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Leyte Normal University

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COLLEGE OF MANAGEMENT AND ENTREPRENEURSHIP

Business Plan

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Taro'n Verde

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3. Executive Summary

Gabikery is a partnership bakery business that focuses on producing and selling innovative and affordable bread products using locally sourced ingredients. The business aims to offer something different from the usual bread available in the market while still meeting the daily needs of consumers. One of its main products is Taro Verde, a taro-based bread made using taro leaves and root, which gives it a natural green color, distinct flavor, and added nutritional value.

The business responds to a common issue in the bakery industry where most products have similar and repetitive flavors. Although taro is widely available in the Philippines, it is not often used in bakery products. This creates an opportunity for Gabikery to introduce a more creative and value-added product. By using taro as a key ingredient, the business is able to offer bread that is not only visually appealing but also different from traditional options.

Gabikery targets a broad group of customers, including students, working individuals, families, and regular bread consumers. Since bread is a commonly consumed food, there is a steady demand in the market. In addition, many consumers today are open to trying new flavors, especially if they are affordable and made from natural ingredients. This makes Taro Verde suitable for a wide range of customers.

The business stands out because of its unique product concept, use of locally sourced taro, and natural appearance without artificial coloring. These factors help create a strong identity for the product while keeping it affordable and accessible. At the same time, the business supports the use of local agricultural products, which adds value to its overall concept.

To begin operations, Gabikery requires initial capital for baking equipment, raw materials, packaging, rental space, and marketing activities. These resources are necessary to ensure smooth production and maintain consistent product quality. The business plans to operate in areas with high customer traffic, such as school canteens and nearby communities.

With its unique product offering and steady demand for bread, Gabikery is expected to generate consistent sales. As the business grows and gains more customer recognition, it has the potential to expand its market reach and establish itself as a reliable and innovative bakery in the local community.

4. Company Description

Gabikery is a bakery business that produces and sells innovative bread products using locally sourced ingredients, particularly taro. The business was developed to address the limited variety of bread products in the market and to offer a more creative and appealing option to consumers. Its main product, Taro Verde, is a taro-based bread that uses taro leaves and root to create a naturally colored and flavorful product. This allows the business to provide a unique alternative to traditional bread while also adding nutritional value through the use of natural ingredients.

The business operates within the bakery industry and positions itself as an affordable and innovative brand that focuses on both product quality and creativity. Unlike traditional bakeries that offer common flavors, Gabikery introduces a product that stands out because of its use of local ingredients and its distinct appearance and taste. This positioning helps the business attract customers who are interested in trying something new while still looking for budget-friendly options.

Gabikery follows a direct selling business model, where income is generated through the daily sale of its bread products. The business plans to distribute its products in accessible and high-traffic areas such as school canteens and nearby community stores. This approach allows the business to reach a wide range of customers and maintain consistent sales. By combining innovation, affordability, and the use of locally available resources, Gabikery aims to establish a strong presence in the local bakery market.

4.2. Vision Statement

To become a leading local bakery that promotes Filipino agricultural products through innovative and affordable bread.

4.3. Mission Statement

To produce and offer affordable and high-quality bread using locally sourced ingredients, while serving the daily needs of consumers and supporting local farmers.

4.4. Core Values

Creativity – We create unique and innovative bread products that offer something different from the usual options in the market.

Authenticity – We use natural and locally sourced ingredients to keep our products original and true to their source.

Consistency – We ensure that every product maintains the same quality, taste, and appearance every time.

Accessibility – We offer products that are affordable and easy for customers to buy in their daily lives.

Responsiveness – We listen to customer feedback and adjust our products based on their needs and preferences.

4.5. Business Objectives

• To introduce Taro Verde as a unique bread product in the local market

• To achieve consistent daily sales through accessible selling locations

• To promote taro as a value-added ingredient in bakery products

• To maintain high product quality and customer satisfaction

• To expand the business and reach more customers in the future

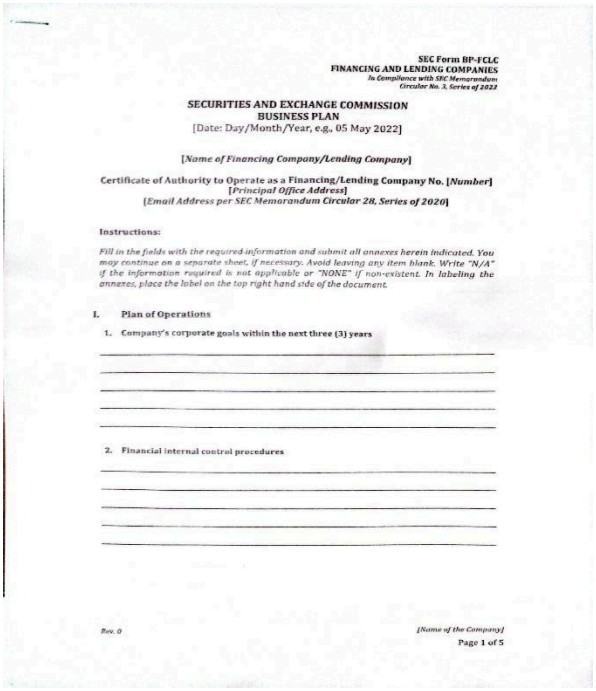
4.6. Legal Structure and Registration Process

Gabikery is a partnership business formed by our group, where we share responsibilities in managing the operations, production, and marketing of the bakery. We chose partnership because we believe that combining our ideas, skills, and resources will help us manage the business more effectively.

Step 1: Choosing and Verifying the Business Name

We first thought of a business name and made sure that it is unique and not yet registered. After brainstorming, we decided to use the name Gabikery. We checked its availability to avoid duplication.

Step 2: Registering with the SEC



SEC Form BP-FCLC
FINANCING AND LENDING COMPANIES
In Compliance with SEC Memorandum Circular No. 3, Series of 2022

SECURITIES AND EXCHANGE COMMISSION
BUSINESS PLAN
[Date: Day/Month/Year, e.g., 05 May 2022]

[Name of Financing Company/Lending Company]

Certificate of Authority to Operate as a Financing/Lending Company No. *[Number]*
[Principal Office Address]
[Email Address per SEC Memorandum Circular 28, Series of 2020]

Instructions:

Fill in the fields with the required information and submit all annexes herein indicated. You may continue on a separate sheet, if necessary. Avoid leaving any item blank. Write "N/A" if the information required is not applicable or "NONE" if non-existent. In labeling the annexes, place the label on the top right hand side of the document.

I. Plan of Operations

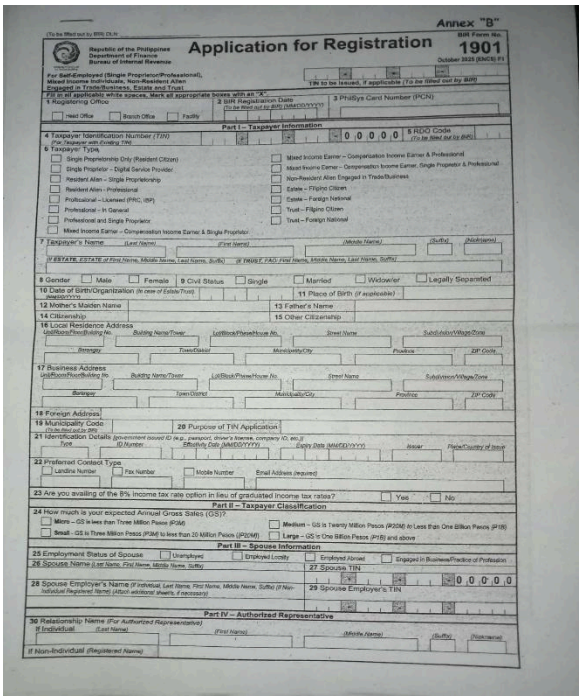
1. **Company's corporate goals within the next three (3) years**

2. **Financial internal control procedures**

Rev. 0 *[Name of the Company]*
Page 1 of 5

After confirming our business name, we proceeded to register Gabikery with the Securities and Exchange Commission (SEC) as a partnership. We prepared the necessary documents, including our Partnership Agreement, where we stated our roles, responsibilities, and profit-sharing. After submission, we secured our Certificate of Registration.

Step 3: Registering with the BIR



Annex "B"

Application for Registration

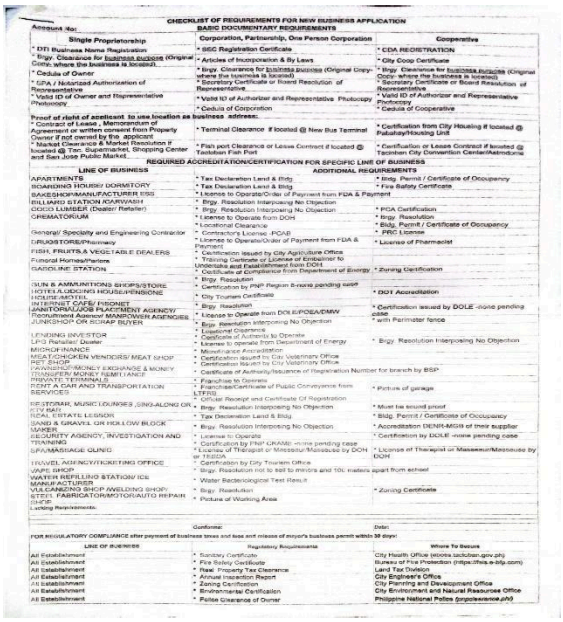
BIR Form No. 1901

Next, we registered our business with the Bureau of Internal Revenue (BIR). We applied for a Tax Identification Number (TIN) for Gabikery, registered our books of accounts, and secured the authority to print official receipts to properly record our transactions.

Step 4: Securing Barangay Clearance

We then went to our local barangay to obtain a Barangay Clearance. This confirms that our business is allowed to operate in the chosen location.

Step 5: Applying for Mayor's Business Permit



CHECKLIST OF REQUIREMENTS FOR NEW BUSINESS APPLICATION

Account /Ap:

BASIC DOCUMENTARY REQUIREMENTS

Single Proprietorship	Corporation, Partnership, One Person Corporation	Cooperative
* DTI Business Name Registration	* SEC Registration Certificate	* CDA REGISTRATION
* Brgy. Clearance for business purpose (Original Copy, where the business is located)	* Articles of Incorporation & By Laws	* City Coop Certificate
* Cedula of Owner	* Brgy. Clearance for business purpose (Original Copy, where the business is located)	* Brgy. Clearance for business purpose (Original Copy, where the business is located)
* SPA / Notarized Authorization of Representative	* Secretary Certificate or Board Resolution of Representative	* Secretary Certificate or Board Resolution of Representative
* Valid ID of Owner and Representative Photocopy	* Valid ID of Authorized and Representative Photocopy	* Valid ID of Authorized and Representative Photocopy
Proof of right of applicant to use location as business address:	* Cedula of Corporation	* Cedula of Cooperative
* Contract of Lease , Memorandum of Agreement or written consent from Property Owner if not owned by the applicant	* Terminal Clearance if located @ New Bus Terminal	* Certification from City Housing if located @ Pabalay/Housing Unit
* Market Clearance & Market Resolution if located @ Tac. Supermarket, Shopping Center and San Jose Public Market	* Fish port Clearance or Lease Contract if located @ Tacloban Fish Port	* Certification or Lease Contract if located @ Tacloban City Convention Center/Astrodome

REQUIRED ACCREDITATION/CERTIFICATION FOR SPECIFIC LINE OF BUSINESS

LINE OF BUSINESS	ADDITIONAL REQUIREMENTS	
APARTMENTS	* Tax Declaration Land & Bldg	* Bldg. Permit / Certificate of Occupancy
BOARDING HOUSE/ DORMITORY	* Tax Declaration Land & Bldg	* Fire Safety Certificate
BAKESHOP/MANUFACTURER ESS	* License to Operate/Order of Payment from FDA & Payment	
BILLIARD STATION /KARYAOKE	* Brgy. Resolution Interposing No Objection	
COCO LUMBER (Dealer/ Retailer)	* Brgy. Resolution Interposing No Objection	* FCA Certification
CREMATORIUM	* License to Operate from DOH	* Brgy. Resolution
	* Locational Clearance	* Bldg. Permit / Certificate of Occupancy
General/ Specialty and Engineering Contractor	* Contractor's License , PCAB	* PRC License
DRUGSTORES/Pharmacy	* License to Operate/Order of Payment from FDA & Payment	* License of Pharmacist
FISH, FRUITS,& VEGETABLE DEALERS	* Certification issued by City Agriculture Office	
Funeral Homes/Parlors	* Training Certificate of License of Embalmer to Undertake Embalmment from DOH	
GASOLINE STATION	* Certificate of Compliance from Department of Energy	* Zoning Certification
GUN & AMMUNITIONS SHOPS/STORE	* Brgy. Resolution	
HOTELS,LODGING HOUSE/PENSIONE HOUSE/MOTEL	* Certification by PNP Region 8-none pending case	* DOT Accreditation
INTERNET CAFE/ PISONET	* City Tourism Certificate	
JANITORIAL/JOB PLACEMENT AGENCY/ Recruitment Agency/ MANPOWER AGENCIES	* Brgy. Resolution	* Certification issued by DOLE -none pending case
JUNKSHOP/ OR SCRAP BUYER	* License to Operate from DOI E/POEA/DMW	* with Perimeter fence
LENDING INVESTOR	* Brgy. Resolution Interposing No Objection	
LPG Retailer/ Dealer	* Locational Clearance	
MICROFINANCE	* Certificate of Authority to Operate	* Brgy. Resolution Interposing No Objection
MEAT/CHICKEN VENDORS/ MEAT SHOP	* License to operate from Department of Energy	
PET SHOP	* Miscellaneous Accreditation	
PAWNSHOP/MONEY EXCHANGE & MONEY TRANSFER/ MONEY REMITTANCE	* Certification issued by City Veterinary Office	
PRIVATE TERMINALS	* Certification issued by City Veterinary Office	
RENT A CAR AND TRANSPORTATION SERVICES	* Certificate of Authority/Issuance of Registration Number for branch by BSP	
	* Franchise to Operate	
	* Franchise/Certificate of Public Conveyance from LTFRB	* Picture of garage
RESTOBAR, MUSIC LOUNGES ,SING-ALONG OR CITY BAR	* Official Receipt and Certificate Of Registration	
REAL ESTATE LESSOR	* Brgy. Resolution Interposing No Objection	* Must be sound proof
SAND & GRAVEL OR HOLLOW BLOCK MAKER	* Tax Declaration Land & Bldg	* Bldg. Permit / Certificate of Occupancy
SECURITY AGENCY, INVESTIGATION AND TRAINING	* Brgy. Resolution Interposing No Objection	* Accreditation DENR-MGB of their supplier
	* License to Operate	* Certification by DOLE -none pending case
SPA/MASSAGE CLINIC	* Certification by PNP CRAME -none pending case	
	* License of Therapist or Masseur/ Masseuse by DOH or TESDA	* License of Therapist or Masseur/Masseuse by DOH
TRAVEL AGENCY/TICKETING OFFICE	* Certification by City Tourism Office	
VAPE SHOP	* Brgy. Resolution not to sell to minors and 100 meters apart from school	
WATER REFILLING STATION/ ICE MANUFACTURER	* Water Bacteriological Test Result	
WELDING SHOP/ AWELDING SHOP/ STEEL FABRICATION/MOTOR/AUTO REPAIR SHOP	* Brgy. Resolution	* Zoning Certificate
Locking Requirements:	* Picture of Working Area	

Conforme: Date:

FOR REGULATORY COMPLIANCE after payment of business taxes and fees and release of mayor's business permit within 30 days:

LINE OF BUSINESS	Regulatory Requirements	Where To Secure
All Establishment	* Sanitary Certificate	City Health Office (www.tacloban.gov.ph)
All Establishment	* Fire Safety Certificate	Bureau of Fire Protection (https://bfes.e-bfp.com)
All Establishment	* Real Property Tax Clearance	Land Tax Division
All Establishment	* Annual Inspection Report	City Engineer's Office
All Establishment	* Zoning Certification	City Planning and Development Office
All Establishment	* Environmental Certification	City Environment and Natural Resources Office
All Establishment	* Police Clearance of Owner	Philippine National Police (policeclearance.ph)

After securing the barangay clearance, we applied for a Mayor's Business Permit from the local government unit. This ensures that our business complies with local rules, safety standards, and zoning requirements.

Step 6: Ensuring Health and Sanitation Compliance

Since Gabikery is a food business, we made sure to follow proper health and sanitation practices. We maintained cleanliness in our production area and ensured proper handling and storage of ingredients.

Step 7: Registering with Government Agencies (if hiring employees)

If we hire employees in the future, we plan to register with SSS, PhilHealth, and Pag-IBIG to provide the required benefits and contributions.

Through these steps, we were able to legally establish Gabikery as a registered partnership business. This process helps us operate responsibly, comply with government requirements, and build trust with our customers.

4.7. Business Location

Gabikery will operate within the vicinity of Leyte Normal University, particularly in or near the campus canteen area and nearby community stores. This location was chosen due to the steady flow of potential customers such as students, faculty members, and nearby residents who regularly purchase affordable and convenient food items like bread.

The area is considered strategic because it is easily accessible and has a consistent demand for ready-to-eat products. Being situated close to the canteen allows the business to attract customers during peak hours, such as breaks and after classes. In addition, the surrounding community provides an extended market beyond the school environment.

The selected location is also suitable for the nature of the business, as it allows proper display, storage, and handling of products while maintaining cleanliness and quality. As Gabikery continues to grow and achieve success, the business plans to expand to other schools, commercial areas, and local communities to reach a wider customer base and increase its market presence.

4.8. Ownership Structure

Gabikery is a partnership business owned by a group of individuals who work together to manage and operate the bakery. Each partner contributes financial resources, ideas, and effort to support the growth and development of the business. This shared ownership allows the partners to participate in decision-making and ensures that responsibilities are properly managed.

In a partnership, profits, responsibilities, and risks are shared among the members based on their agreement. This setup encourages cooperation and accountability, as each partner

is involved in the success of the business. It also allows the business to benefit from the combined skills and perspectives of the partners.

Through this collaborative approach, Gabikery is able to operate more effectively and maintain a stable foundation. Working as a team helps the partners handle challenges, improve operations, and achieve the long-term goals of the business.

4.9 Business Model Description

Taro Verde uses a direct selling model to distribute its taro-based bread. The product is sell to students, faculty members, staffs, and local residents. The bread is unique because it uses taro leaves in the dough and taro root as the filling, making it different from common bread flavors. The business sources taro from local farmers and vendors, supporting local agriculture. Revenue is through by the sale of Taro Verde bread, while maintaining affordable prices for students. This model allows the product to reach more consumers while promoting a nutritious and locally inspired food product.

4.10 Business Model Canvas

<table>
<tr>
<td rowspan="2">Key Partners
- Local taro farmers
- Ingredient suppliers</td>
<td>Key Activities
- Preparing taro ingredients
- Baking bread
- Packaging products
- Selling and promotion</td>
<td rowspan="2">Value Proposition
- Unique and nutritious bread made from taro (gabi)
- inspired product</td>
<td>Customer Relationship
- Friendly service
- Students-friendly pricing
- Feedback from customer</td>
<td rowspan="2">Custome Segment
- St
- S
- Fa
- L re</td>
</tr>
<tr>
<td>Key Resources
- Taro leaves and taro root
- Baking ingredients
- Baking tools and equipment
- Packaging materials</td>
<td>Channel
- School Canteen
- Local Bakeries
- Direct selling in school</td>
</tr>
</table>

Cost Structure	**Revenue Stream**
- Buying taro and baking ingredients - Packaging materials - Transportation	- Sales of Taro Verde Bread - Bulk orders from canteens - Daily bread sales

Figure 1: *Business Model Canvas*

5. Product or Service Description

5.1 Product Concept

Taro Verde is the flagship bakery product of Gabikery, a partnership bakery business that focuses on producing innovative bread using locally available agricultural resources. The product is a taro-based bread developed to combine nutritional value, product innovation, and local identity into a single bakery item that can respond to changing consumer preferences for healthier and more distinctive food options.

The concept of Taro Verde centers on the use of taro (Colocasia esculenta) as the primary ingredient in both the bread dough and filling. The dough incorporates processed taro leaves, which naturally provide a green color and contribute additional nutrients, while the filling is made from mashed taro root to create a soft texture and mildly sweet flavor. This approach gives the product a strong visual identity while avoiding dependence on artificial food coloring and conventional synthetic flavoring.

Taro was selected because it remains one of the underutilized root crops in many local markets despite its nutritional potential and agricultural availability in the Philippines. According to Food and Agriculture Organization, taro is a valuable root crop that provides carbohydrates, dietary fiber, and potassium, while taro leaves contain significant

amounts of calcium, iron, and vitamin A, making both parts of the crop suitable for value-added food applications.

The product also addresses an important market gap in the bakery sector where many breads available to students and daily consumers still rely on repetitive flavors such as cheese, chocolate, ube, and pandan. By introducing taro as a major ingredient, Gabikery offers a bakery product that provides novelty while maintaining familiarity in taste and affordability.

From a product development perspective, Taro Verde offers opportunities for line extension in the future. Once market acceptance is established, the same taro-based concept may be expanded into new bakery variants such as taro buns, taro loaf bread, cheese-filled taro bread, and premium pastry versions. This ensures that the product concept is not limited to a single item but can serve as the foundation for a broader brand identity under Gabikery.

5.2 Product Feature

Taro Verde is a specialized bakery product developed to combine local agricultural resources, product innovation, and consumer appeal in one marketable bread item. Its physical appearance, ingredient composition, and nutritional characteristics are designed to differentiate it from ordinary bakery products commonly available in the market.

The most distinctive feature of Taro Verde is its naturally green bread exterior, which is achieved through the incorporation of processed taro leaves into the dough. Unlike many commercial bakery products that rely on artificial coloring to create visual appeal, Taro Verde uses real taro leaves as a natural coloring agent. This gives the bread a fresh green appearance while also contributing nutrients such as calcium, iron, and vitamin A, which are naturally present in taro leaves. This feature strengthens the product’s identity as a more natural and health-oriented bakery option.

Another defining feature of the product is its soft taro root filling, placed inside the bread as its core flavor component. The filling is made from mashed taro root, producing a creamy texture and mild natural sweetness that complements the softness of the bread. Taro root is known for its smooth consistency when cooked, making it highly suitable for bakery fillings. Its mild flavor also allows the product to appeal to a wide range of consumers, including students and families who prefer balanced sweetness rather than overly sugary bread products.

The bread itself is designed with a soft and uniform texture, which is important in bakery products intended for daily consumption. The dough structure is prepared to maintain softness while supporting the moisture from the taro filling. This gives Taro Verde a pleasant mouthfeel that makes it suitable as a snack, breakfast item, or light meal.

The product's visual identity also creates a strong competitive advantage. The combination of green bread and purple taro filling creates a natural color contrast that immediately attracts attention, which is important in influencing first-time purchase decisions, especially among younger consumers and students.

5.3 Customer Benefits

Taro Verde offers several important benefits to customers by combining affordability, nutritional value, convenience, and product uniqueness in one bakery item. As a bread product designed for regular consumption, it responds to consumer demand for food that is both satisfying and different from commonly available bakery choices.

One of the primary benefits of Taro Verde is its nutritional advantage compared with ordinary flavored bread products. Because the bread uses real taro leaves and taro root, customers gain added nutrients from natural ingredients. Taro root contains dietary fiber, potassium, and essential carbohydrates that help provide energy, while taro leaves contain

vitamins and minerals such as calcium, iron, and vitamin A that contribute to overall nutritional intake. This gives consumers a bakery option that not only satisfies hunger but also offers additional nutritional value through locally sourced ingredients.

The product also offers affordability, which is essential for the target market of students, families, and daily bread consumers. Although it contains innovative ingredients, the business concept is designed to maintain pricing that remains accessible for regular purchase. This allows customers to enjoy a distinctive bakery product without paying premium bakery prices.

A further benefit is the product's contribution to supporting local agriculture. Customers who purchase Taro Verde indirectly support the use of locally available taro, helping promote agricultural sustainability and encouraging the value-added use of Filipino crops. For many consumers, this creates additional positive perception because the product reflects local innovation and community-based food development.

5.4 Innovation and Uniqueness

Taro Verde demonstrates innovation through the transformation of taro, a locally available but often underutilized agricultural crop, into a value-added bakery product that offers both nutritional and commercial potential. While taro is commonly used in traditional Filipino dishes and root crop preparations, its application in bread production remains limited in the local bakery market. This creates an opportunity for Gabikery to introduce a product that combines familiar local ingredients with a modern bakery concept.

A unique aspect of Taro Verde is its natural visual identity. The green bread exterior immediately creates product recognition because it differs from the appearance of ordinary bread products sold in school canteens and local bakeries. The visual presentation becomes an important innovation factor because product appearance strongly influences consumer curiosity and first-time purchase decisions, especially among students and younger consumers.

The product also reflects innovation through its alignment with current food industry trends that emphasize natural ingredients, local sourcing, and healthier alternatives. Many bakery products rely heavily on synthetic additives for color and flavor enhancement, while Taro Verde uses actual plant-based ingredients to achieve both function and appearance. This strengthens the product's position as a more natural bakery choice for consumers who increasingly value ingredient transparency.

Another element of uniqueness is its integration of local agricultural sustainability into bakery production. By using taro as a major ingredient, Gabikery supports the value-added use of a crop that is widely available in the Philippines but still limited in commercial bakery applications. This creates a stronger local product identity and promotes agricultural resource utilization beyond traditional consumption patterns.

5.5 Product Development Stage

Stage	Key Activities	Deliverable	Owner	Time Frame	Success Metric
Idea screening	Discussed different product ideas and selected Taro Verde based on demand, affordability, and uniqueness	Final chosen product idea (Taro Verde)	All partners	1 week	Clear product idea agreed by the group
Concept development and testing	Developed the concept of Taro-flavored bread and gathered feedback from classmates and potential customers	Product concept and initial feedback	Marketing Head & General Manager	1 week	Positive feedback from at least 70% of respondents
Prototype development	Prepared sample batches of Taro Verde and tested different	Initial product prototype	Production Manager & Operation Lead	2 weeks	Acceptable taste, texture, and appearance

	recipes and appearance				
Testing and refinement 1–2 weeks	Improved the product based on feedback by adjusting ingredients, size, and presentation	Final version of the product	Production Team & Quality Control	1–2 weeks	Improved product quality and customer satisfaction
Commercialization readiness	Prepared packaging, pricing, and selling strategy; ensured materials and process are ready for selling	Ready-to-sell product with packaging	General Manager & Marketing Head	1 week	Product ready for selling and display
Post-launch evaluation	Collected feedback from customers and monitored sales performance after selling	Sales record and customer feedback report	All partners	Ongoing (after launch)	Increase in sales and positive customer feedback

5.6 Packaging / Design



The packaging of Taro Verde is designed to provide product protection, visual appeal, and brand recognition while maintaining practicality for retail selling and distribution. The product uses a transparent plastic packaging material, allowing consumers to immediately see the actual bread inside, which helps build trust by clearly presenting the product's appearance, quantity, and quality before purchase.

The transparent packaging highlights one of Taro Verde's strongest visual features, which is its naturally green bread color produced from real taro leaves. Because the bread itself already has a distinctive appearance, clear packaging becomes an effective way to attract customer attention without requiring excessive decorative elements. This allows the product to communicate freshness and authenticity directly through visibility of the actual bread.

The packaging is designed in a sealed pouch form, which helps maintain cleanliness, protects the bread from external contamination, and supports easier handling during storage, transport, and selling. The sealed structure also improves convenience for consumers because the product can be carried easily for school snacks, take-home purchases, or daily consumption.

The packaging also includes the statement “Made with real taro leaves & root,” which serves as an important informational feature for consumers. This statement communicates ingredient authenticity and emphasizes that the product uses actual agricultural ingredients rather than artificial flavoring or coloring. Including this message supports consumer confidence, especially among buyers who value natural food ingredients.

From a business perspective, the packaging design supports affordability because transparent plastic material is cost-efficient while still functional for bakery products. It also allows easier packaging in multiple units, making it suitable for both individual selling and small-batch retail display.

5.7 Prototype and Product Mockup



The prototype and product mockup of Taro Verde were developed to visually represent the proposed bakery product and demonstrate how it will appear once produced and introduced to the market. Since the business is currently in the planning stage, the prototype serves as a conceptual representation of the final product’s appearance, structure, and packaging design.

The product prototype presents Taro Verde as a round-shaped bread with a naturally green exterior, which is achieved through the incorporation of taro leaves into the dough. The green color highlights the product's natural ingredient composition and distinguishes it from typical bread products available in the market. The bread is designed to have a soft texture and uniform size to ensure consistency in portion and presentation.

Inside the bread, the prototype shows a creamy taro root filling, which serves as the main flavor component of the product. The filling is made from mashed taro root to create a smooth and slightly sweet texture that complements the softness of the bread. This filling provides the product with a unique flavor identity while maintaining familiarity for consumers who are already accustomed to root crop–based foods.

The product mockup also includes the visual packaging design, which demonstrates how the product will be presented to consumers. The packaging uses a transparent plastic pouch that allows the bread to be clearly visible. This design choice helps emphasize the natural green color of the bread and allows consumers to see the actual product before purchasing.

The prototype and mockup images were created to provide a realistic visualization of the product's final presentation. These materials are important for the business plan because they help demonstrate the feasibility of the product concept, the expected appearance of the bread, and the intended packaging format that will be used once production begins.

6. Industry and Environmental Analysis

6.1 Industry Overview

Gabikery belongs to the bakery and food manufacturing industry, specifically under the local bread and snack production sector in the Philippines. This industry is considered one of the most stable and in-demand sectors because bread is a common and affordable food item regularly consumed by students, families, workers, and community members. Since bread is often eaten as a breakfast item, snack, or light meal, the bakery industry continues to have strong daily demand.

In the Philippines, the bakery industry is highly competitive because many small bakeries and local food businesses offer traditional bread products. However, most products in the market still focus on common flavors and ingredients, creating an opportunity for innovation. Consumers are now becoming more interested in unique, healthier, and visually appealing food products, especially those made from natural and locally sourced ingredients. This trend supports the growth of businesses like Gabikery, which offers a creative alternative through Taro Verde, a taro-based bread made with taro leaves and taro root.

Additionally, there is increasing support for businesses that promote Filipino agricultural products and create value-added goods from local crops. Since taro is widely available yet underutilized in bakery products, Gabikery can take advantage of this gap in the market. By combining affordability, innovation, nutrition, and local identity, the business is well-positioned within the growing bakery industry and can attract students, faculty, staff, and local community consumers looking for something different from regular bread products.

6.2 Industry Trends

The bakery industry in the Philippines continues to evolve as consumers increasingly look for products that are not only affordable, but also healthier, more innovative, and visually appealing. One major trend is the growing demand for specialty breads and unique bakery flavors rather than only traditional bread varieties. This creates a strong opportunity for Gabikery, because Taro Verde offers a distinctive product that combines local flavor, natural color, and nutritional value. Instead of competing solely with ordinary bread, Gabikery can position itself as a bakery that offers something new while still appealing to Filipino taste preferences.

There is also a strong trend toward supporting local agriculture and value-added food products. Government programs and MSME initiatives in the Philippines continue to promote local producers, food processors, and agricultural-based businesses. The Department of Trade and Industry (DTI) has recently supported MSMEs through programs such as Kadiwa ng Pangulo, and food processing support, which reflects a

favorable environment for small food businesses that transform local crops into marketable products. This trend benefits Gabikery because it uses taro, a locally available crop, and turns it into an innovative bakery item with higher market value.

At the same time, Filipino consumers continue to show a strong preference for familiar and accessible bread products, especially items commonly sold in neighborhood bakeries such as pandesal, monay, and other everyday breads. This proves that bread remains a culturally strong and consistent market in the Philippines. A clear example of this is the continued popularity of malunggay cheese pandesal, which has become a trending bakery product in many areas because it combines the familiarity of pandesal with the perceived health benefits of malunggay and the added appeal of cheese. Online community discussions in early 2026 show that malunggay pandesal and cheese-filled variants remain widely noticed and actively compared by Filipino consumers, reflecting strong interest in healthier and upgraded versions of traditional bread.

These industry trends show that the Philippine bakery market is moving toward healthier, more innovative, and locally inspired products. The popularity of products like malunggay cheese pandesal proves that consumers are willing to embrace bakery items that combine familiarity with nutrition and uniqueness.

6.3 Market Growth

The bakery industry in the Philippines continues to show steady market growth because bread remains one of the most affordable and commonly consumed food products in the country. As population increases, urbanization expands, and consumer lifestyles become busier, the demand for convenient and ready-to-eat food such as bread and baked snacks also continues to rise. This creates a strong opportunity for small bakery businesses like Gabikery to enter and grow within a stable market environment.

For Gabikery specifically, market growth is further strengthened by the rising interest in value-added local agricultural products. Since Taro Verde uses taro, a locally available but underutilized crop, the product can benefit from both the growth of the bakery market and the growing demand for foods made from natural and Filipino ingredients. As more consumers look for healthier alternatives and unique flavors, Gabikery has the

opportunity to build a strong niche in the market. This means that as the bakery industry grows, the business can also expand its customer base among students, faculty, staff, and local community consumers who are searching for affordable but different bread options.

Overall, the market outlook for Gabikery is positive. The continuous growth of the bakery industry, combined with changing consumer preferences and stronger support for innovative local food products, indicates that Gabikery has good potential for sustainable sales and future expansion. With proper product quality, pricing, and promotion, the business can take advantage of the growing bakery market and establish itself as a competitive small-scale bakery brand in its target area

6.4 PESTLE Analysis

Figure 2: *Pestle Analysis*

PESTLE Factor	Trend / Change	Evidence / Source	Opportunity or Threat	Impact on Your Venture	Strategic Response (What you will do)	Time Horizon
Political	Government support for local agriculture and small businesses	Local agriculture programs and small business support	Opportunity	Can help promote taro as a local product	Support and promote local farmers and use local ingredients	Long-term
Economic	Rising food prices but strong demand for affordable snacks	Increasing prices of ingredients	Threat	Production costs may increase	Control costs and keep the product affordable for customer	Short-term
Social	Consumers are becoming more interested in healthy and local foods	Trend toward healthier eating	Opportunity	Customers may prefer natural and nutritious bread	Promote the nutritional benefits of Taro Verde	Long-term
Technological	Use of social media for marketing and small food businesses	Social media platforms like Facebook, Instagram, and etc.	Opportunity	Easier and cheaper promotion	Use social media to promote Taro Verde	Short-term
Legal	Food safety regulations and permits required for food businesses	Food safety standards and local permits	Threat	Must follow food safety requirements	Ensure proper food preparation and obtain permits if needed	Long-term
Environmental	Increasing awareness of sustainable and local ingredients	Environmental awareness in communities	Opportunity	Using local taro reduces transportation and supports sustainability	Use local taro and eco-friendly packaging if possible	Long-term

The table above shows that PESTLE analysis affects Taro Verde by influencing its costs, production, and customer demand. Support for local agriculture and the trend toward healthy, local food create opportunities for the product, while rising ingredient costs and food safety regulations may pose challenges. Technology, especially social media, helps promote the product easily to students and local buyers. Overall, these factors guide the business in improving its product, pricing, and marketing strategies.

7. Market Analysis

7.1 Target Market Description

Taro Verde targets business customers such as students, faculty, staff, and local residents in the community. These businesses need affordable, unique, and easy-to-sell bread products that can attract customers and increase their daily sales. By offering a different flavor using taro, Taro Verde helps these businesses stand out.

7.2 Market Segmentation

Demographic Segmentation

Age: 10 to 70 years old. (Broad range, but the core focus is 16–35).

Gender: Male and Female (All genders).

Occupation: Students, Faculty Members, School Staff, and Local Residents.

Income Level: Middle to Lower-Middle income bracket

Family Size: Singles, Couples, and Families.

Geographic Segmentation

Target Area: The LNU Young Field Campus premises and its immediate surrounding areas.

Specific Locations:

- The LNU Dormitory (primary residential hub).
- Canteen within the Young Field campus.
- Student lounges and common areas within college buildings.

Psychographic Segmentation

Lifestyle: Health-conscious individuals who are busy (students/staff) and need quick snack options.

Personality: Curious & Adventurous, open to trying new flavors beyond the usual ube, chocolate, or cheese.

Practical: Looks for value for money.

Culturally Aware: Appreciates products made from local ingredients (Filipino pride).

Values: Values natural ingredients (no artificial coloring). Supports sustainability and local agriculture (using the whole taro plant).

Behavioral Segmentation

Usage Rate: Regular bread buyers (daily or 3-4 times a week, as per survey).

Health: Seeking a nutritious alternative with fiber and vitamins.

Convenience: Easy snack to eat between classes or work breaks.

User Status: Potential first-time buyers (innovators/early adopters) who are willing to try new bakery items.

Occasion: Snack, light meals, or breakfast.

Loyalty Status: Currently non-loyal (shifting from common flavors like Malunggay to try something new).

7.3 Customer Persona

Customer Persona: Student Buyer (Primary Market)

Name: Andrea Cruz

Age: 19

Gender: Female

Occupations: College Student

Location: Leyte Normal University (Young Field Campus)

Demographics:

Andrea is a college student who spends most of her time on campus attending classes and studying.

Psychographics:

She prefers affordable and convenient food options. She is also curious and open to trying new and unique food products, especially those that are visually appealing and healthy.

Behavioral:

She regularly buys snacks from the school canteen or nearby kiosks, usually 3–4 times a week. She is influenced by trends and often chooses food that is "Instagrammable."

Needs/Problems:

- Needs affordable snacks within her budget
- Limited healthy and unique food choices in school
- Wants convenient, ready-to-eat food between classes

7.4 Market Size

TAM (Total Addressable Market)

- All bread-selling businesses in the local area (canteens, bakeries, small stores).

Statements:

The TAM of Taro Verde includes all bread-selling businesses in Tacloban City and nearby areas, such as school canteens, local bakeries, and small stores that offer bread products to students, faculties, staffs and local consumers. Since bread is a commonly purchased food item, this represents a large and continuous business market.

SAM (Serviceable Available Market)

- Businesses that Taro Verde can serve based on its target location and customer focus.

Statement:

The SAM of Taro Verde includes businesses located near and inside the universities and local communities where students, faculties, staffs and local consumers are the main customers that regularly serve. These businesses are more likely to sell affordable and unique bread products like Taro Verde.

SOM (Serviceable Obtainable Market)

- A small portion of nearby canteens, local bakeries and small stores that Taro Verde can realistically supply during the start of the business.

Statement:

The SOM of Taro Verde includes a selected number of nearby school canteens, local bakeries, and small store that the business can supply during its initial stage. Due to limited production capacity, the focus will be on building partnerships with a few local businesses before expanding to a larger market.

7.5 Customer Needs / Problem Identification

Business customers need affordable, unique, and fast-selling products to attract more buyers and increase profit. Most bread options are common and do not stand out, making it harder to increase sales. Taro Verde solves this problem by offering a new and locally inspired bread flavor that can catch attention, is easy to sell, and fits the budget of students, faculties, and staffs.

8. Competitive Analysis

8.1 Identification of Competitors

Gabikery operates in a competitive market where various businesses offer similar baked products such as bread and snack items. These competitors include local bakeries, sari-sari stores, and online food sellers. Local bakeries are well-established and offer a wide variety of bread and pastries, making them strong competitors in terms of product availability and customer familiarity. Sari-sari stores, on the other hand, provide affordable and easily accessible snack options, which attract budget-conscious consumers.

In addition, online sellers have become increasingly popular due to their convenience and ability to offer trendy and customizable products. Despite this strong competition, most of these businesses focus on traditional or commonly available flavors. This creates an opportunity for Gabikery to introduce Taro Verde as a unique and differentiated product in the market.

8.2 Competitor Comparison Table

Competitor	**Strengths**	**Weaknesses**	**Price Range**	**Market Position**
Local Bakeries	Fresh products, wide variety	Limited to common flavors	₱10–₱30	Established
Sari-sari Stores	Affordable, highly accessible	Limited variety, not specialized	₱5–₱15	Budget-friendly
Online Sellers	Convenient, trendy offerings	Higher prices, delivery fees	₱20–₱60	Modern/Online Market

The table above shows that while competitors have strengths in accessibility, variety, and convenience, they also have limitations, particularly in product innovation. This allows Gabikery to position Taro Verde as a unique alternative.

8.3 Competitive Advantage

Gabikery's competitive advantage lies in offering a highly differentiated product, Taro Verde, which uses taro as its primary ingredient rather than simply as an added flavor. Unlike conventional bread products, Taro Verde integrates both taro leaves and taro root into its composition, making it more innovative and nutritionally enriched.

This unique approach enables Gabikery to stand out in the market by offering something new and distinct. In addition, the business ensures that its products are fresh, affordable, and appealing to its target customers, further strengthening its position against competitors.

USP (Unique Selling Proposition): Gabikery offers Taro Verde, a unique taro-based bread where taro is used as the core ingredient, making it different from typical flavored bread products in the market.

UVP (Unique Value Proposition): Customers are provided with a nutritious, innovative, and affordable snack that delivers both quality and a unique flavor experience not commonly found in other baked goods.

8.4 SWOT Analysis

Strengths	**Weaknesses**
● Unique taro-based product ● Innovative use of ingredients ● Affordable pricing	● Limited capital ● New in the market ● Limited production capacity

Opportunities	Threats
● Growing demand for unique snacks ● Expansion through social media ● Product innovation opportunities	● Strong competition ● Changing customer preferences ● Price competition

This SWOT analysis shows that while Gabikery has strong innovative potential, it must strategically manage its limitations and external challenges to remain competitive.

9. Marketing Plan

9.1 Marketing Strategy (4ps)

Gabikery's marketing strategy focuses on effectively positioning Taro Verde as a unique and affordable snack product in the market.

Product: Taro Verde is a taro-based bread that combines innovation, flavor, and nutritional value. Its use of both taro leaves and root makes it distinct from other bread products.

Price: The product is priced affordably to ensure accessibility, particularly for students and budget-conscious consumers, while still maintaining quality.

Place: The product is distributed within the local community through direct selling and online platforms, ensuring convenience for customer.

Promotion: Gabikery promotes its product through social media, word-of-mouth, and visually appealing presentations to attract customer interest.

9.2 Marketing Objectives

Gabikery aims to increase brand awareness and establish Taro Verde as a recognized product in the local market. The business also seeks to achieve steady sales growth and build long-term customer loyalty by consistently delivering quality products and satisfying customer needs.

9.3 Branding Strategy

Gabikery will develop a strong brand identity that highlights the uniqueness of Taro Verde. The brand will use visually appealing elements, particularly colors associated with taro such as purple, to create a memorable image. This branding approach helps customers easily recognize the product and associate it with quality, innovation, and affordability. A consistent brand image will also strengthen customer trust and loyalty.

9.4 Pricing Strategy

Gabikery adopts a competitive pricing strategy by offering Taro Verde at an affordable price while maintaining product quality. This approach allows the business to compete effectively with both low-cost and premium competitors.

By balancing affordability and quality, Gabikery ensures that its product remains attractive to its target market while still generating profit.

9.5 Distribution Channels

Gabikery distributes Taro Verde through direct selling, meet-ups, and online ordering. This multi-channel approach allows the business to reach more customers and provide convenience in purchasing.

Customers can easily place orders and receive products through accessible and efficient distribution methods.

9.6 Promotion Strategy

Gabikery promotes Taro Verde through a combination of social media marketing, word-of-mouth, and promotional offers such as discounts and bundle deals. These strategies help attract new customers while encouraging repeat purchases.

Engaging and visually appealing content is also used to highlight the uniqueness of the product and capture customer interest.

9.7 Digital Marketing Strategy

Gabikery utilizes digital platforms such as Facebook, Instagram and Tiktok to promote Taro Verde, communicate with customers, and manage orders. These platforms allow the business to reach a wider audience, interact directly with customers, and build strong relationships.

Regular posting, prompt responses, and active engagement are essential strategies to increase visibility and maintain customer interest in the product.

10. Operation Plan

10.1 Production Process

The production of Taro Verde is rooted in a commitment to freshness, natural ingredients, and artisanal craftsmanship. The process begins with the careful preparation of raw ingredients, prioritizing quality at every step. We start by thoroughly washing and processing fresh taro leaves to create a natural green extract. This extract is incorporated directly into the dough, serving a dual purpose: it provides the bread's signature natural color eliminating the need for artificial food coloring and infuses the dough with additional nutrients, including dietary fiber and antioxidants. Concurrently, we prepare the filling by boiling and mashing premium taro roots until smooth, then combining them with a controlled amount of sweetener to create a rich, fiber-dense paste that balances natural earthiness with a delicate sweetness. Once the components are ready, the dough is manually kneaded to achieve the ideal texture soft yet structured enough to hold the filling. Each piece is portioned by hand, filled with the taro paste, and shaped to ensure

consistency. To preserve quality, we bake in small batches, allowing for close monitoring of oven temperature and baking time. This small-scale, hands-on approach enables us to maintain the bread's signature softness, ensure even cooking, and replicate the care and authenticity of homemade baking in every batch. By limiting production volume per cycle, we also reduce waste and respond flexibly to daily demand.

10.2 Supply Chain

We operate on a localized, lean supply chain designed to balance cost efficiency, freshness, and operational simplicity. Our core ingredients taro leaves and roots—are sourced directly from farmers and market vendors within the Tacloban area. By procuring locally, we minimize the time between harvest and production, often processing ingredients within 24 hours of purchase. This not only preserves the natural flavor and nutritional value of the taro but also reduces spoilage and dependency on long-haul logistics. For non-perishable baking essentials such as flour, sugar, yeast, and dairy products, we partner with established wholesalers located within the city. These suppliers offer reliable inventory levels and flexible reorder schedules, allowing us to maintain lean stock levels without risking shortages. By consolidating procurement within Tacloban, we significantly cut transportation costs, reduce our carbon footprint, and avoid the delays often associated with external supply chains. Additionally, this localized model supports the regional economy and builds goodwill within the community that sustains our business.

10.3 Suppliers

Our supplier network is built on close collaboration and mutual reliability. For our primary raw materials taro roots and leaves we work directly with a small group of local farmers and agricultural vendors in the outskirts of Tacloban. We prioritize these relationships not only for quality assurance but also for consistency; regular communication allows us to align harvest schedules with our production needs. This direct sourcing model also gives us access to premium harvests at fair, stable prices, insulating us from market fluctuations common in retail channels. For secondary ingredients and operational supplies, we rely on well-established local baking supply

stores. These suppliers provide everything from high-gluten flour and instant yeast to eco-friendly packaging materials, such as plastic wraps and paper bags suitable for on-the-go consumption. By maintaining multiple vendor options for secondary goods, we ensure that temporary stockouts from one supplier do not disrupt production. This layered sourcing strategy gives us both flexibility and resilience, allowing us to scale up or adjust recipes without overhauling our supply base.

10.4 Equipment and Facilities

Our operations are housed in a compact, purpose-built kitchen space located within close proximity to the Leyte Normal University (LNU) campus, strategically positioning us near our primary target market. As a startup, we intentionally avoid heavy-duty industrial machinery in favor of standard commercial kitchen equipment that aligns with our small-batch, hands-on production model. Our core equipment includes multi-rack convection ovens that ensure even heat distribution, heavy-duty stand mixers for dough preparation, and precision handheld tools for filling and shaping. This equipment selection allows us to maintain tight control over product quality while keeping initial capital expenditures low. The workspace is organized into dedicated zones for ingredient preparation, dough processing, baking, and packaging to maintain workflow efficiency and uphold food safety standards. Prep tables are constructed from food-grade stainless steel to ensure hygiene and ease of cleaning. For cold storage, we utilize commercial-grade refrigerators and freezers to store raw taro roots, pre-made fillings, and other perishable ingredients at optimal temperatures. Regular temperature monitoring and scheduled cleaning routines help us maintain compliance with food safety regulations and ensure that every product leaving our facility is fresh and safe for consumption.

10.6 Workflow Process

Our daily workflow is structured to align production with peak consumer demand, ensuring that customers always receive freshly baked products. Operations begin in the early morning with the preparation of ingredients taro roots are boiled and mashed, while the dough is mixed and allowed to undergo controlled fermentation to develop flavor and

texture. This initial phase is timed so that the first batch of Taro Verde is baked and ready for display by mid-morning, coinciding with the breakfast and morning snack period for students and faculty. Once baking is complete, each item undergoes a quality check where we inspect for uniformity in size, color, and structural integrity. Products that meet our standards are then individually wrapped in food-safe plastic packaging to preserve moisture and freshness. Wrapped items are arranged in portable display trays for direct selling. We sell our products on-site from a designated counter, allowing for direct interaction with customers and immediate turnover of inventory. This direct-to-consumer model minimizes handling, reduces the need for intermediary storage, and ensures that any unsold items can be accounted for quickly, supporting accurate production planning for the following day.

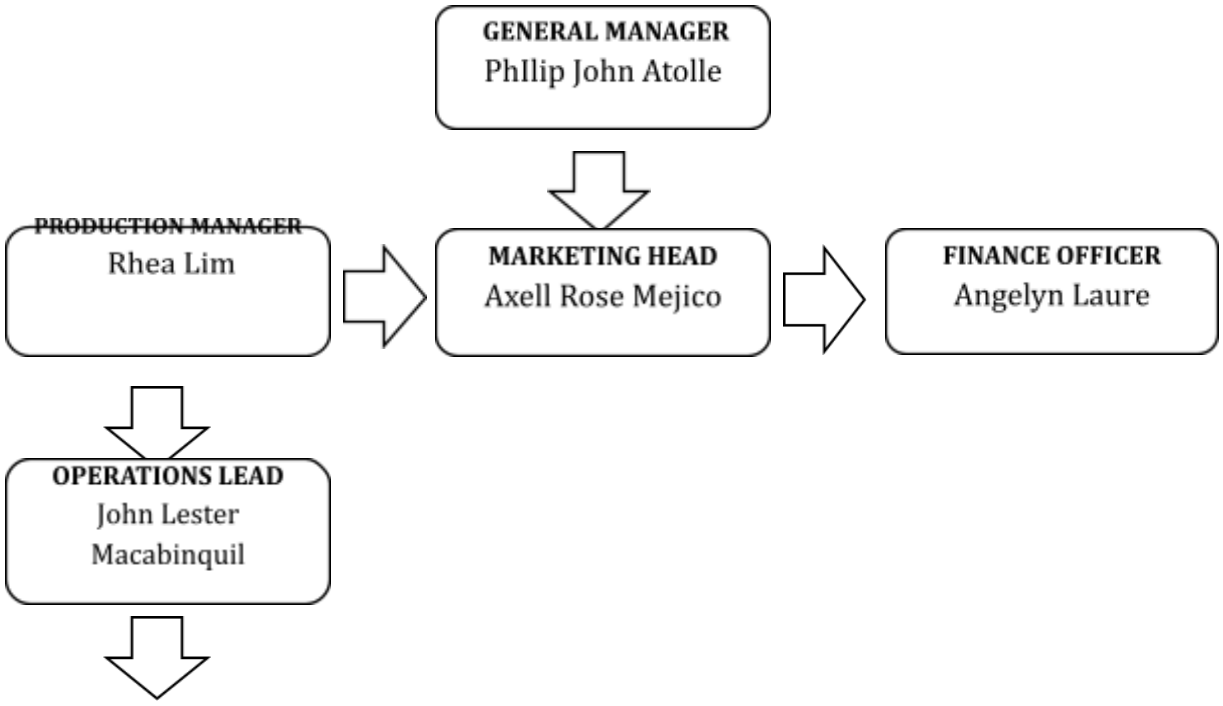
11. Organizational and Management Plan

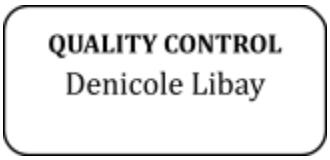
11.1 Organizational Structure

The organizational structure of Gabikery's Taro Verde is led by General Manager Philip John Atolle, who oversees the overall business strategy and growth while approving major budgets and ensuring alignment with the business mission. Directly supporting the executive level are the Finance Officer and the Marketing Head. Finance Officer Angelyn Laure is responsible for tracking revenue and expenses, managing financial reporting, and overseeing payroll and performance incentives. Meanwhile, Marketing Head Axell Rose Mejico focuses on developing marketing campaigns, analyzing customer feedback to improve sales, and managing social media and promotional events. On the operational side, the hierarchy flows from the Production Manager down to specific quality oversight. Production Manager Rhea Lim directs the day-to-day workflow and staff schedules while optimizing production processes and the supply chain. Reporting to production is the Operation Lead, John Lester Macabinquil, who oversees daily activities and manages resource efficiency in coordination with other teams. Finally, Denicole Libay serves as Quality Control, ensuring the product meets all standards by inspecting

for consistency, reporting non-conformances, and monitoring equipment sanitation and waste reduction.

11.2 Organizational Chart





11.3 Key Personnel

Position	Name	Responsibilities
General Manager	Philip John Atolle	Oversees entire operations, strategy, and overall business growth.
Production Manager	Rhea Lim	Manages the baking process, recipe, consistency and kitchen safety.
Marketing Head	Axell Rose Mejico	Handles social media, promotions, and customer relations.
Finance officer	Angelyn Laure	Manages budgeting daily sales tracking, and financial reporting.
Operation Lead	John Lester Macabinquil	Coordinates supply chain, inventory and equipment maintenance.
Quality Control	Denicole Libay	Ensures product standard and food safety, and packaging quality.

11.4 Human Resources Plan

Our staffing strategy focuses on recruiting individuals who are deeply passionate about local innovation and food safety, ensuring that our team reflects the community-driven

values of Tacloban. To maintain operational agility, each team member undergoes comprehensive cross training across various departments from production and quality control to direct sales and customer service allowing the business to pivot seamlessly during high-traffic campus events or sudden shifts in demand. Beyond technical skills, we prioritize a culture of continuous learning and professional development, offering regular workshops on food hygiene, entrepreneurship, and customer engagement to empower our staff. In terms of compensation, we provide a competitive base salary that strictly adheres to or exceeds the current Tacloban City wage standards, ensuring our employees feel valued and financially secure. To drive motivation and a sense of ownership, we implement a performance-based incentive program where staff can earn daily or weekly bonuses for exceeding sales targets or maintaining high efficiency and zero-waste benchmarks. This financial package is supplemented by a supportive benefits structure, including meal allowances during shifts, flexible scheduling for student-workers, and clear pathways for internal promotion as the business scales, fostering long-term loyalty and a high-energy work environment.

12. Financial Plan

12.1 Production Cost Per Batch

Item	**Estimated Cost**
Ingredients	136.00
Packaging Materials	47.60
Electricity	20.00
Total cost	230.60

The production cost of Gabikery is 230.60 pesos. This amount will be used to purchase initial ingredients, and packaging materials. These are enough to start small-scale operations and begin selling Taro Verde.

12.2 Sales Forecast (3 Years)

Year	Estimated Daily Sales	Monthly Sales	Annual Sales
Year 1	900	610,920	2289,080
Year 2	990	671,00	319,00
Year 3	1,089	738,500	350,500

The sales forecast shows a gradual increase over the next three years. In the first year, sales are expected to be stable as the business is still starting. As more customers become familiar with the product, sales are expected to grow in the following years.

12.3 Projected Income Statement

Item	**Monthly Amount**
Revenue	900,000
Total Cost	619,910
Net Income	**289,080**

Based on the projection, revenue is 900,000 with total cost of 619, 910, resulting in a net income of 289,080 pesos. This shows that the business has the potential to be profitable even at the early stage of operation.

12.4 Fixed Cost

Item	**Amount**
Marketing Materials	600

12.5

Permits	2,500
Equipment	3,000
Labor	2,000
Total Fixed Cost	8,100

Break-even Analysis

Description	Amount
Fixed Cost	8,100
Selling Price	25,00
Cost Per Piece	16.97
Profit Per Piece	8.03
Break-even Point	1,009

12.6 Funding Requirements

Gabikery requires an initial investment of about ₱10,000 to start the business. This amount will be used for equipment, raw materials, permits, and another startup needs. The capital will be contributed by the partners of the business.

If needed, additional funds may come from personal savings or small loans. With proper budgeting and consistent sales, the business is expected to recover its initial investment within a reasonable period of time.

13. Risk Analysis

Risk	**Likelihood**	**Impact**	**Mitigation**

Supply chain disruption (Lack of Taro supply)	Medium	High	Build relationships with multiple local taro suppliers and keep backup sources.
Strong competition from existing bread products	High	Medium	Differentiate product by highlighting unique taro flavor and health benefits.
Regulatory changes (Permits issues)	Low	Medium	Secure necessary permits and comply with food regulations.
Increase in ingredients costs	High	Medium	Control expenses, buy in bulk, and adjust pricing if needed.
Food safety and quality	Low	High	Follow proper food preparation and hygiene standards.

14. Sustainability and Social Impact

The sustainability and social impact of our bread, Taro Verde, are built into every part of how we made it. For environmental sustainability, we use the whole taro plant nothing goes to waste. The leaves go into the dough to give it a natural green color, and the root becomes the filling, which adds good flavor and nutrients. This way, we do not need to use any artificial coloring or flavoring, which is better for the environment. By using a local crop that is often overlooked in bakeries, we also help reduce the need for ingredients that have to be shipped from far away, and we support our local farmers. When it comes to waste reduction, our approach of using both the leaves and the root means we get more out of one crop, so there is less waste in the production

process. For community impact, our bread is made for students, and school staff. We offer an affordable and healthier snack that feels familiar but also brings something new. It gives people in the community a tasty option that is made from local ingredients they know. Lastly, our bread connects well with the United Nations Sustainable Development Goals, also called SDGs. Our bread supports SDG 3, which is about good health and well-being, because we use natural ingredients with no artificial additives. It also supports SDG 12, which focuses on responsible consumption and production, by making the most out of one crop and reducing waste. In addition, our bread helps with SDG 2, which is about zero hunger, and SDG 8, which is about decent work and economic growth, because we promote the use of local root crops and help support local farmers and the community economy. All of these reasons show that our bread is not just about great taste it is also about taking care of people, our community, and the environment.

Survey Questionnaire for TaroVerde

1.What is your age?

A. 10–20 B. 21–30 C. 31–70

2. What is your occupation?

A. Student B. Faculties C. Staff

3. What bread flavors do you usually buy?

A. Cheese B. Chocolate C. Malunggay Others: _____

4. How often do you eat bread for snack or light meals?

A. Daily B. 3–4 times a week C. Once a week

5. Are you interested to buying bread made with taro (gabi)?

B. A.Very interested B. Interested C. Neutral D. Not interested

Market Research Data

1. Half of the respondents eat bread daily for snacks or light meals, while the other half eat it less frequently (25% eat it 3–4 times a week, 25% once a week). No one eats bread less than once a week. This suggests bread is a common snack choice among this student population.

2. All respondents are students. The survey results reflect only the views of students, not faculty or staff.

3. Malunggay is the most frequently chosen flavor (50% of all flavor selections), followed closely by chocolate (40%). Cheese is far less popular. Since total selections (10) exceed the number of respondents (8), many students buy more than one flavor. Malunggay bread appears to be a strong favorite.

4. Among 8 respondents, half eat bread daily for snacks or light meals. Another 25% eat it 3–4 times a week, and the remaining 25% eat it once a week. No one eats bread less than once a week, indicating bread is a regular, frequent snack option for this group.

5. All respondents express at least some interest in taro bread, with exactly half “Very Interested” and half “Interested.” There is no disinterest. This indicates strong potential demand for taro-flavored bread among these students

Product Photos





Financial Spreadsheet

FINANCIAL MODEL OVERVIEW

Total Startup Cost	Year 1 Revenue	Year 1 Net Income	Break-Even Units
₱10,000	₱900,000	₱284,580	1,009

Financial Highlights Table

Metric / Particulars	Year 1	Year 2	Year 3
Pieces Sold Per Day	100	110	121
Annual Revenue	₱900,000.00	₱990,000.00	₱1,089,000.00
Estimated Net Income*	**₱284,580.00**	**₱313,038.00**	**₱344,342.00**

**Note: Year 2 and Year 3 Net Income are pro-forma estimates based on Year 1 margins.*



TOTAL STARTUP COST & FUNDING REQUIREMENTS

Startup Cost Breakdown

Particulars	Amount
Marketing Materials	₱600.00
Permits	₱2,500.00
Equipment	₱3,000.00
Labor	₱2,000.00
Contingency Buffer	₱1,900.00
Total Startup Cost	**₱10,000.00**

Funding Requirements

Funding Source	Amount	Equity %
Partners' Contribution	₱10,000.00	100.0%
Total Funding	**₱10,000.00**	**100.0%**

3-YEAR SALES FORECAST

Year	Pieces Sold Per Day	Pieces Per Pack	Price Per Piece	Daily Revenue	Monthly Revenue	Annual Revenue
Year 1	100	1	₱25.00	₱2,500.00	₱75,000.00	₱900,000.00
Year 2	110	1	₱25.00	₱2,750.00	₱82,500.00	₱990,000.00
Year 3	121	1	₱25.00	₱3,025.00	₱90,750.00	₱1,089,000.00

PROJECTED INCOME STATEMENT (YEAR 1)

Particulars	Amount
Sales Revenue	**₱900,000.00**
Less: Cost of Goods Sold	
Cost of Production	₱610,920.00
Total COGS	**₱610,920.00**
Gross Profit	**₱289,080.00**
Operating Expenses	
Marketing Expense	₱600.00
Labor Expense	₱2,000.00
Miscellaneous Expense	₱1,900.00
Total Operating Expense	**₱4,500.00**
Net Income	**₱284,580.00**

CASH FLOW PROJECTION (YEAR 1)

Particulars	Amount
Cash Inflows	
Sales Revenue	₱900,000.00
Total Cash Inflows	**₱900,000.00**
Cash Outflows	
Cost of Production	₱610,920.00
Marketing Expense	₱600.00
Labor Expense	₱2,000.00
Miscellaneous Expense	₱1,900.00
Startup Cost	₱10,000.00
Total Cash Outflows	**₱625,420.00**
Net Cash Flow	**₱274,580.00**

BREAK-EVEN ANALYSIS

Description	Value
Total Fixed Cost	₱8,100.00
Selling Price per Piece	₱25.00
Variable Cost per Piece	₱16.97
Contribution Margin per Piece	₱8.03
Total Break-even Units	**1,009**

Startup Pitch Deck

Description	Amount
Total cost	1,884
Total sales	1,250



TARO VERDE – 12 – Month Promotional Calendar

Month	Campaign Theme	Promotional Strategy	Sample Activity
January	Bagong Taon, Same Cravings	Relatable Messaging	Post: "Aminin mo..hindi nawawala caravings mo + P10 off promo
February	May Jowa o Wala, May Taro ka	Humor + Bundles	Buy 2 discounted bundle
March	Init? Taro Muna	Simple Positioning	Refreshing product highlight
April	Main Character Snack	Trend – Based Content	Short Tiktok/Reels Content
May	Para Kay Nanay	Emotional Hook	Discount for customers with moms
June	Deserve Ko 'To	Impulse Buying	Flash sale promo
July	Ulan + Taro = Perfect Combo	Situational Marketing	Rainy day themed captions
August	Student Survival Snack	Budget Appeal	Student combo meals
September	Hindi Pa Pasko..Pero Pwede Na	Testing	Early promo posts
October	Trick or Taro?	Fun Promo	Free smallbie for buyers
November	Wag Ka Pahuli	Urgency Marketing	Limited-time bundle deals
December	Pamasko Mo Na 'To	Gifting + Emotion	Gift bundles

IPOPHL Form 300

Intellectual Property Office of the Philippines
28 Upper McKinley Rd, Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | ask@ipophil.gov.ph

INDUSTRIAL DESIGN REGISTRATION REQUEST

☐ Direct ☐ Divisional ☐ w/ Claim of Priority ☐ Embodiment/s

For IPOPHL use only

Application No.	
Date Received	
Date Mailed	
IPSO / ITSO Code	

TITLE OF INDUSTRIAL DESIGN

DIVISIONAL INFORMATION *(For Divisional Applications, if applicable)*

Parent Application No.	Parent Application Filing Date *(yyyy/mm/dd)*

PRIORITY CLAIM/S *(If applicable)*

Prior Foreign Application Number/s	Foreign Filing Date *(yyyy/mm/dd)*	Country	Certified Copy attached?
			O Yes O No
			O Yes O No
			O Yes O No

*To add more priority claim/s, please use IPOPHL Form 120 – **Supplemental Priority Form***

APPLICANT INFORMATION *(For individual applicants, you may skip Name of Company/Government/School and Position fields)*

Type of Applicant O Individual O Company / Corporation O School O Government

Name of Company / Corporation / Government Agency / School	**Entity** O Big (Total Assets > P100M) O Small (Total Assets P100M or less)
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**	**The Applicant is** ☐ also the Designer

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address (Required)**	**Nationality**

** At least one Applicant is mandatory | The applicant with no agent or authorized representative must inform the office of any changes in the contact information | To add more applicants, please use IPOPHL Form 110 – **Supplemental Sheet***

DESIGNER INFORMATION *(If the designer is not the same as the applicant)*

Last Name	**First Name**	**Middle Name**	**Sex** O Male O Female

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address (Required)**	**Nationality**

** At least one Designer is mandatory | To add more designer, please use IPOPHL Form 110 – **Supplemental Sheet***

RESIDENT AGENT / AUTHORIZED REPRESENTATIVE *(If supplied, all correspondences will be sent to this contact)*

Agent Number *(If available)*	**Company Name** *(The law firm, if applicable)*

Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address (Required)**	**Nationality**

Agent or authorized representative must inform the office of any changes in the contact information

IPOPHL Form 300

CHECKLIST *(To be filled up by Applicant)*

This application contains the number of sheets:		*This application as filed is accompanied by the items checked below:*
1. Request	_____ sheets	☐Separate notarized power of attorney
2. Description	_____ sheets	☐Copy of general power of attorney
3. Claims	_____ sheets	☐Priority document/s (see Priority Claim)
4. Drawing/s	_____ sheets	☐Deed of assignment
		☐Cheques for the payment of fees
TOTAL	0 sheets	☐Statement of compliance to requirements of Free and Prior Informed Consent of Indigenous Cultural Community
		For Divisional Applications
		☐Certified true copy of the parent application, if applicable
		☐Other document/s (please specify) : _____

Figure number _____ of the drawing (if any) is suggested to accompany the abstract for publication.

Total Number of Design Embodiments : _____

If the Application is granted, choose the delivery method for the Certificate of Registration:
O Pickup at IPOPHL O Mail to Applicant O Mail to Agent / Authorized Representative

Mailings may be subject to additional mailing fees.

ADDITIONAL INFORMATION *(Mandatory)*

1. The subject matter of the application consists of, or relates to, traditional knowledge. (RA 10055) O Yes O No
   If yes, please specify the nature and source of origin of the traditional knowledge.

2. The subject matter of the application consists of, or relates to, Indigenous Knowledge Systems and Practices. (RA 10055; IPOPHIL-NCIP J.A.O. No. 1, 2016) O Yes O No
   If yes, please specify the nature and source of origin of the indigenous knowledge systems and practices.

IPOPHL PRIVACY STATEMENT AS PER RA 10173 ALSO KNOWN AS "DATA PRIVACY ACT OF 2012" AND SIGNATURE

O Agree O Disagree

By ticking the AGREE box and affixing my signature to the right, I understand that I am giving consent to the collection, storage, sharing and other necessary processing of the personal information contained in this application, freely and voluntarily, to the Intellectual Property Office of the Philippines (IPOPHL) and its partners, in the exercise of its mandate as the lead government agency for the protection of IP rights and in compliance with the provisions of RA 10173, also known as, the Data Privacy Act of 2012.

I declare that all the information provided above are true and correct to the best of my knowledge.

_____
SIGNATURE OVER PRINTED NAME

If the present Request form is signed on behalf of any applicant by an agent, a separate notarized power of attorney appointing the agent and signed by the applicant is required. If in such case it is desired to make use of a general power of attorney (deposited with the Intellectual Property Office), a copy there of must be attached to this form.

NOTE: Submission of this Application Form and Payment of the Filing Fees do not mean that the application process is already complete. The application review process involves several stages and IPOPHL may request additional supporting documents, as needed, during said stages. This application is subject to the periods prior to the publication prescribed, if any, in the IP Code and international treaties to which the Philippines is a signatory. An application shall be deemed completed only upon completion of all stages and requirements, and payment of all required fees.

The address stated in these forms shall be used for sending notices and orders in cases filed with BLA.

Republic of the Philippines
Intellectual Property Office of the Philippines
Bureau of Copyright and Related Rights

Intellectual Property Center
#28 Upper McKinley Rd., Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | copyright_registration@ipophil.gov.ph

BCRR FORM 2025-1

Submission Type:
☐ Electronic filing (email submission)
☐ Through IPSO (Region): _____
☐ Through ITSO (ITSO): _____

Copyright Registry Enrollment Form

INSTRUCTIONS:

1. Fill out the form completely and legibly. Do not leave any field blank. Definition of terms, requirements, and fees are indicated at the back of this form for reference. Use (N/A) for fields that are not applicable. For fields with boxes, use a checkmark (✓) to choose the applicable box.
2. To check whether an author, institution, or other copyright holder already has an ISNI number, search for said name using this website for free: https://isni.org/page/search-database/

TYPE OF APPLICATION *(Based on the no. works to be registered and nationality of copyright owner)*:
☐ Single Filing (one work only)
☐ Bulk Filing _____ No. of works (minimum of 10 works of the same class and by the same author/s only)

TYPE OF APPLICATION *(Based on the domicile of the copyright owner)*:
☐ Local Filing ☐ International Filing

HARD COPY OF COPYRIGHT CERTIFICATE REQUESTED? (Additional fees apply)
☐ No ☐ Yes QTY: _____

TYPE OF APPLICANT *(This application is filed by)*:
☐ Author/Creator/Related Rights Holder ☐ Licensee ☐ Employer ☐ Heirs
☐ Copyright Owner/Assignee ☐ Mortgagee ☐ Other: _____
☐ Agent/Representative *(First Name, Middle Name, and Surname)*: _____

ASSET SIZE OF COPYRIGHT OWNER: ☐ Small *(not exceeding 100M Pesos)* ☐ Big *(exceeding 100M Pesos)*

COPYRIGHT OWNER INFORMATION (Fill-out either individual or institutional copyright owner. For more than one copyright owner, use additional BCRR FORM 2025-2)

FOR INDIVIDUAL COPYRIGHT OWNER USE ONLY

First Name | Middle Name *(Put N/A if not applicable)* | Surname | Suffix *(Put N/A if not applicable)*

International Standard Name Identifier Number (ISNI) | Name appearing in IPOPHL'S Copyright Search: ☐ Original Name ☐ Anonymous ☐ Pseudonym (Please indicate): _____ Pseudonym's ISNI Number: _____

Nationality | Alien Certificate of Reg. No. *(Put N/A if not applicable)* | Date of Birth *(YYYY/MM/DD)* | Sex: ☐ Male ☐ Female | Civil Status: ☐ Single ☐ Married ☐ Widow ☐ Separated/Divorced

Is the copyright owner also the author/creator/performer? ☐ Yes *(Skip Author/Creator/Performer Information below)* ☐ No *(Fill out Author/Creator/Performer Information below)*

FOR INSTITUTIONAL COPYRIGHT OWNER USE ONLY

Name of School/Company/Organization/Broadcaster | International Standard Name Identifier Number (ISNI) | Business Registration: ☐ Registered with DTI ☐ Registered with SEC ☐ Not applicable ☐ Other: _____

COPYRIGHT OWNER'S CONTACT INFORMATION

Address (Street, Village, Subdivision, Barangay) | Municipality/City | Province/State

Region | Country | ZIP Code | Email Address | Contact Number

AUTHOR/CREATOR/PERFORMER INFORMATION

First Name | Middle Name *(Put N/A if not applicable)* | Surname | Suffix *(Put N/A if not applicable)*

International Standard Name Identifier Number (ISNI) | Name appearing in IPOPHL'S Copyright Search: ☐ Original Name ☐ Anonymous ☐ Pseudonym (Please indicate): _____ Pseudonym's ISNI Number: _____

Nationality | Alien Certificate of Reg. No. *(Put N/A if not applicable)* | Date of Birth *(YYYY/MM/DD)* | Sex: ☐ Male ☐ Female | Civil Status: ☐ Single ☐ Married ☐ Widow ☐ Separated/Divorced

Address (Street, Village, Subdivision, Barangay) | Municipality/City | Province/State

Region | Country | ZIP Code | Email Address | Contact Number

Copyright Registry Enrollment Form

BCRR FORM 2025-1

WORK/CREATION/PERFORMANCE/BROADCAST INFORMATION
(For more than one work by the same author/s, use additional BCRR FORM 2025-1 and fill out Work Information only)

Title of the Work/Creation/Broadcast/Performance:

Date of Creation/Broadcast/Performance (YYYY/MM/DD):

ISBN/ISSN/ISRC/ISWC/ISAN (if applicable):

CLASSIFICATION OF THE WORK:

DISCLAIMERS (Are you disclaiming authorship of any part/element of the submitted work?):

☐ NONE (All parts/elements were created by the author/s)

☐ YES (Indicate element/parts of the work which you did not create. Check all that apply)

☐ Text ☐ Photographs ☐ Previously published/pre-existing work
☐ Script ☐ Choreographic work ☐ Audiovisual work
☐ Architectural work ☐ Public domain works ☐ Musical Composition
☐ Sound recording ☐ Lyrics ☐ Artwork (2 or 3 Dimensional)
☐ Source Code ☐ Drawings

☐ Others (specify): _____

Place of Creation/Broadcast/Performance: (City & Country)

AUTHORSHIP CLAIM (Check all that apply for the classification of the work
See definition at the back):

☐ Text ☐ Sound recording ☐ Choreographic work ☐ Musical Composition
☐ Script ☐ Source Code ☐ Lyrics ☐ Audiovisual work
☐ Architectural work ☐ Photographs ☐ Drawings ☐ Artwork (2 or 3 Dimensional)
☐ Selection, arrangement, coordination of the work's elements

☐ Others (specify): _____

For the following questions, kindly put a checkmark (✓) in the applicable box. If you answered YES, kindly indicate the needed information in the space provided.

Is the author/creator/performer deceased? ☐ No ☐ Yes Date of Death (YYYY/MM/DD): _____ With co-author(s)? ☐ No ☐ Yes
(For more than one author, use additional BCRR FORM 2025-1 as needed)

Is the work published? ☐ No ☐ Yes Name of Publisher: _____ ISBN No: _____

Date of First Publication (YYYY/MM/DD): _____ Country of First Publication: _____

Is the work a derivative work? ☐ No ☐ Yes Name of the original work: _____ Type of Derivative Work (Choose from the list at the back): _____

Is the work derived from an indigenous knowledge system and practice (IKSP)? ☐ No ☐ Yes (Indicate Name of IKSP Bearer/Indigenous Community): _____

Was generative artificial intelligence (AI) used in making the work? ☐ No ☐ Yes

(Indicate AI program and describe extent of AI use): _____

For Class N Applications, indicate the programming language(s) used: _____

For recordation of copyright assignment, exclusive license, and mortgage agreement applications, indicate:

Copyright Certificate Number: _____ Certificate Issuance Date (YYYY/MM/DD): _____ Issued by: ☐ IPOPHL ☐ NLP ☐ Others (specify): _____

1. I declare that I am duly authorized to file this copyright registration/recordation application for and in behalf of all the copyright owner/s.
2. I/We agree and give consent to the publication of my/our contact details, to be contacted, and to receive technical advice from IPOPHL staff to discuss rights and permissions for the licensing/commercialization of my/our registered work.
3. I/We is/are requesting, authorizing, and is/are giving my/our consent to the enrollment, posting of image(s)/reviews of the registered work in IPOPHL's website, IP Depot, or on its authorized partners' platform for the licensing, or commercialization of our work.
4. I/We understand that I/We have the option to terminate said authority conferred upon IPOPHL upon written notice to the latter within 60 days upon posting of my IP asset. Likewise, I/We agree that IPOPHL has the right to terminate the posting of my/our work in the IP Depot for reasons that IPOPHL might deem detrimental to its interests or otherwise prejudicial to the objectives of the IP depot platform.
5. I/We agree to hold IPOPHL and its authorized partner/s harmless from any infringement and/or cancellation, or from any liability arising from the posting of the registered work in the IP Depot, IPOPHL or authorized partner's website or platform.

☐ YES, I/We Agree ☐ NO, I/We Disagree

Documents submitted:

☐ Copy of the Work ☐ SEC or DTI Registration Certificate ☐ Appointment/Designation/Authorization Letter ☐ Board Resolution/Secretary's Certificate
☐ ID Card ☐ Special Power of Attorney (SPA) ☐ Contract/agreement (for commissioned works) ☐ Deed of Assignment/Exclusive License/Mortgage Agreement
☐ Copyright Certificate ☐ Others: _____

IPOPHL DATA PRIVACY STATEMENT AS PER R.A. 10173 (DATA PRIVACY ACT OF 2012) AND SIGNATURE

By ticking "**I/WE AGREE**" and affixing my signature on this form, I/We understand that I/We are giving consent to the collection, storage, sharing, publishing, and other necessary processing of the personal information contained in this application, freely and voluntarily, to the Intellectual Property Office of the Philippines (IPOPHL) and its partners, in the exercise of its mandate as the lead government agency for the protection of IP rights and in compliance with the provisions of RA 10173, also known as, the Data Privacy Act of 2012.

☐ I/WE AGREE ☐ I/WE DISAGREE

I/We declare that all the information provided above and in all the requirements submitted are true and correct to the best of my/our knowledge.

_____
APPLICANT'S SIGNATURE OVER PRINTED NAME AND DATE

Definition of Terms:

1. **Author:** The natural person who has created the work.
2. **Authorship claim:** An assertion of ownership of the copyright in a work of authorship. This also refers to a brief statement of the nature of the co-author's contribution to a work, for example: composition of text (e.g. poems, lyrics, etc.), photograph, music, etc.; a computer program's source code; compilation, translation, pictorial, graphic, or sculptural elements, audiovisual or sound recording, etc. Said authorship claim will be enrolled in IPOPHL's Copyright Registry. Please note that no protection shall extend to any idea, procedure, system, method or operation, concept, principle, discovery or mere data as such, even if they are expressed, explained, illustrated or embodied in a work; news of the day and other miscellaneous facts having the character of mere items of press information; or any official text of a legislative, administrative or legal nature, as well as any official translation thereof.
3. **Assignee:** A person or a juridical entity to whom/which the copyright was assigned or transferred to, in whole or in part. Within the scope of the assignment, the assignee is entitled to all the rights and remedies which the assignor had with respect to the copyright. Please note that copyright is not deemed assigned inter vivos, in whole or in part, unless there is a written indication of such intention.
4. **Co-Authors:** Co-authors are individuals that have intended to have their contributions merged into inseparable or interdependent parts of a unitary whole. Co-authors shall be the original owners of the copyright and in the absence of agreement, their rights shall be governed by the rules on co-ownership. If, however, a work of joint authorship consists of parts that can be used separately and the author of each part can be identified, the author of each part shall be the original owner of the copyright in the part that he has created.
5. **Derivative work:** Refers to a work that is based on one or more already existing works. The author of a derivative work borrows expressive content from an existing work and transforms it into another work. Through this process, the author of a derivative work does not simply copy the existing work but creates an original work entitled to a separate copyright. Although the expression in the derivative work is intermingled with the expression from the underlying work, the derivative author contributes original expression to the new work making it distinct from the underlying work.
6. **Disclaiming authorship:** Identifying and declaring elements within a copyrightable work which did not originate from or were not originally created by an author of a work for copyright enrollment.
7. **International Standard Name Identifier (ISNI):** It is an international Organization for Standardization (ISO) identifier standard for the identification of public identities of parties. ISNI uniquely identifies public identities across multiple fields of creative activity and provides a tool for disambiguating public identities that might otherwise be confused. In 2022, the Department of Trade and Industry's Bureau of Philippine Standards adopted ISNI as PNS ISO 27729:2022.
8. **Licensee:** The holder of a license through a written agreement by which a party grants another party one or more rights (but fewer than all rights), usually limited to a particular territory and/or time period. A license may be granted as sole, exclusive, or non-exclusive.
9. **Mortgagee:** The lender in a mortgage, typically a bank.
10. **Published work:** Works, which, with the consent of the authors, are made available to the public by wire or wireless means in such a way that members of the public may access these works from a place and time individually chosen by them: Provided, That availability of such copies has been such, as to satisfy the reasonable requirements of the public, having regard to the nature of the work.

Classification of Works:

	Classification of works	Acceptable authorship claims. Multiple claims may be made if these are made by the same author(s)
A	Books, pamphlets, articles and other writings	• Text • Artwork • Original selection, coordination, arrangement
B	Periodicals and newspapers (includes, electronic journals, newspapers, magazines)	• Text • Artwork • Original selection, coordination, arrangement or pre-existing or published works
C	Lectures, sermons, addresses, dissertations prepared for oral delivery, whether or not reduced in writing or other material form (includes speeches prepared for delivery) (Note: For masteral thesis and doctoral dissertations, please use Class A).	• Text • Artwork • Original selection, coordination, arrangement
D	Letters (Note: Includes circulars, encyclicals, electronic messages or emails, etc.)	• Text • Artwork • Original selection, coordination, arrangement
E	Dramatic or dramatico-musical compositions; choreographic works or entertainment in dumb shows (includes scripts for plays, operas, choreographies, pantomimes, magic routines, and other novelty acts).	• Text • Artwork • Original selection, coordination, arrangement
F	Musical compositions, with or without words	• Musical composition • Musical arrangement (For derivative work)
G	Works of drawing, painting, architecture, sculpture, engraving, lithography or other works of art; models or designs for works of art (includes digital artworks).	• Artwork (either 2 or 3-Dimesional) • Text • Original selection, coordination, arrangement
H	Original ornamental designs or models for articles of manufacture, whether or not registrable as an industrial design, and other works of applied art.	• Artwork (2 or 3-Dimesional)
I	Illustrations, maps, plans, sketches, charts and three-dimensional works relative to geography, topography, architecture or science.	• Artwork (2 or 3-Dimesional) • Text
J	Drawings or plastic works of a scientific or technical character	• Artwork (2 or 3-Dimesional) • Text • Original selection, arrangement, coordination
K	Photographic works including works produced by a process analogous to photography; lantern slides.	• Photographs • Original selection, arrangement, coordination
L	Audiovisual works and cinematographic works and works produced by a process analogous to cinematography or any process for making audio-visual recordings.	• Audiovisual recording • Original selection, arrangement, coordination
M	Pictorial illustrations and advertisements (Note: Includes original graphical designs incorporated in product packagings, boxes, billboards, etc.	• Artwork (either 2 or 3-Dimesional) • Original selection, arrangement, coordination • Text
N	Computer programs Note: Includes mobile applications and games	• Hand-coded source code
O	Other literary, scholarly, scientific and artistic works Note: Use this classification for works that do not fit any of the enumerated classifications like board games and playing cards, flash cards, forms and spreadsheets, etc.	• Artwork (either 2 or 3-Dimesional) • Text • Original selection, arrangement, coordination
P	Sound recordings (Related Rights)	• Sound recording
Q	Broadcast recordings (Related Rights)	• Broadcast
R	Audiovisual performance (Related Rights)	• Performance

Application Requirements:

1. Filled-out and signed BCRR form 2025-1 (Form 2025-2 and 2025-3 only if applicable);
2. Copy of a government issued ID of copyright owner(s) and/or author(s) or Oath or affirmation of one credible witness not privy to the instrument, document or transaction who is personally known to the notary public and who personally knows the individual, or of two credible witnesses neither of whom is privy to the instrument, document or transaction who each personally know the individual and shows to the notary public documentary identification;
3. For Heirs, a copy of Philippine Statistics Authority (PSA) issued Marriage/Birth Certificate (Spouse or children heirs) and Death Certificate of Author(s) or Copyright owner(s), and/or Will or any document evidencing designation as heir, if applicable;
4. Copy of the work in the following format:
   - **For Class A-D, G-K, M, O:** Electronic copy or photo of the work in JPG or PDF format. For 3-Dimensional objects, photographs of all sides of the work;
   - **For Class E, F, L, P-R:** Electronic copy of the music sheet, labanotation (For class E), or audiovisual or sound recording, broadcast, or audiovisual recording in MP3, WAV, MPEG-4, AVI, or other formats as may be prescribed;
   - **For Class N:** Manually-coded source codes in PDF or text format only. A reasonable amount of redactions on submitted codes may be made to protect trade secrets. An executable copy of the computer program is not acceptable.

Requirements for institutional applicants, and those involving indigenous knowledge, practice, & system (IKSP), or government funded projects, and applications by non-Filipino or non-resident applicants

1. If company or institution is claiming copyright ownership, a copy of the:
   - Employment contract, or position description form or job description signed by employee-author/creator;
   - Certificate of Registration issued by the Securities and Exchange Commission (SEC), Department of Trade and Industries (DTI), or other government agency responsible for business registration from other jurisdiction (whichever is applicable);
   - Memorandum of agreement or contract from the funding agency for government funded research projects.
2. For applications filed by a school's Innovation Technology Support Office (ITSOs), appointment, designation, or authorization letter authorizing representative to file the application;
3. Special Power of Attorney for Non-Filipino applicants appointing a local agent.
4. For IKSP derived works, Certification(s) of ownership of IKSP from the National Commission on Indigenous People (NCIP), or other Certifying Authority, or indigenous peoples group recognized or accredited by NCIP.
5. For Non-Filipino copyright owners residing in the Philippines, Alien Certificate of Registration (ACR).

Note: Documents notarized or issued in jurisdictions other than the Philippines must be apostilled.

Types of Derivative Works:

A. Dramatization	C. Translation	E. Adaptation
B. Abridgment	D. Arrangement, and other alteration of literary or artistic works	F. Collection of works or compilations of data and other materials which are original by reason of the selection or coordination or arrangement of their contents

Schedule of Fees:

Type of Fee *	Small Entity	Big Entity
Copyright Enrollment / Recordation of Copyright Assignment (NCR)	P450	P625
Copyright Enrollment / Recordation of Copyright Assignment (Region)	P550	P750
Copyright Enrollment & Recordation (Combo-NCR)	P700	P1,050
Copyright Enrollment & Recordation (Combo-Region)	P800	P1,300
Copyright Enrollment (Discounted rate for 10-49 works of the same class and made by the same author/s)	10-19 = P50 discount per certificate 20-29 = P100 discount per certificate 30-39 = P150 discount per certificate 40-49 = P200 discount per certificate	
Copyright Enrollment (50 or more works of the same class & made by the same author/s, per certificate)**	P200 per certificate	P200 per certificate
Hardcopy of Original Certificate of Copyright Enrollment/ Recordation	P370 per certificate	P800 per certificate
Certified True Copy (CTC) of Certificate	Mailing/Courier fee only	P500 per certificate

** Pursuant to IPOPHL MC 2017-02. Exclusive of 1% Legal Research Fee for transactions with fees P1,000 and above or P10.00 Legal Research Fee for transactions with fees lower than P1,000.00 (RA 3870 as amended).*

*** Pursuant to IPOPHL MC 2021-028.*

IPOPHL Form 110

Intellectual Property Office of the Philippines
28 Upper McKinley Rd. Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | ask@ipophil.gov.ph

SUPPLEMENTAL SHEET

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type O Individual O Company/Corp. O School O Government		**Role** O Applicant O Inventor O Maker O Designer O Author	
Name of Company / Corporation / Government Agency / School			**Entity** O Big O Small
Position			**Sex** O Male O Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type O Individual O Company/Corp. O School O Government		**Role** O Applicant O Inventor O Maker O Designer O Author	
Name of Company / Corporation / Government Agency / School			**Entity** O Big O Small
Position			**Sex** O Male O Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type O Individual O Company/Corp. O School O Government		**Role** O Applicant O Inventor O Maker O Designer O Author	
Name of Company / Corporation / Government Agency / School			**Entity** O Big O Small
Position			**Sex** O Male O Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type O Individual O Company/Corp. O School O Government		**Role** O Applicant O Inventor O Maker O Designer O Author	
Name of Company / Corporation / Government Agency / School			**Entity** O Big O Small
Position			**Sex** O Male O Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

IPOPHL Form 110

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type ○ Individual ○ Company/Corp. ○ School ○ Government		**Role** ○ Applicant ○ Inventor ○ Maker ○ Designer ○ Author	
Name of Company / Corporation / Government Agency / School			**Entity** ○ Big ○ Small
Position			**Sex** ○ Male ○ Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type ○ Individual ○ Company/Corp. ○ School ○ Government		**Role** ○ Applicant ○ Inventor ○ Maker ○ Designer ○ Author	
Name of Company / Corporation / Government Agency / School			**Entity** ○ Big ○ Small
Position			**Sex** ○ Male ○ Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type ○ Individual ○ Company/Corp. ○ School ○ Government		**Role** ○ Applicant ○ Inventor ○ Maker ○ Designer ○ Author	
Name of Company / Corporation / Government Agency / School			**Entity** ○ Big ○ Small
Position			**Sex** ○ Male ○ Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

SEQ. # **PERSONAL INFO / ORGANIZATION INFO**

Type ○ Individual ○ Company/Corp. ○ School ○ Government		**Role** ○ Applicant ○ Inventor ○ Maker ○ Designer ○ Author	
Name of Company / Corporation / Government Agency / School			**Entity** ○ Big ○ Small
Position			**Sex** ○ Male ○ Female
Last Name	**First Name**		**Middle Name**
Address (Complete street info, village, subdivision, barangay)			
Town / City	Province / State	Zip Code	Country of Residence
Contact No.	**Email Address**		**Nationality**

IPOPHL Form 100

Intellectual Property Office of the Philippines
28 Upper McKinley Rd. Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | ask@ipophil.gov.ph

PATENT APPLICATION REQUEST

☐ Direct ☐ PCT ☐ Divisional ☐ w/ Claim of Priority

For IPOPHL use only

Application No.	
Date Received	
Date Mailed	
IPSO / ITSO Code	

TITLE OF INVENTION

DIVISIONAL INFORMATION *(For Divisional Applications, if applicable)*

Parent Application No.	Parent Application Filing Date *(yyyy/mm/dd)*

PCT INFORMATION *(For National Phase Entry Applications, if applicable)*

International Application Number	International Filing Date *(yyyy/mm/dd)*
International Publication Number	International Publication Date *(yyyy/mm/dd)*

PRIORITY CLAIM/S *(If applicable)*

Prior Foreign Application Number/s	Foreign Filing Date *(yyyy/mm/dd)*	Country	Certified Copy attached?
			O Yes O No
			O Yes O No
			O Yes O No

To add more priority claim/s, please use IPOPHL Form 120 – ***Supplemental Priority Form***

APPLICANT INFORMATION *(For individual applicants, you may skip Name of Company/Government/School and Position fields)*

Type of Applicant O Individual O Company / Corporation O School O Government

Name of Company / Corporation / Government Agency / School	**Entity** O Big O Small
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**	**The Applicant is** ☐ also the inventor

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address**	**Nationality**

** At least one Applicant is mandatory. | The applicant with no agent or authorized representative must inform the office of any changes in the contact information. | To add more applicants, please use IPOPHL Form 110 –* ***Supplemental Sheet***

INVENTOR INFORMATION *(If the inventor is not the same as the applicant)*

Last Name	**First Name**	**Middle Name**	**Sex** O Male O Female

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address**	**Nationality**

** At least one inventor is mandatory. | To add more inventors, please use IPOPHL Form 110 –* ***Supplemental Sheet***

RESIDENT AGENT / AUTHORIZED REPRESENTATIVE *(If supplied, all correspondences will be sent to this contact)*

Agent Number *(If available)*	**Company Name** *(The law firm, if applicable)*
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address**	**Nationality**

Agent or authorized representative must inform the office of any changes in the contact information.

IPOPHL Form 100

CHECKLIST *(To be filled up by Applicant)*

This application contains the number of sheets:		*This application as filed is accompanied by the items checked below:*
1. Request	_____ sheets	☐ Separate notarized power of attorney
2. Description	_____ sheets	☐ Copy of general power of attorney
3. Claims	_____ sheets	☐ Priority document/s (see Priority Claim)
4. Abstract	_____ sheets	☐ Deed of assignment
5. Drawing/s	_____ sheets	☐ Cheques for the payment of fees
6. Sequence Listings:		☐ Physical data carrier containing Sequence Listing in PDF OCR
☐ Print-out	_____ sheets	☐ Statement of compliance to requirements of Free and Prior Informed Consent of Indigenous Cultural Community
☐ Electronic copy (PDF)	_____ sheets	
TOTAL	0 sheets	***For PCT Applications***
		☐ Amendments
		☐ Under PCT Article 19
		☐ Under PCT Article 34
		☐ International Search Report
		☐ International Preliminary Examination
		☐ POA / ARA
		☐ PCT/IB/304, if applicable
		For Divisional Applications
		☐ Certified true copy of the parent application, if applicable
		☐ Other document/s (please specify) :

Figure number _____ **of the drawing** (if any) is suggested to accompany the abstract for publication.

Total Number of Claims : _____

If the Application for Patent is granted, Certificate of Registration to be:
O Pickup at IPOPHL O Mail to Applicant O Mail to Agent / Authorized Representative

Mailings may be subject to additional mailing fees.

ADDITIONAL INFORMATION *(Mandatory)*

1. The subject matter of the application consists of, or relates to, biological materials and/or genetic resources. (RA 10055; EO 247) O Yes O No
   If yes, please specify the nature and source of origin of the biological materials and/or genetic resources.

2. The subject matter of the application consists of, or relates to, traditional knowledge. (RA 10055) O Yes O No
   If yes, please specify the nature and source of origin of the traditional knowledge.

3. The subject matter of the application consists of, or relates to, Indigenous Knowledge Systems and Practices. (RA 10055; IPOPHIL-NCIP J.A.O. No. 1, 2016) O Yes O No
   If yes, please specify the nature and source of origin of the indigenous knowledge systems and practices.

IPOPHL PRIVACY STATEMENT AS PER RA 10173 ALSO KNOWN AS "DATA PRIVACY ACT OF 2012" AND SIGNATURE

O Agree O Disagree

By ticking the AGREE box and affixing my signature to the right, I understand that I am giving consent to the collection, storage, sharing and other necessary processing of the personal information contained in this application, freely and voluntarily, to the Intellectual Property Office of the Philippines (IPOPHL) and its partners, in the exercise of its mandate as the lead government agency for the protection of IP rights and in compliance with the provisions of RA 10173, also known as, the Data Privacy Act of 2012.

I declare that all the information provided above are true and correct to the best of my knowledge.

_____
SIGNATURE OVER PRINTED NAME

NOTE: Submission of this Application Form and Payment of the filing fees do not mean that the application process is already complete. The application review process involves several stages and IPOPHL may request additional supporting documents, as needed, during said stages. This application is subject to the periods prior to the publication prescribed, if any, in the IP Code and international treaties to which the Philippines is a signatory. An application shall be deemed completed only upon completion of all stages and requirements, and payment of all required fees.

The address stated in these forms shall be used for sending notices and orders in cases filed with IBLA.

IPOPHL Form 400

Intellectual Property Office of the Philippines
28 Upper McKinley Rd, Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | ask@ipophil.gov.ph

TRADEMARK APPLICATION

For IPOPHL use only

Application No.	
Date Received	
Date Mailed	
IPSO / ITSO Code	

TRADEMARK INFORMATION

Place a copy of the Mark inside the box. It should be clear enough for the reproduction and digitization

Title of the Mark

Claim of Color/s

Translation / Transliteration

Disclaimer

Type
O Word Mark O Figurative Mark O Figurative w/ Word Mark
O Three-dimensional O Collective Mark

CLAIM OF CONVENTION PRIORITY *(If applicable)*

Prior Foreign Application Number/s	Foreign Filing Date *(yyyy/mm/dd)*	Country

*To add more priority claims, please use IPOPHL Form 720 – **Supplemental Priority Form***

APPLICANT INFORMATION *(For individual applicants, you may skip Name of Company/Government/School and Position fields)*

Type of Applicant O Individual O Company / Corporation O School O Government

Name of Company / Corporation / Government Agency / School	**Entity** O Big O Small
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address**	**Nationality**

** At least one Applicant is mandatory | The applicant with no agent or authorized representative must inform the office of any changes in the contact information. | To add more applicants, please use IPOPHL Form 110 – **Supplemental Sheet***

RESIDENT AGENT / AUTHORIZED REPRESENTATIVE *(If supplied, all correspondences will be sent to this contact)*

Agent Number *(If available)*	**Company Name** *(The law firm, if applicable)*

Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**

Address *(Complete street info, village, subdivision, barangay)*

Town / City	*Province / State*	*Zip Code*	*Country of Residence*

Contact No.	**Email Address**	**Nationality**

Agent or authorized representative must inform the office of any changes in the contact information.

GOODS AND SERVICES *(Pls. refer to the list of Nice Classes on IPOPHL Form 410 – Nice Classes)*

** At least one good or service is mandatory* | **Use additional sheet/s if necessary**

IPOPHL Form 400

IMPORTANT REMINDERS

Pursuant to Section 124.2 and Section 145 of R.A. 8293 and the Trademark Regulations:

1. The applicant or the registrant shall file **DECLARATION OF ACTUAL USE (DAU)** of the mark with evidence to that effect, as prescribed by the Regulations within three (3) years from the filing date of application. Otherwise, the application shall be **REFUSED** or the mark shall be **REMOVED** from the Register by the Director.
2. A certificate of registration shall remain in force for ten (10) years; provided, that the registrant shall file a **DAU** to that effect, or shall show valid reasons based on the existence of obstacles to such use, as prescribed by the Regulations, within one (1) year from the fifth (5th) anniversary of the date of registration, otherwise, the mark shall be **REMOVED** from the Register by the Office.
3. A Renewal DAU must be filed within one (1) year from the date of renewal of the registration, otherwise, the mark shall be removed from the Register.

IPOPHL PRIVACY STATEMENT AS PER RA 10173 ALSO KNOWN AS "DATA PRIVACY ACT OF 2012" AND SIGNATURE

O Agree O Disagree

By ticking the AGREE box and affixing my signature to the right, I understand that I am giving consent to the collection, storage, sharing and other necessary processing of the personal information contained in this application, freely and voluntarily, to the Intellectual Property Office of the Philippines (IPOPHL) and its partners, in the exercise of its mandate as the lead government agency for the protection of IP rights and in compliance with the provisions of RA 10173, also known as the Data Privacy Act of 2012.

I declare that all the information provided above are true and correct to the best of my knowledge.

SIGNATURE OVER PRINTED NAME

NOTE: Submission of this Application Form and Payment of the filing fees do not mean that the mark is registered as there are stages for the whole registration process. The mark shall be deemed registered upon completion of all the requirements under the IP Code and Trademark Regulations.

The address stated in these forms shall be used for sending notices and orders in cases filed with BLA.

Republic of the Philippines
Intellectual Property Office of the Philippines
Bureau of Copyright and Related Rights

Intellectual Property Center
#28 Upper McKinley Rd., Fort Bonifacio
Taguig City 1634 PH
+63 (2) 7238-6300
copyright_registration@ipophil.gov.ph

BCRR FORM 2025-2

Supplemental Form
for Additional Author/Creator/Copyright Owner/Licensee/Mortgagee

INSTRUCTIONS:

1. This form must be used for a single copyright work only with more than one author, copyright owner, licensee, or mortgagee.
2. Put (N/A) in the fields which are not applicable. For fields with boxes, use a checkmark (✓) to choose the applicable box.
3. Use additional BCRR FORM 2025-2 as needed.

Number ____ The following information is for (Tick one box only): ☐ **Co-author(s)** ☐ **Additional Copyright owner(s)** ☐ **Additional Licensee** ☐ **Additional Mortgagee**

FOR INDIVIDUAL INFORMATION USE ONLY

First Name | Middle Name *(Put N/A if not applicable)* | Surname | Suffix *(Put N/A if not applicable)*

International Standard Name Identifier Number (ISNI)

Name appearing in IPOPHL'S Copyright Search
☐ Original Name ☐ Anonymous ☐ Pseudonym (Please indicate): _____ Pseudonym's ISNI Number: _____

Nationality | Alien Certificate of Reg. No. *(Put N/A if not applicable)* | Date of Birth *(YYYY/MM/DD)*

Sex: ☐ Male ☐ Female

Civil Status: ☐ Single ☐ Married ☐ Widow ☐ Separated/Divorced

Is the author/creator/performer deceased? ☐ No ☐ Yes Date of Death *(YYYY/MM/DD)*: _____

FOR INSTITUTIONAL INFORMATION USE ONLY

Name Of School/Company/Organization/Broadcaster | International Standard Name Identifier Number (ISNI)

Business Registration
☐ Registered with DTI ☐ Registered with SEC
☐ Not applicable ☐ Other: _____

CONTACT INFORMATION AND ADDRESS OF INDIVIDUAL OR INSTITUTION

Address (Street, Village, Subdivision, Barangay) | Municipality/City | Province/State

Region | Country | ZIP Code | Email Address | Contact Number

Number ____ The following information is for (Tick one box only): ☐ **Co-author(s)** ☐ **Additional Copyright owner(s)** ☐ **Additional Licensee** ☐ **Additional Mortgagee**

FOR INDIVIDUAL INFORMATION USE ONLY

First Name | Middle Name *(Put N/A if not applicable)* | Surname | Suffix *(Put N/A if not applicable)*

International Standard Name Identifier Number (ISNI)

Name appearing in IPOPHL'S Copyright Search
☐ Original Name ☐ Anonymous ☐ Pseudonym (Please indicate): _____ Pseudonym's ISNI Number: _____

Nationality | Alien Certificate of Reg. No. *(Put N/A if not applicable)* | Date of Birth *(YYYY/MM/DD)*

Sex: ☐ Male ☐ Female

Civil Status: ☐ Single ☐ Married ☐ Widow ☐ Separated/Divorced

Is the author/creator/performer deceased? ☐ No ☐ Yes Date of Death *(YYYY/MM/DD)*: _____

FOR INSTITUTIONAL INFORMATION USE ONLY

Name Of School/Company/Organization/Broadcaster | International Standard Name Identifier Number (ISNI)

Business Registration
☐ Registered with DTI ☐ Registered with SEC
☐ Not applicable ☐ Other: _____

CONTACT INFORMATION AND ADDRESS OF INDIVIDUAL OR INSTITUTION

Address (Street, Village, Subdivision, Barangay) | Municipality/City | Province/State

Region | Country | ZIP Code | Email Address | Contact Number

IPOPHL Form 200

CHECKLIST *(To be filled up by Applicant)*

This application contains the number of sheets:		*This application as filed is accompanied by the items checked below:*
1. Request	____ sheets	☐ Separate notarized power of attorney
2. Description	____ sheets	☐ Copy of general power of attorney
3. Claims	____ sheets	☐ Priority document/s (see Priority Claim)
4. Abstract	____ sheets	☐ Deed of assignment
5. Drawing/s	____ sheets	☐ Cheques for the payment of fees
6. Sequence Listings:		☐ Physical data carrier containing Sequence Listing in PDF OCR
☐ Print-out	____ sheets	☐ Statement of compliance to requirements of Free and Prior Informed Consent of Indigenous Cultural Community
☐ Electronic copy (PDF)	____ sheets	
TOTAL	0 sheets	***For PCT Applications***
		☐ Amendments
		☐ Under PCT Article 19
		☐ Under PCT Article 34
		☐ International Search Report
		☐ International Preliminary Examination
		☐ POA / ARA
		☐ PCT/IB/304, if applicable
		For Divisional Applications
		☐ Certified true copy of the parent application, if applicable
		☐ Other document/s (please specify) : _____

Figure number ____ of the drawing (if any) is suggested to accompany the abstract for publication.

Total Number of Claims : ____

If the Application for Utility Model is granted, Certificate of Registration to be:
O Pickup at IPOPHL O Mail to Applicant O Mail to Agent / Authorized Representative

Mailings may be subject to additional mailing fees.

ADDITIONAL INFORMATION *(Mandatory)*

1. The subject matter of the application consists of, or relates to, biological materials and/or genetic resources. (RA 10055; EO 247) O Yes O No
   If yes, please specify the nature and source of origin of the biological materials and/or genetic resources.

2. The subject matter of the application consists of, or relates to, traditional knowledge. (RA 10055) O Yes O No
   If yes, please specify the nature and source of origin of the traditional knowledge.

3. The subject matter of the application consists of, or relates to, Indigenous Knowledge Systems and Practices. (RA 10055; IPOPHIL-NCIP J.A.O. No. 1, 2016) O Yes O No
   If yes, please specify the nature and source of origin of the indigenous knowledge systems and practices.

IPOPHL PRIVACY STATEMENT AS PER RA 10173 ALSO KNOWN AS "DATA PRIVACY ACT OF 2012" AND SIGNATURE

O Agree O Disagree

By ticking the AGREE box and affixing my signature to the right, I understand that I am giving consent to the collection, storage, sharing and other necessary processing of the personal information contained in this application, freely and voluntarily, to the Intellectual Property Office of the Philippines (IPOPHL) and its partners, in the exercise of its mandate as the lead government agency for the protection of IP rights and in compliance with the provisions of RA 10173, also known as, the Data Privacy Act of 2012.

I declare that all the information provided above are true and correct to the best of my knowledge.

_____
SIGNATURE OVER PRINTED NAME

NOTE: Submission of this Application Form and Payment of the Filing Fees do not mean that the application process is already complete. The application review process involves several stages and IPOPHL may request additional supporting documents, as needed, during said stages. This application is subject to the periods prior to the publication prescribed, if any, in the IP Code and international treaties to which the Philippines is a signatory. An application shall be deemed completed only upon completion of all stages and requirements, and payment of all required fees.

The address stated in these forms shall be used for sending notices and orders in cases filed with BLA.

IPOPHL Form 200

Intellectual Property Office of the Philippines
28 Upper McKinley Rd, Fort Bonifacio, Taguig City 1634 PH
+63 (2) 7238-6300 | ask@ipophil.gov.ph

UTILITY MODEL REGISTRATION REQUEST

☐ Direct ☐ PCT ☐ Divisional ☐ w/ Claim of Priority

For IPOPHL use only

Application No.	
Date Received	
Date Mailed	
IPSO / ITSO Code	

TITLE OF UTILITY MODEL

DIVISIONAL INFORMATION *(For Divisional Applications, if applicable)*

Parent Application No.	Parent Application Filing Date *(yyyy/mm/dd)*

PCT INFORMATION *(For National Phase Entry Applications, if applicable)*

International Application Number	International Filing Date *(yyyy/mm/dd)*
International Publication Number	International Publication Date *(yyyy/mm/dd)*

PRIORITY CLAIM/S *(If applicable)*

Prior Foreign Application Number/s	Foreign Filing Date *(yyyy/mm/dd)*	Country	Certified Copy attached?
			O Yes O No
			O Yes O No
			O Yes O No

To add more priority claim/s, please use IPOPHL Form 120 – ***Supplemental Priority Form***

APPLICANT INFORMATION *(For individual applicants, you may skip Name of Company/Government/School and Position fields)*

Type of Applicant O Individual O Company / Corporation O School O Government

Name of Company / Corporation / Government Agency / School	**Entity** O Big (Total Assets > P100M) O Small (Total Assets P100M or less)
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**	**The Applicant is** ☐ also the Maker
Address *(Complete street info, village, subdivision, barangay)*			
Town / City	*Province / State*	*Zip Code*	*Country of Residence*
Contact No.	**Email Address**	**Nationality**	

** At least one Applicant is mandatory | The applicant with no agent or authorized representative must inform the office of any changes in the contact information | To add more applicants, please use IPOPHL Form 110 –* ***Supplemental Sheet***

MAKER INFORMATION *(If the maker is not the same as the applicant)*

Last Name	**First Name**	**Middle Name**	**Sex** O Male O Female
Address *(Complete street info, village, subdivision, barangay)*			
Town / City	*Province / State*	*Zip Code*	*Country of Residence*
Contact No.	**Email Address**	**Nationality**	

** At least one Maker is mandatory | To add more makers, please use IPOPHL Form 110 –* ***Supplemental Sheet***

RESIDENT AGENT / AUTHORIZED REPRESENTATIVE *(If supplied, all correspondences will be sent to this contact)*

Agent Number *(If available)*	**Company Name** *(The law firm, if applicable)*
Position	**Sex** O Male O Female

Last Name	**First Name**	**Middle Name**
Address *(Complete street info, village, subdivision, barangay)*		
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Contact No.	**Email Address**	**Nationality**

Agent or authorized representative must inform the office of any changes in the contact information

IPOPHL Form 200

CHECKLIST *(To be filled up by Applicant)*

This application contains the number of sheets:		*This application as filed is accompanied by the items checked below:*
1. Request	_____ sheets	☐ Separate notarized power of attorney
2. Description	_____ sheets	☐ Copy of general power of attorney
3. Claims	_____ sheets	☐ Priority document/s (see Priority Claim)
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		☐ International Preliminary Examination
		☐ POA / ARA
		☐ PCT/IB/304, if applicable
		For Divisional Applications
		☐ Certified true copy of the parent application, if applicable
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Figure number _____ of the drawing (if any) is suggested to accompany the abstract for publication.

Total Number of Claims : _____

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   If yes, please specify the nature and source of origin of the biological materials and/or genetic resources.

2. The subject matter of the application consists of, or relates to, traditional knowledge. (RA 10055) O Yes O No
   If yes, please specify the nature and source of origin of the traditional knowledge.

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   If yes, please specify the nature and source of origin of the indigenous knowledge systems and practices.

IPOPHL PRIVACY STATEMENT AS PER RA 10173 ALSO KNOWN AS "DATA PRIVACY ACT OF 2012" AND SIGNATURE

O Agree O Disagree

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I declare that all the information provided above are true and correct to the best of my knowledge.

_____
SIGNATURE OVER PRINTED NAME

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The address stated in these forms shall be used for sending notices and orders in cases filed with BLA.

FACEBOOK														
Date	##########	##########	##########	##########	##########	##########	##########	##########	##########	##########	##########	##########	##########	
Day	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	
Theme	Trick or Taro	Spooky	Halloween	Horror	Monday	Limited	Engagemen	Cozy	Product	Halloween	Spooky	Promo	Halloween	
Graphic	Halloween	Product Photo	Promo	Snack	Meme	Graphic	Interactive	Theme	Product	Graphic	Halloween	Poster	Graphic	
Link														
Caption	"Trick or	"Start your	"Buy 2 Taro	"Perfect	"October	"Limited	"Tag your	"Rainy	Verde =	"Halloween	"Scary movie	"Flash promo	October sweeter with Tar	
Hashtags	o	ck #Gabikery	Promo	#MovieNigh	avings	d	Deals	Snack	ked	Countdown	nday	vings	#Gabikery	
Status														

Facebook													
Date	01-Sep-26	03-Sep-26	07-Sep-26	08-Sep-26	10-Sep-26	14-Sep-26	15-Sep-26	17-Sep-26	21-Sep-26	22-Sep-26	24-Sep-26	28-Sep-26	29-Sep-26
Day	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday
Theme	Hello September	Thursday	Monday	Texture Check	Cravings Solved	Campus Favorite	Guess the Filling	Thursday Treat	Fresh Start Monday	Why choose Taro	Merienda Time	Support Local	Ending
Graphic													
Link													
Caption	New month,	Your thursday	Fuel your	Soft, Creamy and	One bread is	Perfect for busy	Can you guess	ll bite, big satisfact	Start your week	Unique, Creamy,	Perect for	Thank you	Ending the
Hashtags	#SeptemberFe	#SnackMood	#MondayBoo	#TextureCheck	#CravingsSolved	#CampusSnack	#CreamySurprise	ursdayTreat #Gabik	FreshStart #TaroVerd	#WhyChooseUs	#MeriendaTi	#SupportLoca	#GoodbyeSe
Status	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Date Posted													

	A	B	C	D	E	F	G	H	I	J	K	L	M	N

Facebook													
Date	03-Aug-26	04-Aug-26	06-Aug-26	10-Aug-26	11-Aug-26	13-Aug-26	17-Aug-26	18-Aug-26	20-Aug-26	24-Aug-26	25-Aug-26	27-Aug-26	31-Aug-26
Day	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Friday	Tuesday	Thursday	Monday
Theme	ck to School Sna	What makes Taro	Thursday Cravings	Monday Motivation	Did you know?	Barkada Snack Time	Fresh from the Heaver	Creamy Filling Reveal	Study Break Treat	Green Monday	Made with Taro	Weekend is near	Thank you August
Graphic													
Link													
Caption	Start the	Not your ordinary	One bite and your	A fresh week	Taro is locally	Mas Masarap kapag	Freshly Baked made	t outside, Creamy Ins	ake a Bite and recharg	Start your	Turning local	You made it	Thank you forf
Hashtags	#BackToSchool	#InnovativeBread	#ThursdayCravings	#MondayMood		#BarkadaSnack	#FreshlyBaked	reamyFilling #Breadgo	StudyBreak #TaroVerd	#GreenMonday	#LocalInnovation	#WeekendTreat	upportLocal #Gabikery
Status	Planning	Planning	Planning	Planning		Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Date Posted													

mber 9, 2026	December 1
ednesday	Thursda
	"Disyembreng
	#BreadLove
	Plannin

FACEBOOK												
Date	February 1,	February 2,	February 3, 2027	February 4, 2027	February 5, 2027	February 8, 2025	February 9, 2027	February 10, 2027	February 11, 2027	February 12, 2027	Feb
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Thursday	Friday	
Theme	"Product	"Healthy Bread"	"Behind the	"Student Snack"	"Fun Fac"	"Customer	"Affordable Snack"	"Product Benefits"	"Meet the Team"	"Friday Promo"	"Loc
Graphic	"Taro Verde	"Bread closeo-	"Baking Process"	"Students eating	"Taro leaves and	photo/review"	"Bread with Price"	Graphics"	"Team Photo"	"Promo Poster"	"Lo
Link	https://www.facebo ok.com/people/Gab iKery/61572329725579	https://www.facebo ok.com/people/Gab iKery/61572329725579	https://www.facebo k.com/people/Gabike rv/61572329725579	https://www.facebo k.com/people/Gabike rv/61572329725579	https://www.facebo ok.com/people/Ga biKery/61572329725579	https://www.facebo ok.com/people/Ga biKery/61572329725579	https://www.facebo ok.com/people/GabiK ery/61572329725579	https://www.facebook .com/people/Gabikery/ 61572329725579/	https://www.facebook .com/people/Gabikery/ 61572329725579/	https://www.facebook .com/people/Gabikery/ 61572329725579/	https .com 61
Caption	"Try the unique	"Made with real	"Freshly baked	"Perfect snack	"Did you know	"Customers love	"Affordable and	"Natural Ingredients,	"Meet the Gabikery	"Buy 2, get discount	"Sh
Hashtags	#Gabikery	#HealthyBread	#Gabikery	#Gabikery	#SupportLocal	#TaroVerde	#TaroVerde	#Gabikery	#Gabikery	#Gabikery	
Status	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	
Date											

FACEBOOK												
Date	January 4, 2027	January 5, 2027	January 7, 2027	January 11, 2027	January 12, 2027	January 14, 2027	January 18, 2027	January 19, 2027				
Day	Monday	Tuesday	Thursday	Monday	Tuesday	Thursday	Monday	Tuesday				
Theme	Bagong Taon,	₱10 Off Promo	Customer	Monday Cravings	FB Promo Post	Snack Break	New Week Promo	Student Snack				
Graphic	New Year Pubmat	Promo Poster	Relatable Graphic	Cravings Meme	Facebook Promo		Poster	Student Theme				
Link												
Caption	"Bagong taon	"Start your week	"Aminin mo... hindi	"Monday feels	"Follow our page	"Perfect snack for	"New week, new	"Affordable snack for				
Hashtags		#SnackTime	#TaroBread	#FollowUs	#TaroVerde	#Gabikery	#Gabikery					
Status	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled				
Date												

	December 16, 2026	December 17, 2026	December 18, 2026	December 21, 2026	December 22, 2026	Dec
	Wednesday	Thursday	Friday	Monday	Tuesday	

March 16, 2027	March 17, 2027	March 18, 2027	March 19, 2027	Marc
Tuesday	Wednesday	Thursday	Friday	M
"Taro Facts"	"Product Display"	"Student Life"	"Friday Sale"	"Produ
"Taro Infographics"	"Bread Display"	"Campus Setup"	"Sale poster"	"Proc
com/people/GabiKery/	com/people/GabiKery/	com/people/GabiKery/	com/people/GabiKery/	com/pe
"Taro is rich in	"Fresh and ready to	"Snack break made	"Special friday	"Exp
#TaroVerde	#TaroVerde	#TaroVerde	#TaroVerde	#G
Scheduled	Scheduled	Scheduled	Scheduled	S

Date	March 1, 2027	March 2, 2027	March 3, 2027	March 4, 2027	March 5, 2027	March 8, 2027
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Monday
Theme	"March Welcome"	"Fresh	"Product Story"	"Students Favorite"	"Promo Day"	"Women's Day"
Graphic	"Welcome	"Taro Ingredients"	"Product Photo"	"Student Buyer"	"Promo Poster"	layout"
Link	ook.com/people/Ga	https://www.faceb	k.com/people/GabiK	k.com/people/GabiK	https://www.faceboo	https://www.faceb
Caption	with Taro Verde"	"Made from fresh	"A bread inspired	"Students love pur	"Friday special	"Celebrating
Hashtags	#WelcomeMarch	#Freshingredients	#TaroVerde	#TaroVerde	#Gabikery	#Gabikery
Status	Sheduled	Scheduled	Scheduled	Scheduled	Scheduled	Scheduled

May 15, 2026	May 16, 2026	May 17, 2026	May 18, 2026	May 19, 2026	May 20, 2026
Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
) Activity	No Activity	Behind Scenes	Customer Love	No Activity	Food Feature
-	-	Poster	Poster	-	Poster
	-	https://samplelink.com	https://samplelink.com	-	https://samplelink.com
scheduled post.	No scheduled post.	Grab exciting discoun	Grab exciting discoun	No scheduled post.	Meet our hardworkin
-	-	#PromoDeals	#PromoDeals	-	#FoodLover
No Activity	No Activity	Scheduled	Scheduled	No Activity	Scheduled

FACEBOOK					
1-May-26	02-May-26	03-May-26	May 4, 2026	May 5, 2026	May 6, 2026
aturday	Sunday	Monday	Tuesday	Wednesday	Thursday
No	No Activity	Snack Time	Quick Tips	No Activity	Fresh Pick
-	-	Snack Time	Quick Tips Poster	-	Fresh Pick
-	-	https://samplelink.	m/may4	-	https://samplelin
No	No scheduled	Meet our	See how we make	No scheduled	Enjoy our
-	-	#FreshFood	#SupportLocal	-	#SupportLo
No	No Activity	Scheduled	Scheduled	No Activity	Scheduled


GABIKERY
Taro Verde
Made with real taro leaves & root
Good for you,
Made for you.


Taro Verde
Problem
• Common in the market
• Repetitive bread products
• Limited Innovation


Taro Verde
Solution
• Unique taro-based bread
• Innovative bread product
• New snack experience


Taro Verde
Target Market
• Students
• Faculties
• Staffs
• Local Residents


Taro Verde
Market Opportunity
TAM
All bread consumers in
Tacloban City
SAM
Students, staff, and nearby communities
SOM
Direct customers around
LNU (initial market)
TAM
Total Addressable Market
SAM
Serviceable Available Market
SOM
Serviceable Obtainable Market
Taro Verde


Taro Verde
Business Model
• Direct selling to customers (B2C)
• Target: students and bread lovers
• Sell ₱25 per piece / 95 per pack
• Reasonable and student-friendly
• Profit from daily sales volume


Taro Verde
Traction
• Conducted initial product testing
• Gathered feedback on taste, texture, and appearance
• Positive response from testers
• Identified improvements for product refinement


Taro Verde
Competitors Analysis
Why We Win:
Made with real taro leaves & roots
Unique flavor
Nutritious + Tasty
Affordable
Taro Verde
Pandesal
Ube Pandesal
Taste
Nutrition
Uniqueness
Price
Ingredients
Visual Appeal


Taro Verde
BUSINESS STRATEGIES
Growing together, one bite at a time.
1 FACEBOOK PROMOTION
2 WORD OF MOUTH
3 PRODUCT SAMPLING
4 ATTRACTIVE DISPLAY
Try Taro Verde for FREE!


TARO VERDE
PRODUCTION PLAN
From root to delight, made with care
1 SOURCING INGREDIENTS
Collect fresh taro and other quality ingredients.
2 PREPARING & MIXING
Prepare the taro then mix with other ingredients until well combined.
3 KNEADING & RISING
Knead the dough and let it rise until soft and fluffy.
4 SHAPING & FILLING
Shape the dough, add the creamy taro filling, and seal each piece.
5 BAKING
Bake until golden brown and aromatic.
6 PACKAGING
Cool, pack, and prepare with care for every customer.


Taro Verde
Our Team
PHILIP JOHN ATOLLE
RHEA LIM
Production Manager
AXELL MEJICO
Marketing Head
ANGELYN LAURE


Taro Verde
Our Team
DENICOLE LIBAY
Quality Control
JOHN LESTER MACABINQUIL
Operations Lead

Taro Verde

Financials

Production Cost Per Batch:

Category	Amount
Ingredients	₱136.00
Packaging (box, sticker, wrapper)	₱47.60
Electricity (oven use)	₱20.00
Total Production Cost	**₱230.60**

Taro Verde

Financials

Pricing

Item	Amount
Selling Price Per Piece	₱25.00

Profit Per Piece: ₱8.00

Taro Verde

Financials

Sales Forecast (3 years)

Year	Sales	Cost	Profit
Year 1	₱900,000	₱610,920	₱289,080
Year 2	₱990,000	₱671,000	₱319,000
Year 3	₱1,089,000	₱738,500	₱350,500

(10% growth assumption)

Financials

Projected Income Statement (Year 1)

Description	Amount
Revenue	₱900,000
Total Cost	₱610,910
Net Profit	**₱289,080**

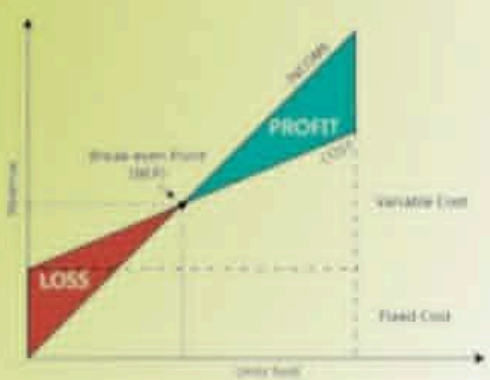
Financials

Fixed Cost

Item	Amount
Marketing Materials	₱600
Permits (assumed)	₱2,500
Equipment (estimated)	₱3,000
Labor (monthly allowance)	₱2,000
Total Fixed Cost	***₱8,100***

Break-even Analysis

Description	Amount
Fixed Cost	₱8,100
Selling Price	₱25,000
Cost Per Piece	₱16.97
Profit Per Piece	₱8.03
Break-even Point	***1,009 pieces***



Taro Verde

Funding Ask

Category	Amount
Start-Up Capital	₱8,100
Contingency Buffer	₱1,900
Total Funding Ask	**₱10,000**

