods. The layout, size, location, product design and production are all displayed to identify the business location. The product processes are depicted using a flowchart, as well as a list of machinery, tools and equipment, raw materials and financial resources.

#### **Business offerings**

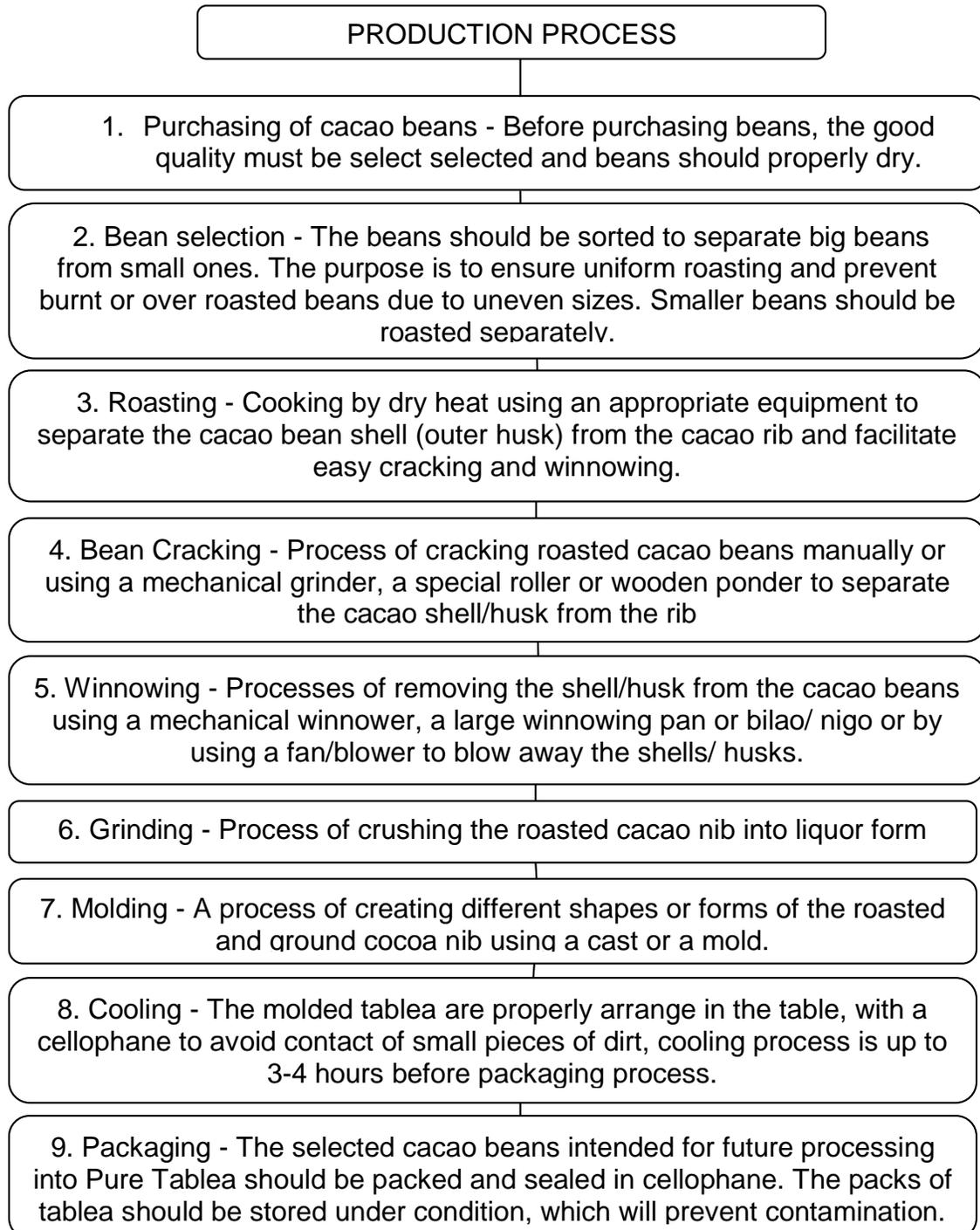
The proposed business “Establishment of Pure Tablea Production” will provide high-quality products and services at reasonable prices. There are no preservatives in Tablea. We sell products both in our manufacturing facility and online. We also provide free delivery in nearby areas and wholesale discounts for resellers.

#### **Business Process**

Customers can purchase both in person and online. Customers who come in person can purchase items in the production area, while customers who order online can pay with cash on delivery or COD. All products purchased in person and online will be noted on the inventory. Wholesalers can purchase through the

location and online. With a minimum of 10 packs, online-ordered products can be delivered for free in nearby areas.

### Processes flow



## **Description of the Process**

There are different suppliers of cacao beans in Bohol like Loay, Carmen, Sevilla but the proponents choose to buy in Tagbilaran, City because it has lower price and good quality. The cocoa beans undergo processes like being roasted in a moderate heat, mixed continually until cooked and peeled after. Cocoa grinding machine is used to grind the beans to become liquid and be ready for molding into different shapes. After several hours it is ready to be packed in a plastic wrapper and tied properly to avoid unwanted dirt. The customer's resellers may order the products and delivered at scheduled time and payments are collected during the delivery.

## **Business Schedule**

The business is open every Monday to Friday where the operating hours start at 8 o'clock in the morning. The operation starts by cleaning the area and displays the products and at 8:30 am the orders will be prepared after packing and delivered to the customers in Bilar, Bohol. The business will close at 5 o'clock in the afternoon.

Table 21 shows the tools and kitchen utensils with their depreciation. Table 22 shows the annually expenses, which is the grinding. Table 23 show the transportation expense in purchasing and grinding in Tablea, Table 24 show the office supplies, Table 25 show the store supplies, Table 26 show the maintenance in supplies, Table 27 show the sanitary supplies, Table 28 show the miscellaneous

expense, Table 29 show the government and legal requirements and Table 30 show the advertising.

Table 21

## Tools and Kitchen Utensils

DESCRIPTION	QUANTITY	UNIT	PRICE	AMOUNT	DEPRECIATION
Wok pan	2	Pcs	301.00	602.00	120.00
Molder	18	Pcs.	17.00	306.00	61.00
Wooden Ladle	5	Pcs.	70.00	350.00	70.00
Plates	2	Pcs.	30.00	60.00	12.00
Rice winnowing	10	Pcs.	70.00	700.00	140.00
Burning wood stove	2	Pcs.	250.00	500.00	100.00
<b>Total</b>				<b>₱2,518.00</b>	<b>₱504.00</b>

### Location

Figure 4. Map of Bilar, Bohol. The proposed business and processing site will be operated at Zamora, Bilar, Bohol. The place is presumed to be suitable for building a store because it is in roadside near in the Bisu Bilar Campus

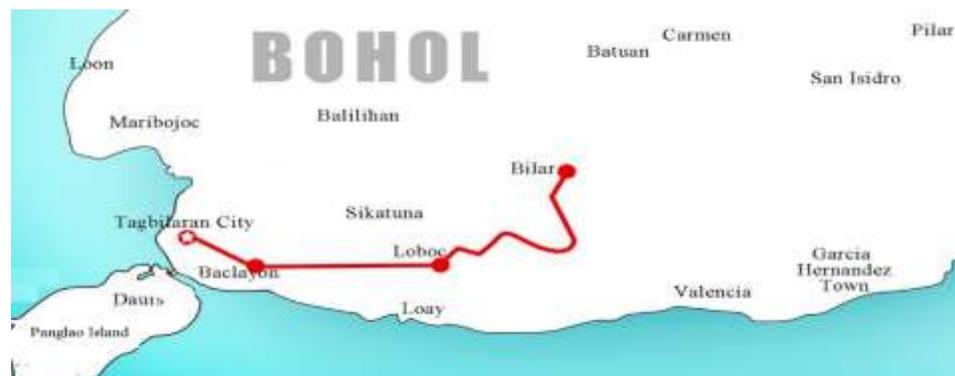


Figure 4. Location Map

## Vicinity Map

Figure 5. The vicinity map of the proposed business is in Bayawahan, Sevilla, Bohol. The figure shows the production site of tablea located near Bayawahan National High school. The production establishment is made of wood, with two windows in front and above the barangay road with tarpaulin hanged outside.

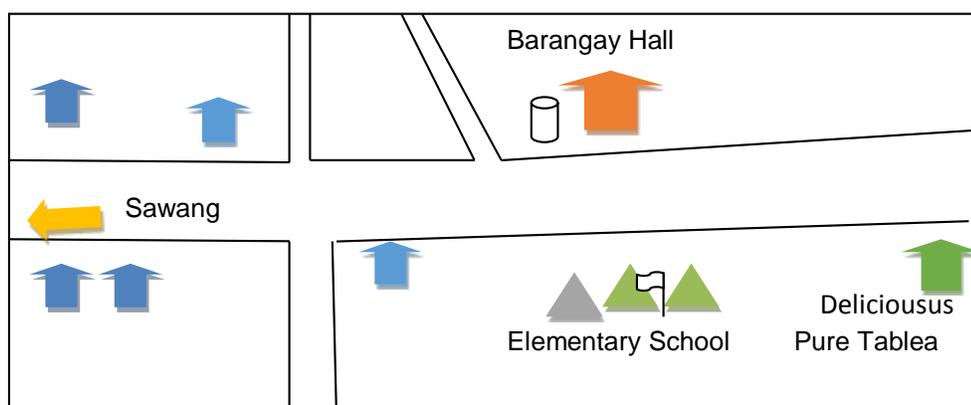


Figure5. Vicinity map

## Layout

The proposed business layout of the house.

Figure 6 present the vicinity map of the proponents business that shown in the next page.

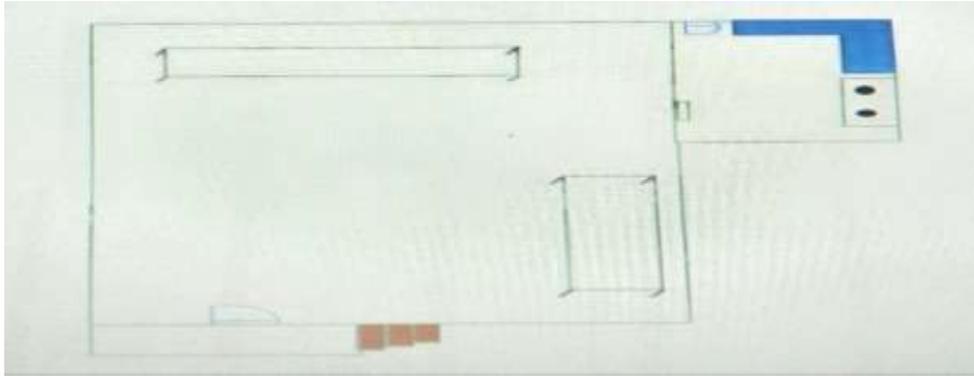


Figure 6. layout

### Grinding Expense

The table below is the grinding expense of cacao beans during the operation.

Table 22  
Grinding Expense

DESCRIPTION	QUANTITY	UNIT COST	AMOUNT
Grinding	60 kilos	₱30.00	₱21,600.00

### Transportation Expense

This could be the transportation expense during the purchasing and grinding of cacao beans.

Table 23

## Total Cost of Transportation Expense

<b>Description</b>	<b>Amount</b>
Purchase of tablea	2,400.00
Grinding of tablea	1,200.00
<b>Total</b>	<b>₱3,600.00</b>

**Salaries Expense**

The table show the salaries of an employee which contributed in a daily rate 366 with their benefits.

Table 24

## Salaries Expense

<b>Position</b>	<b>No. of Employee</b>	<b>Daily Rate</b>	<b>Annually</b>	<b>EE Benefits</b>	<b>Total</b>
Worker	1	₱366	₱96,624	₱10,140	₱86,484

**Office Supplies**

Supplies are the items used during the operation in the business good in one year. These items include such as printed label, ballpen, record book, ledger, columnar book, journal and etc. next page show the transaction of the supplies.

Table 25  
Office Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Price</b>	<b>Total</b>
Printed label	20	Pcs.	5.00	1,200.00
Ball pen	1	Box	57.00	684.00
Record book	1	Pcs.	142.48	1,709.76
Liquid eraser	1	Pc	25.00	300.00
Ledger	1	Pc	27.00	324.00
Columnar Books	2	Pcs.	35.00	840.00
Journal	1	Pc	30.00	360.00
<b>Total</b>	<b>6</b>			<b>₱5,417.76</b>

### Store Supplies

The table below show the needed of a store supplies during the operation.

Table 26  
Store Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Price</b>	<b>Total</b>
Cellophane	5	Packs	20.00	1,200.00
Fire Wood	3	Tie	25.00	900.00
Banana leaves	6	Pcs	2.50	180.00
<b>Total</b>	<b>22</b>			<b>₱2,280.00</b>

### Maintenance Supplies

The table in next page are the maintenance supplies of the store.

Table 27  
Maintenance Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Price</b>	<b>Total</b>
Broom	1	Pc	20.00	240.00
Floor wax	2	Pcs	25.00	600.00
Lighter	2	Pcs	10.00	240.00
Dust pan	1	Pc	30.00	360.00
<b>Total</b>	<b>4</b>			<b>₱1,440.00</b>

Table 28 to 31 illustrate the sanitary, miscellaneous, government and legal requirements and advertising of delicious pure tablea.

Table 28  
Sanitary Supplies

<b>Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Price</b>	<b>Total</b>
Alcohol	1	Pc	59.00	708.00
Mask	1	Box	50.00	600.00
Hairnet	2	Pcs.	10.00	240.00
<b>Total</b>				<b>₱1,548.00</b>

Table 29  
Miscellaneous Expense

<b>Description</b>	<b>Amount</b>
Mower fee	2,600.00
<b>Total</b>	<b>₱2,600.00</b>

Table 30  
Government and Legal Requirements

Description	Amount
Mayors permit	1,880.00
Business permit	300.00
DTI	230.00
FIRE	500.00
Barangay clearance	50.00
Cedula	25.00
<b>TOTAL</b>	<b>₱2,985.00</b>

Table 31  
Advertising

Description	Amount
Tarpaulin	200.00
<b>Total</b>	<b>₱200.00</b>

### Waste Disposal

The waste of the products from production process will be segregated in biodegradable waste bin and non-biodegradable waste bin. It will be disposed every day by garbage track. To minimize the waste by production, the biodegradable waste can be used to fertilize the plants.

## Chapter 4

### MANAGEMENT ASPECT

This chapter discusses the business's organization and management, including the legal structure of the company and responsibility matrix.

#### Legal Form of Business Organization

The proposed business was in the form of sole proprietorship. An individual proprietor owns and operates the business, and is accountable for all debts and liabilities incurred by the business. A sole proprietor can own a business for whatever length of time and sell it whenever they want.

The capital to be used in establishing the business is contributed by Rowena C. Pacatang to fulfill the goal of establishing the firm and making it lucrative, the owner must be qualified to manage it and have the necessary abilities.

#### Organizational Chart

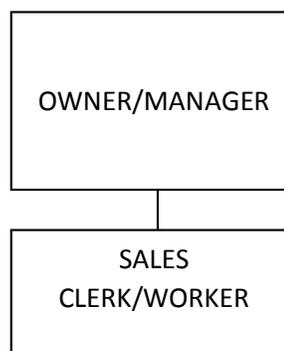


Figure 7. Organizational Chart

## Responsibility Matrix

The responsibility matrix determined the personnel's responsibilities and clarified their roles in the business. The manager was the one who managed and supervised the entire operation of the business. The manager was also the responsible in appointing the personnel to do their duty and responsibility in the operation. Table 31 show the responsibility of the personnel.

Table 32

Responsibility Matrix

<b>Position</b>	<b>Qualification</b>	<b>Responsibility</b>
Owner / Manager	<ol style="list-style-type: none"> <li>1. Hardworking, prudent, and goal oriented.</li> <li>2. Has a good management and marketing skills.</li> <li>3. Has a knowledge about management and accountancy.</li> <li>4. Has a good mathematical skills and prompt in computing numbers.</li> </ol>	<ol style="list-style-type: none"> <li>5. In charge of all business operation, supervising and giving task to the subordinate.</li> <li>6. One who is authorized to examine and verify accounts.</li> <li>7. Keeping records and operations of the business.</li> <li>8. In charge in purchasing of cacao beans from the supplier and the production of products into finish products.</li> </ol>
Sales Clerk / Worker	<ol style="list-style-type: none"> <li>5. Has a convincing and persuasive word.</li> <li>6. Strong public relation.</li> <li>7. Honest in his/ her job.</li> <li>8. Hardworking and flexible.</li> </ol>	<ul style="list-style-type: none"> <li>➤ In charge of booking orders of the customers.</li> <li>➤ Keeping the store clean and organize.</li> </ul>

## Labor Requirements

The worker will be rated on daily basis with the amount of ₱366 based on the recent minimum wage imposed in the province of Bohol with a total annual salary ₱86,484 including benefits. The workers will work within five days and will be given a day off every weekend. Table 33 shows the labor requirement on the daily basis. The computation of the annual salary of employee can be seen in schedule 13.

Table 33  
Labor Requirements

Particular	No. of Employee	Daily Rate	Monthly	Annual
Salaries expense	1	366	8,052	86,484

## Employee Benefits

The regular employee is entitled to receive a benefit as per mandated by the law. Employment benefits are presented on the table below.

Table 34  
Monthly Contribution

Employee Benefits	Employer Contribution	Employee Contribution
SSS	935	495
Philhealth	150	150
Pag-ibig	200	200
<b>Monthly</b>	<b>₱1,285</b>	<b>₱845</b>
<b>Annually</b>	<b>₱15,420</b>	<b>₱10,140</b>



## **Chapter 5**

### **FINANCIAL ASPECT**

The Financial Aspect of the Project Feasibility Study quantifies results obtained from the Marketing and Technical Aspect of the Project conducted. The Financial Aspect also provides information in terms of the potential and possible outcome upon the operation of the project.

#### **Major Assumptions**

##### **Revenue Assumptions**

- The main source of revenue was sales from Deliciousus Pure Tablea.
- The sales of Deliciousus Pure Tablea will be at Php. 444,555 annually.
- The sales of Deliciousus Pure Tablea will increase at 45% annually.

##### **Expense Assumptions**

- The purchases of Deliciousus Pure Tablea will be at Php.235, 458 annually.
- Office supplies will cost Php.5, 418 annually.
- Salary expense will be Php.8, 052 monthly.
- The Government and legal requirements will be Php 2,985 per year.
- The tools will cost Php.2, 518.
- Store Supplies will be Php.2, 280.

- Maintenance Supplies cost is Php.1, 440.
- Transportation expense is Php.3, 600.
- Grinding expense is Php.21, 600.
- Miscellaneous is Php.2, 400.

### **Asset Assumptions**

- All assets are on cash basis.
- The business capital is Php. 33,577.

### **Equity**

- The business will be financed by owner's equity.
- Tools are depreciating 504.

### **Total Project Cost**

Actual cost and projected cost are key components in a business budgeting system. Typically, small business set budgets on an annual basis. Projected costs are based on prior sales numbers and anticipated increases in expenses. Actual cost result when money is actually spent on the various supplies, services and other expense categories used by the business.

Projected cost is the predicated total cost of a job or phase at the time of completion. In spectrum, this can be determined in several ways: actual cost divided by the percent complete; actual unit cost divided by the projected units; or entered by the operator.

The table below depicts the total projected cost of the business.

Table 36  
Total Project Cost

Pre-Operating	
Government and Legal Permit	2,985
Promotional Cost	200
Feasibility Study	1,000
Total Pre-Operating	4,185
Fixed Asset	
Tools and Equipment	2,518
Total Fixed Asset	2,518
Working Capital (1 months)	
Purchase	15,877
grinding	1,800
transportation	900
Salaries and Wages	7,207
Office Supplies	451
Store Supplies	190
Maintenance	120
Sanitary Supplies	129
Miscellaneous	200
Total Working Capital Requirements	26,874
<b>Total Project Cost</b>	<b>33,577</b>

### Sources of Financing

The actualization of this proposed business will require ₱33,577.00 which will be shouldered by the owner of the business in order to serve and provide the capital in covering the expenses needed for the project for the whole year operation.

**DELICIOUSUS PURE TABLEA**  
**INCOME STATEMENT FOR FIVE YEARS**

<b>PARTICULAR</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Sale (Schedule 1)	444,555	463,015	462,236	502,250	523,088
Less: Cost of Goods Sold					
Beginning Inventory	-	4,617	4,809	5,008	5,216
Purchases (Schedule 2)	235,458	245,236	255,416	266,016	277,053
Total Goods Available for sale	235,458	249,852	260,225	271,024	282,269
Less: Inventory End	4,617	4,809	5,008	5,216	5,432
Total Cost of Goods sold	230,841	245,044	255,216	265,808	276,837
Gross Profit	213,714	217,971	227,020	236,441	246,251
Less: Expenses					
Grinding (schedule 4)	21,600	22,572	23,588	24,649	25,758
Transportation (schedule 5)	3,600	3,762	3,931	4,108	4,293
Salaries expenses (schedule 6)	86,484	86,484	86,484	86,484	86,484
Office supplies (schedule 7)	5,418	5,662	5,916	6,183	6,461
Store supplies (schedule 8)	2,280	2,383	2,490	2,602	2,719
Maintenance (schedule 9)	1,440	1,505	1,573	1,643	1,717
Sanitary supplies (schedule 10)	1,548	1,618	1,690	1,767	1,846
Miscellaneous (schedule 11)	2,400	2,508	2,621	2,739	2,862
Government Standard Salaries Payable (schedule 14)	15,420	15,420	15,420	15,420	15,420
Advertising (schedule 15)	200	200	200	200	200
Depreciation (schedule 16)	504	504	504	504	504
Pre-operating (table 36)	4,185				
Government and Legal Requirements (schedule 12)		3,119	3,260	3,406	3,560
Total Expenses	145,078	145,736	147,676	149,704	151,824
Net Profit	<b>68,635</b>	<b>72,236</b>	<b>79,343</b>	<b>86,737</b>	<b>94,427</b>

**DELICIOUS PURE TABLEA**

**Projected Statement of Cash Flow**

PARTICULAR	PRE- OPERATION	Year 1	Year 2	Year 3	Year 4	Year 5
Cash flow from Operating						
<b>CASH INFLOWS</b>						
Cash Sales (Schedule 1)		444,555	463,015	482,236	502,250	523,088
Total Cash Inflows		444,555	463,015	482,236	502,250	523,088
<b>CASH OUTFLOWS</b>						
Purchases (Schedule 2)		235,458	245,236	255,416	266,016	277,053
Add: Expenses						
Selling and Administrative		140,390	142,113	147,173	149,201	151,320
Total Cash Outflows		375,848	387,348	402,589	415,217	428,373
<b>Net Cash Flow from Operating</b>		<b>68,707</b>	<b>75,667</b>	<b>79,647</b>	<b>87,033</b>	<b>94,715</b>
<b>Cash flow from financing Act</b>						
Owner's Equity (table 36)						
Cash flow from investing	33,577					
Less: Fixed Investment (table 36)	2,518					
Pre- operation (table 36)	4,185					
Net Cash Flow from Financing Act	<b>26,874</b>					
Add: Beg. Balance						
Ending Balance	<b>26,874</b>	<b>95,581</b>	<b>168,129</b>	<b>247,776</b>	<b>334,809</b>	<b>429,523</b>

**DELICIOUSUS PURE TABLEA**

**Projected Statement of Financial Condition**

	Pre- operation	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>ASSETS</b>						
Current Assets						
Cash	26,874	95,581	168,129	247,776	334,809	429,523
Inventory		4,617	4,809	5,008	5,216	5,432
<b>Total Current Assets</b>	<b>26,874</b>	<b>100,198</b>	<b>172,937</b>	<b>252,784</b>	<b>340,025</b>	<b>434,956</b>
Non-current Assets						
Fixed Investment(table36)	2,518	2,518	2,014	1,511	1,007	504
Less:Depreciation(table36)		504	504	504	504	504
Net Fixed investment	2,518	2,014	1,511	1,007	504	0
Pre- operation (table 36)	4,185					
Total Non- current Assets	6,703	2,014	1,511	1,007	504	0
<b>Total Assets</b>	<b>33,577</b>	<b>102,213</b>	<b>174,448</b>	<b>253,792</b>	<b>340,528</b>	<b>434,956</b>
<b>LIABILITIES AND OWNER'S EQUITY</b>						
Owner's EquityCapital	33,577	33,577	102,213	174,448	253,792	340,528
Profit/Loss		68,635	72,236	79,343	86,737	94,427
<b>Total Liabilities and owner Equity</b>	<b>33,577</b>	<b>102,213</b>	<b>174,448</b>	<b>253,792</b>	<b>340,528</b>	<b>434,956</b>

## Financial Analysis

**Return of investment** or return on cost is a ratio between net income and investment. A high ROI means the investment's gains compare favorably to its cost.

Based on the result, the business shows increasing percentage from first year to fifth year of operation with an average ROI 239, thus the proposed business implies a positive result which is good for the venture.

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

<b>PARTICULAR</b>	Year 1	Year 2	Year 3	Year 4	Year 5
Net Profit	68,635	72,236	79,343	86,737	94,427
Investment	33,577	33,577	33,577	33,577	33,577
<b>ROI</b>	<b>204</b>	<b>215</b>	<b>236</b>	<b>258</b>	<b>281</b>

**Payback Period** in capital budgeting refers to the time required to recoup the funds expended in an investment or to reach the break- even point.

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

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

<b>PARTICULAR</b>	year 1	year 2	year 3	year 4	year 5
Initial Investment	33,577	33,577	33,577	33,577	33,577
Cash flow per year	95,581	168,129	247,776	334,809	429,523
Payback period	0.35	0.20	0.14	0.10	0.08

4 months    2 months    1 month    1 month    1 month

### Break- even Analysis

**Break-even Point** shows the number of peso sales in peso and units produced in the proposed business be able to meet so that it would operate neither loss or gain

The proposed business must take an average 4,759 in units to be sold to ensure no profit nor gain.

$$\text{Break – even Point (Units)} = \frac{\text{Fixed Costs}}{2! \text{ Sales Price per Unit} - \text{Variable Cost per Unit}}$$

<b>PARTICULAR</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Fixed Cost	136,452	105,527	105,667	105,814	105,967
Sales Price per Unit	55	57	60	63	66
Less: Variable Cost per Unit	33	35	36	38	40
Total	22	23	24	25	26
<b>BEP in units</b>	<b>6,287</b>	<b>4,656</b>	<b>4,465</b>	<b>4,282</b>	<b>4,106</b>

The break-even in peso indicates that the business must take an average of 283,925 so that there is no gain or loss

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

<b>PARTICULAR</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Fixed Cost	136,452	105,527	105,667	105,814	105,967
Contribution Margin Unit	0.39	0.39	0.39	0.39	0.39
<b>BEP Sales in Peso</b>	<b>345,786</b>	<b>267,613</b>	<b>268,165</b>	<b>268,736</b>	<b>269,326</b>

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

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

<b>PARTICULAR</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Sale Price per Unit	55	57	60	63	66
Less: Variable Cost per Unit	33	35	36	38	40
Sale Price per Unit	55	57	60	63	66
Total	22	23	24	25	26
Contribution Margin	0.39	0.39	0.39	0.39	0.39

## Chapter 6

### SOCIO ECONOMIC ASPECT

The project study will benefit the properties as well as the residents of barangay Zamora and other near barangays as well as the municipality of Bilar.

The advantages that the proposed business could offer are:

#### **Social Benefits:**

- a. Better relationships between customers and suppliers in the community.
- b. The proposed business can give a hand on experience to the researchers in handling business and how to provide effective customer satisfaction

#### **Economic Benefits:**

- a. The proposed business will pay for the registration and permits, which is advantageous for the barangay and also for the municipality.
- b. The supplier of the cacao will be benefited for they can earn more income and the proponents also benefited through buying cacao beans to produce the product.
- c. The proposed business will provide the good quality of tablea that will satisfy the consumer's need.

## **Chapter 7**

### **SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS**

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

#### **Summary of findings**

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

As to Target Market, the study shows that majority of the respondents belong to the age of 21-25 years old and mostly were female with 62%.

As to Market aspect, the study shows that 91% of the target markets are willing to avail on the proposed tablea production business based on physical and online survey. However, based on the survey there is growing demand of tablea production in the research locale as the number of food service establishments grows each year. It was found that there is a desirable in sales after examining the predicted demand and supply, proving that the suggested business is viable. The average for demand supply gap is 8,083.00 and the proponents catered only 40% of the gap with an average proponent capacity of 8,029.00.

As to Technical Aspect, the said business is located in Zamora, Bilar, Bohol. The proponent found beneficial in establishing tablea production business as it offers a large, secure facility, which is necessary for increasing tablea production.

The proponents will provide free delivery of tablea production to all consumers in close proximity in order to increase market accessibility. Materials and equipment needed in the operation is being distinguished and all are locally available.

As to Management Aspect, the proponent engages in a sole proprietorship form of business which owned and controlled by one person. It is essential for the owner to enhanced entrepreneurial abilities and good negotiable skills towards customer and worker. Furthermore, the income earned in the operation will not be shared by the owner to anyone. The benefits gained from the operation will be acquired by the owner alone. Thus, the proposed business would be very beneficial to the owner.

As to Financial Aspect, the business got an average annually net profit ₱80,275.00 obtained its sales revenue of ₱444,555.00. On the other hand, financial analysis revealed that return on investment reach 204 in the first year with the payback period of 4 months.

As to Socio-economic Aspect, the proposed business will be advantageous to the society by increasing food security to consumers and benefited through permits and licenses as well as provide employment for people that lessen poverty issues.

## **Conclusion**

Although Pure Tablea business is common, it is lucrative. The commodity was in high demand during the event and the tablea business profited as the result. One of the keys to the company's success was customer relations. As a result, the proponents came to the conclusion that the feasibility study indicates that the proposed firm is feasible and profitable.

### **Recommendations**

This kind of business may become viable if the following advice will be followed:

- Business locations must be made convenient to the customers.
- To ensure consistent cooking, larger cacao seeds must be separated from the smaller ones.
- In roasting the cacao seeds, moderate fire must be stirred continued and watched carefully prevent them from being scorched.
- Finished product must be kept in a cool, dry area or in a plastic container.

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## APPENDIX A

## Instrument

**INSTRUCTIONS:** Kindly fill up this survey questionnaire. Your input is important for the success of this study. Thank you.

Name: \_\_\_\_\_

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

Gender: \_\_\_\_\_

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

1. Do you regularly consume tablea? If NO KINDLY PRECEDE TO THE LAST QUESTION.

Yes             No

2. What kind of beverages did you consume?

Tablea     3 in 1 coffee     Black Coffee     Corn Coffee

Milk         Tea                 Swiss Miss         Milo

3. What are the reasons, why you choose tablea?

Taste and Smells good

Beneficial to the body

It is best to drink early in the morning especially during cold season

It reduces the level of stress

The product is healthier

It is helpful to think better

Other:

4. Where do you prefer to buy or purchase tablea?

online             over the phone     Area of production

Others

5. How many packs of tablea you can consume in a month?

1-3 packs     4-6 packs     6-10 packs         more

6. In purchasing buying tablea, how much cost do you prefer?

P25.00-P35.00     P40.00-P55.00     P60.00-P70.00

P80.00-P90.00     Other

7. In terms of choosing products, what quality do you consider?

- Price                       Size                       Aroma  
 Product Content         Packaging

8. Who convince/influence you to buy this product?

- Family                       Neighbor  
 Friends                       Other:

9. What are the reasons, why you don't consume or utilize tablea? If you answer YES in the first question, you do not need to answer this question.

- Because it takes time to prepare  
 High in calories  
 Drinking large amount might cause nervousness  
 Expensive than other coffee products  
 tablea can cause high blood pressure  
 It helps gain weight  
 Not advisable to pregnant women

NAME:

AGE:

1. When did you start your Tablea Business?



Please specify:

2. How much was your starting capital?

Please specify:

3. How much does each product cost?

Please specify:

4. How much does the income in a month?

Please specify:

5. How much does the profit in a month?

Please specify:

6. Is your product buy and selling or homemade?

Please specify:

7. How much cost your purchase tablea in a month?

Please specify:

8. Where did you purchase cacao beans?

Please specify:

## **APPENDIX B**

Letter

Republic of the Philippines



**Bohol Island State University- Bilar Campus**  
Zamora, Bilar, Bohol

**DR. MARIETTA C. MACALOLOT**

Campus Director  
BISU-Bilar

Dear Dr. Macalolot:

Good Day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS** will be conducting a Market Survey for Feasibility Study entitled “**ESTABLISHMENT OF DELICIOUSUS PURE TABLEA**” 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 survey to 100 respondents in Zamora, Bilar, Bohol. We will make sure to request also the approval of the Municipal Mayor and Barangay Captain and observe the 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.

Respectfully yours,  
The Researcher

Noted by:

**CARLSON SANIEL, MBA, REB, REA**  
Adviser, Feasibility Study

**MAE S. DAGUPAN, MBA**  
Chairperson, DBOA

Recommending Approval:

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

Approved:  
**MARIETTA C. MACALOLOT, Ph.D**  
Campus Director

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

**Hon. Manuel Ganas Jayectin**

Municipal Mayor  
Bilar, Bohol

Dear Mayor Jayectin:

Good Day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS** will be conducting a Market Survey for Feasibility Study entitled “**ESTABLISHMENT OF DELICIOUSUS PURE TABLEA**” 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 survey to 100 respondents in Zamora Bilar Bohol. We will make sure to request also the approval of the Barangay Captain and observe the 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,

The Researcher

Noted by:

**CARLSON SANIEL, MBA, REB, REA,**  
Adviser, Feasibility Study

Approved:

**HON. MANUEL GANAS JAYECTIN**  
Municipal Mayor

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

**MR. ADELO MANGAYA-AY**



Barangay Captain  
Zamora, Bilar, Bohol

Dear Hon. Mangaya-ay:

Good Day!

We, the **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP 3<sup>RD</sup> YEAR STUDENTS** will be conducting a Market Survey for Feasibility Study entitled “**ESTABLISHMENT OF DELICIOUSUS PURE TABLEA**” 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 survey to 100 respondents in Zamora Bilar Bohol. We will make sure to request also the approval of the Municipal Mayor and Barangay Captain of Zamora Bilar Bohol and observe the 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,  
The Researcher

Noted by:

**CARLSON SANIEL, MBA, REB, REA**  
Adviser, Feasibility Study

Approved:

**ADELO MANGAYA-AY**  
Barangay Captain

Bohol Island State University  
Bilar Campus  
Zamora, Bilar, Bohol

Vision: A premier Science and Technology university for the formation of 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 IN ESTABLISHMENT OF TABLEA PRODUCTION BUSINESS**

### **Bachelor of Science in Entrepreneurship Students**

Dear Respondents,

We, the third year Entrepreneurship students of BOHOL ISLAND STATE UNIVERSITY- BILAR CAMPUS, are conducting a survey for the propose business which is ESTABLISHMENT OF PURE TABLEA PRODUCTION at Zamora, Bilar, Bohol. In this regard, we are asking for your precious time and effort to answer all the questions in the questionnaire that are important and helpful for the completion of our Feasibility Study.

Your positive responses in this request will be valuable contribution for the success of the study and will highly appreciated.

Respectfully Yours,

THE RESEARCHERS

## **APPENDIX C**

### Schedules

Schedule 1

Sales

Year	Capacity 40%	Product Price	Sales Revenue
2021	8,083	55	444,555
2022	8,056	57	463,015
2023	8,029	60	482,236
2024	8,002	63	502,250
2025	7,975	66	523,088

## Schedule 2

## Costing

## Year 1

Capacity 40%	Tablea Packs	Price	Sub total
8,082.82	7 Cellophane (pcs)	165	190,524
	7 Label (pcs)	20	23,094
	7 Fire wood (pcs)	5	5,773
	25 Banana leaves	25	8,083
	6	3	3,368
<b>Purchase</b>			<b>230,841</b>
<b>Total Purchases</b>			<b>235,458</b>

## Year 2

Capacity 40%	Tabliya Packs	Price	Sub total
8,055.94	7 Cellophane (pcs)	172	198,435
	7	21	24,053

	Label (pcs) 7	5	6,013
	Fire wood (pcs) 25	26	8,418
	Banana leaves 6	3	3,508
<b>Purchase</b>			<b>240,427</b>
<b>Total Purchases</b>			<b>245,236</b>

Year 3

Capacity 40% 8,029.06	Tabliya Packs 7	Price 180	Sub total 206,673
	Cellophane (pcs) 7	22	25,051
	Label (pcs) 7	5	6,263
	Fire wood (pcs) 25	27	8,768
	Banana leaves 6	3	3,653
<b>Purchase</b>			<b>250,408</b>
<b>Total Purchases</b>			<b>255,416</b>

Year 4

Capacity 40% 8,002.18	Tabliya Packs 7	Price 188	Sub total 215,250
	Cellophane (pcs) 7	23	26,091
	Label (pcs)		

	7	6	6,523
	Fire wood (pcs)		
	25	29	9,132
	Banana leaves		
	6	3	3,805
<b>Purchase</b>			<b>260,800</b>
<b>Total Purchases</b>			<b>266,016</b>

Year 5

Capacity 40%	Tabliya Packs	Price	Sub total
7,975.30	7	197	224,181
	Cellophane (pcs)		
	7	24	27,173
	Label (pcs)		
	7	6	6,793
	Fire wood (pcs)		
	25	30	9,511
	Banana leaves		
	6	3	3,963
<b>Purchase</b>			<b>271,621</b>
<b>Total Purchases</b>			<b>277,053</b>

Schedule 3

Cost of Good Sold

	Year 1	Year 2	Year 3	Year 4	Year 5
Inventory Beginning		4,617	4,809	5,008	5,216
Add: Purchases	235,458	245,236	255,416	266,016	277,053

Total Goods Avail. for Sales	235,458	249,852	260,225	271,024	282,269
Less: Inventory End	4,617	4,809	5,008	5,216	5,432
Cost of goods sold	230,841	245,044	255,216	265,808	276,837

## Schedule 4

## Grinding Expense

	Year 1	Year 2	Year 3	Year 4	Year 5
21,600x100%	21,600				
21,600x104.5%		22,572			
22,572x104.5%			23,588		
23,588x104.5%				24,649	
24,649x104.5%					25,758

## Schedule 5

## Transportation

	Year 1	Year 2	Year 3	Year 4	Year 5
3,600x100%	3,600				
3,600 x104.5%		3,762			
3,762 x104.5%			3,931		
3,931 x104.5%				4,108	
4,108 x104.5%					4,293

## Schedule 6

## Salaries Expenses

	Year 1	Year 2	Year 3	Year 4	Year 5
86,484x 100%	86,484	86,484	86,484	86,484	86,484

## Schedule 7

## Office Supply

	Year 1	Year 2	Year 3	Year 4	Year 5
5,418x100%	5,418				
5,418x104.5%		5,662			
5,662x104.5%			5,916		
5,916x104.5%				6,183	
6,183x104.5%					6,461

## Schedule 8

## Store Supply

	Year 1	Year 2	Year 3	Year 4	Year 5
2,280x 100%	2,280				
2,280x104.5%		2,383			
2,383x 104.5%			2,490		
2,90x 104.5%				2,602	
2,602x 104.5%					2,719

## Schedule 9

## Maintenance Supply

	Year 1	Year 2	Year 3	Year 4	Year 5
1,440x100%	1440				
1,440x104.5%		1,505			
1,505x104.5%			1,573		

1,573x104.5%				1,643	
1,643x104.5%					1,717

## Schedule 10

## Sanitary Supplies

	Year 1	Year 2	Year 3	Year 4	Year 5
1,548 x 100%	1,548				
1,548x 104.5%		1,618			
1,618x 104.5%			1,690		
1,690x 104.5%				1,767	
1,767x 104.5%					1,846

## Schedule 11

## Miscellaneous expenses

	Year 1	Year 2	Year 3	Year 4	Year 5
2,400x100%	2,400				
2,400x104.5%		2,508			
2,508x104.5%			2,621		
2,621x104.5%				2,739	
2,739x104.5%					2,862

## Schedule 12

## Government and Legal Requirements

	Year 1	Year 2	Year 3	Year 4	Year 5
2,985x100%	2,985				
2,985 x104.5%		3,119			
3,119 x104.5%			3,260		

3,260 x104.5%				3,406	
3,406 x104.5%					3,560

## Schedule 13

## Annual Salary

		<b>EE And ER Benefits</b>	<b>ER</b>	<b>EE</b>	<b>Total</b>
Min. Salary	366	SSS	945	495	1,440
No. of Days	22	Phil-Health	150	150	300
Monthly Salary	8,052	PAG-IBIG	100	100	200
Annual Salary	96,624	Monthly Total	1,195	745	1,940
		Annual Total	14,340	8,940	23,280

## Schedule 14

## Government Standard Salary Payable

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

## Schedule 15

## Advertising

<b>Description</b>	<b>Amount</b>
Advertising	200

## Schedule 16

## Depreciation

	<b>Amount</b>	<b>Depreciate</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Wok Pan	602	120	120	120	120	120	120
Molder	306	61	61	61	61	61	61
Wooden Laddle	350	70	70	70	70	70	70

Plate	60	12	12	12	12	12	12
Rice	700	140	140	140	140	140	140
Winnowing							
Burning	500	100	100	100	100	100	100
wood stove							
	2,518	504	504	504	504	504	504

## RESEARCHERS' BIODATA

**Personal Information**

Name : NIZA P. ADLAON  
 Address : Bayawahan, Sevilla, Bohol  
 Date of Birth : 17, December 1993  
 Place of Birth : Bayawahan, Sevilla, Bohol  
 Civil Status : Single  
 Religion : Roman Catholic  
 Spouse : None  
 Parents : Pantaleon Adlaon  
 Rita Adlaon

**Educational background**

Elementary : Bayawahan Elementary School  
 Bayawahan, Sevilla, Bohol  
 2003-2008

Secondary : Bayawahan National High School  
 Bayawahan, Sevilla, Bohol  
 2008-2012

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

**Personal Information**

Name : MARJUN G. AÑASCO

Address : Saguisé, CPG, Bohol  
Date of Birth : 05, September 2000  
Place of Birth : Saguisé, CPG, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Spouse : None  
Parents : Sabeniano Añasco  
Ma.Fe Añasco

### **Educational Attainment**

Elementary : Saguisé Elementary School  
Saguisé President Carlos P. Garcia, Bohol  
2006-2011

Secondary : Bonbonon High School  
Bonbonon, President Carlos P. Garcia, Bohol  
2011-2018

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

### **Personal Information**

Name : MICHELLE AAVON S. GAUM  
Address : San Isidro, San Miguel, Bohol  
Date of Birth : 15, September 1999  
Place of birth : San Isidro, San Miguel, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Spouse : None  
Parents : Abundio C. Gaum Sr.  
Prima S. Gaum



### **Educational Background**

Elementary : Camanaga Elementary School  
Camanaga San Miguel Bohol  
2006-2011

Secondary : San Miguel Technical Vocation School  
San Miguel, Bohol  
2011-2018

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

### **Personal Information**

Name : ALISAPIE J. COMALING  
Address : Tamboan, Carmen, Bohol  
Date of Birth : 19, December 1999  
Place of Birth: Tamboan, Carmen, Bohol  
Civil status : Married  
Religion : Roman Catholic  
Spouse : Crisologo Comaling  
Parents : Pedro S. Jumawid  
Basilisa J. Jumawid



### **Educational Background**

Elementary : Tamboan Elementary School  
Tamboan, Carmen, Bohol  
2006-2011

Secondary : Katipunan National High School  
Katipunan, Carmen, Bohol  
2011-2018

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

### **Personal Information**

Name : JESSA MAE B. MACASIN-AG  
Address : Magsaysay, Sevilla, Bohol  
Date of Birth : 01, July 1999  
Place of Birth: Canhaway, Guindulman, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Spouse : None  
Parents : Mario C. Macasin-ag (Deceased)  
Maura B. Macasin-ag



### **Educational Background**

Elementary : Pelaez Elementary school  
Cabug, Medina, Misamis Oriental  
2006-2011

Secondary : Medina National Comprehensive High School  
Medina Misamis Oriental  
2011-2018

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

### **Personal Information**

Name : ROWENA C. PACATANG  
Address : Sitio Decker, Carmen, Bohol  
Date of Birth : 03, January 1998  
Place of Birth: Poblacion Norte, Carmen, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Spouse : None  
Parents : Rogelio Pacatang  
Melanie Pacatang (Deceased)



### **Educational Background**

Elementary : Carmen Central Elementary School  
Carmen, Bohol  
2006-2011

Secondary : Katipunan National High School  
Katipunan, Carmen Bohol  
2012-2015

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

### **Personal Information**

Name : JHONA S. TUYOR  
Address : Salvador, Sierra Bullones, Bohol  
Date of Birth : 11, June 2000  
Date of Birth : Salvador, Sierra Bullones, Bohol  
Civil Status : Single  
Religion : Roman Catholic  
Spouse : None  
Parents : Florencio Tuyor  
Clemencia Tuyor

### **Educational Background**

Elementary : San Jose Elementary School  
San Jose, Sierra Bullones, Bohol  
2006-2011

Secondary : Sierra Bullones Technical Vocational High School  
Salvador, Sierra Bullones, Bohol  
2011-2018

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