



# 4<sup>TH</sup> DLSU SENIOR HIGH SCHOOL RESEARCH CONGRESS



Beyond the New Normal: Realizing Innovations for a Sustainable and Crisis-Proactive Society

**May 12 - 13, 2022**

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**Business Name (14pt. Times New Roman)**

**Business Logo**

First Name MI Surname<sup>1\*</sup>, First Name MI Surname<sup>1</sup>, First Name MI Surname<sup>1</sup>, and  
First Name MI Surname<sup>2</sup> (10 pt. Times New Roman)

<sup>1</sup> Official and Complete School Name (8 pt. Times New Roman)

<sup>2</sup> Official and Complete School Name (8 pt. Times New Roman)

\*corresponding author: emailaddress@gmail.com (8 pt. Times New Roman)

First Name MI Surname of Research Adviser/s, *Research Adviser/s* (10 pt. Times New Roman)

<sup>1</sup> Affiliation (8 pt. Times New Roman)

*Note: Remove this part if the research adviser is a co-author.*

*Note: The manuscript should be no more than seven pages in length, including acknowledgments, references, and appendices, and must be written in English or Filipino. Author/s must follow the style guidelines of the American Psychological Association (APA, 7<sup>th</sup> edition). Save the manuscript into two file formats, namely: MS word document and PDF. Name the file according to this format before uploading it to the Submission Form: <BC\_Surname Author 1\_Surname Author 2\_Surname Author 3\_Surname Author 4> (e.g. BC\_Astudillo\_Gonowon\_Gopez\_Odoño). Failure to follow the prescribed template will automatically disqualify the manuscript.*



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**Executive Summary:** The Executive Summary must not exceed 300 words. It must answer the following questions concisely: 1) When and why was the company formed? 2) What is the marketing history of the products and services? 3) What business is your venture in, and what is the current stage of development? 4) What is unique about the product or service, and what proprietary rights does the business have? 5) What form of organization does the business operate under, and why? 6) Who are the key management personnel, and what skills do they have to help the business? 7) Who are the key support groups for your management team? 8) What is the market like in terms of the industry, the customer, customer needs, product/service benefits, the venture's target markets, and the market penetration plan? 9) Who are the major competitors, and what are their strengths and weaknesses? 10) How much money does the venture need for product development, marketing, and operations? 11) What kind of financing will the company need? 12) How will the money be paid back to investors and how much money has been invested in the business to date, and where did it come from? (10 pt. Times New Roman)

**Keywords:** 5 lowercase keywords, except for proper nouns, separated by semicolons (10 pt. Times New Roman)

## 1. Business Registration and Organization (11 pt. Times New Roman)

This part explains the rationale behind the applicable registration of the business if it were to be registered. It should discuss the form of the business and its organizational chart. (9 pt. Times New Roman)

For the main text (contents) and references, two-column formatting is required. The whole paper should be single-spaced and justified. Indent paragraphs by 0.5-inch.

Citations should be in this format, APA style (Adamo, 1980; Chen and Hwang, 1992; Tan et al., 2005). They should be listed at the end of the paper in alphabetical order.

For figure format, please scan the QR code below for guidelines:



SCAN ME

For table format, please scan the QR code below for guidelines:



SCAN ME

**Note:** Tables and figures should, as much as possible, occupy only ONE column page. Use 9 pt. Times New Roman. Tables in image format are not allowed. Disregard the above guidelines if there are no tables and/or figures to be included.



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## 2. Business Plan Implementation (11 pt. Times New Roman)

This part informs the reader of the business operations. It should discuss this in terms of the following:

### 2.1. Production (10 pt. Times New Roman)

Discuss the production process of the product the business is selling together with its costs. (9 pt. Times New Roman)

### 2.2. Marketing (10 pt. Times New Roman)

Discuss the Product, Price, Place, and Promotion

### 2.3. Human Resources (10 pt. Times New Roman)

Discuss the implied human resources of the business along with compensation packages for the personnel involved including management.

### 2.4. Finance (10 pt. Times New Roman)

Discuss sources of financing, sales and income projections compared with actual state of finances for the time that the business has been running.

## 3. Product Diversification (11 pt. Times New Roman)

This part discusses other products/services that the business offers/will offer in line with the business' profitability.

## 4. Future Plans (11 pt. Times New Roman)

This part presents the outlook of the business in terms of trademarks, patents, copyrights, licenses, and royalties that it will undertake.

## 5. Acknowledgments (11 pt. Times New Roman)

Indicate funding sources, institutional support, collaborators, or anyone who has helped in the manuscript completion.

## 6. References (11 pt. Times New Roman)

Enter the list of references according to the style guidelines of the [American Psychological Association \(APA\) 7th Edition](#)