PAMANTASAN NG LUNGSOD NG MUNTINLUPA

COLLEGE OF BUSINESS ADMINISTRATION

University Road, Poblacion, Muntinlupa City

A Feasibility Study presented to the Faculty of Business Administration
Pamantasan ng Lungsod ng Muntinlupa
Muntinlupa City

In Partial Fulfillment of the Degree of Bachelor of Science in Business Administration Major in Human Resource Management

Presented to:
Mr. Gil Castillo

Presented by:
Aceremo , Ruby Ann T.
Batiquin, Mara Luise
Calda, Paul Sunder E.
Damian, Marcus D.
Siervo, JennieRoss M.

EXECUTIVE SUMMARY

Title of the Study: MINT TO BE: A Feasibility Study on a Botanical Relaxation Lounge Powered by an Age-Centric HR Model and Strategic Senior Employment

Name of authors: Aceremo, Ruby Ann T. , Batiquin, Mara Luise, Calda, Paul Sunder E., Damian, Marcus D., Siervo, JennieRoss M.

Name of adviser: Mrs. Purisima Mapula

Despite the growing use of cafés as places for dining, studying, working, and socializing, many cafés primarily focus on food, beverages, and indoor spaces, which may provide limited opportunities for customers to experience nature and greenery. This creates an opportunity for a business concept that combines refreshments with a relaxing botanical environment and nature-based experiences. Mint to Be: Garden Tambayan, with the tagline "Some hangouts are just mint to be," is proposed as a 151-square-meter botanical relaxation lounge and agri-wellness space that aims to provide an affordable, relaxing, and inclusive environment where customers can de-stress, study, work, socialize, or simply take a break surrounded by greenery.

Mint to Be: Garden Tambayan is a proposed business venture of five partners: Paul Sunder Calda, Mara Luise Batiquin, Ruby Ann Aceremo, JennieRoss Siervo, and Marcus Damian. The business combines food and beverage services with an open-air garden environment and is intended to cater to local students, urban workers, freelancers, families, and senior citizens. Its offerings include affordable garden drinks priced at approximately ₱75–₱120, free Wi-Fi, and an interactive gardening experience through the "Snip-Your-Own-Garnish" Tabletop Mint Bar, where customers can harvest fresh mint leaves from potted mint plants placed around their tables and use them as garnishes for their beverages.

In terms of market positioning, the study recognizes commercial coffee chains, neighborhood cafés, and plant nurseries as possible competitors. Commercial coffee chains may offer established café services but are characterized in the study by higher prices and more confined indoor spaces. Neighborhood cafés may provide food and beverages but may lack greenery and specialized wellness features, while plant nurseries generally focus on selling plants without providing food, seating, or workspace amenities. Mint to Be seeks to address these gaps by combining affordable beverages, an open-air botanical environment, free Wi-Fi, and an interactive gardening experience in one space.

Another significant component of the proposed business is its Human Resource Management and Diversity, Equity, and Inclusion (DEI) strategy. Mint to Be will incorporate the Age-Centric Human Resource Management Model and Strategic Senior Employment through its Senior Garden Mentor Program. Senior citizens will be given opportunities to contribute through plant care, gardening activities, customer interaction, and sharing their gardening knowledge. The proposed work arrangements include appropriate work assignments, ergonomic workstations, and flexible three- to four-hour shifts during cooler periods. Employees will also receive Calm Hospitality Management training, while cross-training will allow baristas and Senior Garden Mentors to assist with selected tasks outside their primary roles.

The feasibility study will assess Mint to Be: Garden Tambayan in terms of its market, technical and operational capabilities, organizational and management structure, financial feasibility, legal considerations, and socio-economic aspects. The study will also highlight how the proposed Age-Centric Human Resource Management Model and Strategic Senior

Employment can support the participation and well-being of senior citizens in the workplace. In addition, the business aligns with SDG 8, Decent Work and Economic Growth, through inclusive employment opportunities, particularly through the Senior Garden Mentor Program, and SDG 10, Reduced Inequalities, by promoting an age-inclusive workplace.

Overall, Mint to Be: Garden Tambayan aims to establish an affordable and relaxing garden café experience where customers can enjoy food and beverages while connecting with nature and the community. Through its botanical environment, "Snip-Your-Own-Garnish" experience, Senior Garden Mentor Program, and inclusive workplace practices, the proposed business seeks to provide a distinctive customer experience while creating meaningful employment opportunities for senior citizens.

TABLE OF CONTENTS

Chapter 1: PRELIMINARY SECTIONS
Introduction……. 1
Background of the Study……... 2
Definition of Terms …… 3

Chapter 2: MARKET STUDY
BUSINESS DESCRIPTION
- Vision Statement
- Mission Statement
- Business Objectives
- Business Name/Product Name
- Business Logo and Tagline

PRODUCT DESCRIPTION
- Sourcing
- Product Testing
- Product Upgrading

TARGET MARKET

DEMAND ANALYSIS

COMPETITION AND INDUSTRY ANALYSIS
- SWOT Analysis of Competitors
- Industry Analysis
- Competitive Edge
- Product Strategy
- Place Strategy
- Pricing Strategy
- Distribution Strategy
- Promotion and Sales Strategy

Conclusion of Market Study

Chapter 3: TECHNICAL AND OPERATION STUDY

PRODUCTION TECHNOLOGY
Store Equipment
Office Equipment
Office Supplies
Furniture and Fixtures
Raw Materials and Other Supplies
Material Handling Equipment
Transportation Equipment
Kitchen Equipment (If applicable)
Depreciation Expense Table and Ending Value Table
Technical Product/ Service Description

Business Location and Size
Location Map
Floor Plan
Store Layout
Process Layout
Rent/ Own Facility
Transportation Modes
Store Uniform
Process Flow of Production
Estimated Production Capacity
Estimated Production Schedule
Work Schedule
Direct Materials and Overhead Cost
Waste Management Program
Prototype
Conclusion of Technical and Operation Study

Chapter 4: ORGANIZATIONAL OR MANAGEMENT STUDY
Forms of Business Ownership
The Organizational Chart
Manpower and Skills Requirements
Compensation and Benefits
Work Schedule
Meal and Rest Period
Employment Process
Employee's Resume
Contract of Employment
Attendance and Punctuality Policy
Promotion, Transfer, Resignation and Termination Policy
Performance Evaluation Form/ Performance Appraisal
Code of Ethics on Hygiene and Sanitation
Code of Ethics on Arrival and Departure of Employees
Notice of Disciplinary Action

Conclusion of Organizational Study

Chapter 5: FINANCIAL STUDY
Initial Project Cost
Sources of Financing
Financial Assumptions
Projected Manpower
Property and Equipment Depreciation Schedule
Income Statement
Statement of Financial Positions
Cash Flows Statement
Conclusion of Financial Study

Chapter 6: LEGAL STUDY
Business Registration and Permit
Patents, Copyrights, and Trademarks
Conclusion of Legal Study

Chapter 7: SOCIO-ECONOMIC STUDY
Employment Generation

Environment Conservation
Conclusion of Socio-Economic Study

Chapter 8: FINAL FINDINGS/CONCLUSION/RECOMMENDATIONS

REFERENCES

APPENDICES
Market Survey Form
Tallied Data of Market Survey
Documentation of Data Gathering
Curriculum Vitae

Chapter 1

PRELIMINARY SECTIONS

This chapter presents the introduction, background of the study, and definition of terms used in the study.

1.1 Introduction

Take a break, breathe in the fresh air , and let nature be your place to unwind with Mint to Be: Tambayan, where every visit is a refreshing escape.

During a busy and stressful day, discovering a peaceful spot where one could unwind, study, work, and spend time with other people can make all the difference in the world. Mint to Be: Garden Tambayan is a proposed botanical relaxation lounge and agri-wellness center that seeks to allow people to feel closer to nature while at the same time giving them an inviting and comfortable setting. Surrounded by greenery, visitors will be able to unwind in the garden-like ambiance while eating, drinking, studying, working, meeting up with friends, or getting a break from their usual activities.

However, what makes Mint to Be: Garden Tambayan different from others is that it has a Senior Garden Mentor Program, where the senior citizens get an opportunity to be engaged actively and use their knowledge and experience at work. In this program senior garden mentors can participate in plant care, help create a friendly garden atmosphere, engage with the clients and impart their gardening knowledge. Customers not only enjoy the calming and refreshing atmosphere, but also admire the skillfulness and wisdom of the senior citizens.

The business is going to be established on the basis of the Age-Centric Human Resource Management model, which ensures proper assignment, training, safety, accommodation, wellness, and retention of senior workers. The feasibility study will evaluate the business in terms of market, technical and operational, management, financial, legal, and socio-economic aspects to determine its profitability and sustainability.

Mint to Be: Garden Tambayan aligns with SDG 8, Decent Work and Economic Grow, through its inclusive employment opportunities , particularly the senior garden menton program, which promotes meaningful and decent work for seniors citizens. SDG 10, Reduced Inequalities by promoting an age inclusive workplace and providing opportunities for different groups to participate in the workplace.

The purpose of this business is to establish if Mint to Be: Garden Tambayan is feasible, profitable, and sustainable. The study will evaluate the demand for the business, operations, management, finance needed, legality, and whether it will create meaningful job openings for senior citizens.

1.2 Background of the Study

Despite the growing popularity of café as a place for dining, studying, working, and socializing, most cafés are focused on food, beverages, and interior. The addition of natural elements may offer the customers a unique experience since the studies have found that a natural based café environment could contribute to customer satisfaction and well-being (Quan et al., 2025). Green spaces are associated with varying benefits to individuals' well-being, making nature a vital part of the places designed to help people spend their leisure time (Sánchez et al., 2022).

To introduce the business idea of Mint to Be: Garden Tambayan, it is proposed to open a garden-based café that will provide cheap food and refreshments to people in a relaxed atmosphere of greenery and plants. Organic mint infusions from farms shall be the specialty of the house besides an innovative “Snip-Your-Own-Garnish” activity as customers can enjoy the smell of fresh mint leaves from the potted mint plants placed around their dining tables. Unlike regular cafés, Mint to Be shall be a café-mini garden combination where they can hang out while eating, studying, working, mingling with friends, and simultaneously enjoy nature in one place (Quan et al., 2024).

In addition, Mint to Be will implement the Age-Centric HR Model that will recognize various abilities, experience, and work capacity of the employees. In this regard, the business will also support Strategic Senior Employment as it can provide the opportunity for senior citizens to work as Senior Garden Mentors to assist with plant care, gardening activities, and customer interaction. The age-inclusive HR practices can foster the creation of appropriate working conditions for senior employees and promote their involvement in the workplace (Cui & Kooij, 2023).

Overall, Mint to Be aims to provide a relaxing garden café experience while creating an inclusive workplace for employees of different age groups.

1.3 Definition of Terms

Botanical - Related to plants or the study of plants.

Agri-wellness - An approach that combines agriculture, nature, and activities that support relaxation and well-being.

DEI (Diversity, Equity, and Inclusion) - A workplace approach that promotes differences among people, fairness, and equal participation.

Open-air - A place that is outdoors or has a lot of exposure to fresh air.

Screen-free - An environment or activity where people are encouraged to spend time without using phones, computers, or other screens.

Garnish - Food or herbs added to a dish or drink to improve its appearance or flavor.

Tabletop - Something designed to be placed or used on a table.

Ergonomic - Designed to make work more comfortable, safe, and suitable for the user's body.

Hospitality - The act of providing friendly service and making customers feel welcome and comfortable.

Frontline workers - Employees who directly interact with customers or provide services to the public.

Community engagement - Activities that encourage people in a community to participate and interact with an organization or business.

Botanical environment - A surrounding area that contains plants and greenery.

Micro-garden - A small garden designed to grow plants in a limited space.

Sensory path - A pathway designed to stimulate the senses through textures, sights, smells, or other natural features.

Trellises - Structures used to support climbing plants as they grow.

Retractable - Something that can be pulled back, folded, or moved when it is not needed.

Awnings - Covers attached to a building or structure that provide shade or protection from rain.

Market positioning - How a business presents itself to customers compared with competing businesses.

Agri-wellness space - A place that uses plants, gardening, and nature-based activities to promote relaxation and well-being.

Retention - The ability of an organization to keep its employees and reduce employee turnover.

Socio-economic - Related to both social and economic conditions or factors.

Enterprise - A business or organization created to provide products or services and generate income.

Inclusive employment - Providing fair employment opportunities to people from different groups or backgrounds.

Reduced Inequalities - Efforts to reduce unfair differences in opportunities, treatment, or resources among people or groups.

Chapter 2

MARKET STUDY

2.1 BUSINESS DESCRIPTION

Mint to Be: Garden Tambayan is a proposed botanical relaxation lounge and agri-wellness space designed to provide customers with an affordable and relaxing environment where they can study, work, socialize, or simply unwind while surrounded by greenery. The business

combines a garden setting with food and beverages, creating a comfortable space where customers can spend meaningful time with others and connect with nature.

The business is intended to serve local students, urban workers, freelancers, families, and senior citizens. It will provide garden-based food and beverage options, free Wi-Fi, and a nature-oriented environment that offers an alternative to traditional cafés. Through its garden setting and planned activities, Mint to Be: Garden Tambayan aims to provide a distinctive customer experience while maintaining an accessible and welcoming atmosphere.

The business also aims to promote inclusive employment through its Senior Garden Mentor Program, which provides meaningful employment opportunities for senior citizens by recognizing their skills and experience. Through appropriate work assignments, ergonomic workstations, flexible working hours, and training, the business seeks to support an age-inclusive workplace.

2.1.1. **Vision Statement**

To become a trusted and welcoming garden café that provides an affordable and relaxing environment where customers can connect with nature, enjoy meaningful experiences, and spend quality time with others. Mint to Be: Garden Tambayan aims to be recognized for its unique botanical environment, inclusive workplace, and commitment to creating meaningful employment opportunities for senior citizens through the Senior Garden Mentor Program.

2.1.2. **Mission Statement**

Our mission is to provide an affordable and relaxing garden café experience where customers can enjoy food and beverages, study, work, socialize, or simply unwind

while surrounded by greenery. Through the “Snip-Your-Own-Garnish” Tabletop Mint Bar and other nature-based experiences, Mint to Be: Garden Tambayan aims to create a distinctive and enjoyable environment for its customers. The business is also committed to providing meaningful employment opportunities for senior citizens by recognizing their skills and experience through the Senior Garden Mentor Program and supporting them through appropriate work assignments, training, workplace accommodations, and a safe and comfortable working environment.

2.1.3. **Business Objectives**

1. To establish Mint to Be: Garden Tambayan as an affordable and relaxing garden café that provides customers with a unique botanical and agri-wellness experience.

2. To reach and attract the target market consisting of local students, urban workers, freelancers, families, and senior citizens through affordable food and beverages, free Wi-Fi, and nature-based experiences.

3. To provide an interactive customer experience through the “Snip-Your-Own-Garnish” Tabletop Mint Bar, allowing customers to harvest fresh mint leaves from potted mint plants and use them as garnishes for their beverages.

4. To create meaningful employment opportunities for senior citizens through the Senior Garden Mentor Program, allowing them to contribute through plant care, gardening activities, customer interaction, and sharing their gardening knowledge.

5. To implement the Age-Centric Human Resource Management Model and Strategic Senior Employment by providing appropriate work assignments, ergonomic workstations, flexible

three- to four-hour shifts during cooler periods, training, and workplace support for senior employees.

6. To promote an inclusive workplace that supports the well-being and participation of employees from different age groups while contributing to Sustainable Development Goal 8, Decent Work and Economic Growth, and Sustainable Development Goal 10, Reduced Inequalities.

7. To establish a sustainable and feasible business by evaluating its market, technical and operational, organizational and management, financial, legal, and socio-economic aspects.

2.1.4. **Business Name/Product Name**

The name “Mint to Be: Garden Tambayan” represents the concept of bringing together a relaxing garden environment and the casual experience of a “tambayan,” or a place where people can spend time, socialize, study, work, and unwind. The word “Mint” reflects the business’s use of fresh mint plants and its garden-based beverage concept, while “Tambayan” emphasizes the welcoming and relaxing atmosphere that the business aims to provide.

The name also connects with the business tagline, “Some hangouts are just mint to be,” which highlights the idea that Mint to Be is more than an ordinary café. It offers customers an opportunity to enjoy food and beverages while surrounded by greenery and experiencing nature in a relaxing garden setting.

Overall, the name Mint to Be: Garden Tambayan represents the business’s goal of creating an affordable, relaxing, and distinctive garden café experience while providing an inclusive environment for customers and meaningful employment opportunities for senior citizens.

2.1.5. **Business Logo and Tagline**



The logo prominently features the business name, “Mint to Be,” together with an illustration of fresh mint leaves and a garden setting. The mint leaves represent the refreshing and natural concept of the business, while also creating a direct visual connection to the name “Mint to Be.” The garden illustration in the background represents the relaxing and welcoming atmosphere that the business aims to provide. The table, chairs, hanging plants, and warm lighting further emphasize the idea of a comfortable outdoor space where customers can relax, socialize, and spend quality time. By combining the business name with these visual elements, the logo creates a distinct identity that immediately communicates the garden-inspired and refreshing experience offered by the business.

The color chosen for the logo is primarily green, which represents nature, freshness, growth, and relaxation. Different shades of green are used to create a natural and calming appearance while giving the logo a fresh and inviting feel. The flowing design beneath the mint leaves adds movement to the logo and visually connects the natural elements with the business name. Lastly, “Some hangouts are just mint to be.” serves as the tagline of the business. The phrase uses a play on the words “mint” and “meant,” making it memorable while communicating the idea that the garden tambayan is a place where people are meant to relax, connect, and enjoy meaningful moments together.

2.2 PRODUCT DESCRIPTION

2.2.1 Sourcing

Mint to Be: Garden Tambayan will source both its operational resources and human resources necessary for the successful implementation of the proposed business. For its human resources, the business will recruit employees based on the competencies, qualifications, and responsibilities required for each position. Recruitment may be conducted through job postings, online recruitment platforms, referrals, and coordination with local employment networks to reach qualified applicants.

For senior citizen employees, Mint to Be will implement Strategic Senior Employment as part of its human resource approach. The business will seek qualified senior citizens through community-based recruitment, local employment

networks, referrals, and other appropriate channels that can connect the business with older individuals who are willing and capable of working. Potential senior employees will be assessed based on their skills, experience, capabilities, and suitability for the responsibilities assigned to them.

The Age-Centric HR Model will guide the recruitment and selection of senior employees by recognizing differences in employees' capabilities, experience, and work needs across age groups. Senior citizens may be considered for suitable positions and responsibilities such as plant care, gardening activities, customer interaction, and sharing gardening knowledge and experience with customers. Their placement will be based on their qualifications and ability to perform the required duties.

For other employees, recruitment will focus on individuals who possess the qualifications and competencies required for their respective positions, particularly in food and beverage preparation, customer service, garden operations, and administrative functions. The selection process will consider applicants' relevant skills, experience, work attitude, and ability to perform the responsibilities of the position.

Through an age-inclusive sourcing and recruitment approach, Mint to Be aims to establish a workforce that combines the experience of senior employees with the skills and capabilities of employees from other age groups. This approach supports the business's commitment to Strategic Senior Employment while ensuring that all positions are filled by individuals who are suitable for the operational requirements of the business.

For the non-human resources required by the business, Mint to Be will source fresh mint from farms and obtain other ingredients and materials necessary for food and beverage preparation, serving, and garden maintenance. The sourcing process will consider the quality, availability, freshness, and suitability of these resources to support consistent business operations.

2.2.2 **Product Testing**

Mint to Be: Garden Tambayan will conduct a pilot service testing before the full implementation of the business to determine whether its proposed services and human resource practices can be effectively carried out. The testing will simulate the actual operations of the garden café using selected food and beverage offerings, the garden setting, the "Snip-Your-Own-Garnish" Tabletop Mint Bar, and the proposed employee roles.

The service testing will be conducted in several stages. First, selected employees representing the proposed workforce will be assigned to their respective duties, including food and beverage preparation, customer service, garden maintenance, and other operational responsibilities. Senior citizen participants who meet the requirements of the proposed positions will also be included in the testing to evaluate the implementation of the Strategic Senior Employment approach. Their assigned tasks may include plant care, gardening activities, customer interaction, and sharing gardening knowledge with customers, depending on their qualifications and capabilities.

Second, a simulated customer service session will be conducted in which selected participants will act as customers. The test will cover the complete service flow, beginning with customer arrival and ordering, followed by food and beverage preparation, serving, customer interaction, use of the garden space, and the

“Snip-Your-Own-Garnish” activity. The process will allow the business to observe the employees' ability to perform their assigned responsibilities and determine whether the service procedures are practical and organized.

Third, the service will be evaluated using an observation and feedback process. The testing will consider service efficiency, responsiveness, customer interaction, task performance, service consistency, customer convenience, and the overall garden café experience. For the human resource component, the testing will also observe the suitability of assigned duties, workload, communication, and ability of senior and non-senior employees to work effectively together. These considerations will support the application of the Age-Centric HR Model by determining whether work assignments and conditions are appropriate for employees with different capabilities and levels of experience.

After the simulated service, participants will be asked to provide feedback regarding their experience. Customer feedback will focus on the quality and convenience of the service, the garden environment, employee interaction, and the “Snip-Your-Own-Garnish” activity. Employee feedback will focus on the clarity of their responsibilities, workload, work conditions, and their ability to perform their assigned tasks.

The results of the pilot service testing will then be reviewed by the management team to identify strengths, service issues, and areas requiring improvement. Necessary adjustments will be made to employee assignments, service procedures, customer interaction, and the integration of senior citizen employees before the full implementation of Mint to Be: Garden Tambayan. Through this process, the business will be able to determine whether its proposed service and human resource practices are feasible, organized, and appropriate for its target customers and workforce.

2.2.3 Service Upgrading

Mint to Be: Garden Tambayan will continuously upgrade its services based on customer feedback, service-testing results, employee observations, and operational performance. Service upgrading will focus on improving the quality, efficiency, convenience, and overall customer experience while maintaining the business's garden-based and agri-wellness concept.

Improvements may be made in food and beverage preparation, customer assistance, garden-space utilization, service procedures, and the “Snip-Your-Own-Garnish” Tabletop Mint Bar. These adjustments will be guided by customer feedback and operational observations to ensure that the services remain practical, engaging, and consistent with the identity of Mint to Be.

The business will also continuously improve its Strategic Senior Employment practices through the application of the Age-Centric HR Model. Employee roles, responsibilities, work arrangements, and support mechanisms may be adjusted based on employee capabilities, feedback, and operational requirements. This will help create an inclusive working environment where senior citizens can meaningfully contribute while employees from different age groups can work effectively together.

Through continuous service upgrading and age-inclusive human resource practices, Mint to Be: Garden Tambayan aims to maintain quality customer service while developing a workforce that values the skills, experience, and contributions of employees across different age groups.

2.4 TARGET MARKET

Demographic

The primary target market of Mint to Be: Garden Tambayan consists of local students, urban workers, and freelancers aged 18 to 44 years old who are looking for an affordable and relaxing place to study, work, and socialize. The secondary market includes families and adults aged 45 years old and above, including senior citizens, who wish to spend quality time in a peaceful, nature-oriented setting. Senior citizens are also welcomed as participants in the business through the Senior Garden Mentor Program. To ensure accessibility and community relevance, the primary scope of our market is individuals and families residing within Muntinlupa City. The garden drinks are priced at approximately ₱75 to ₱120, allowing inclusivity for customers across different socioeconomic backgrounds.

Geographic

The business will be established in Barangay Poblacion, Muntinlupa City, Metro Manila. While the entire city of Muntinlupa serves as our broader target market, our primary focus will be on residents of Barangay Poblacion and nearby areas, as well as students and working professionals studying or employed within the vicinity who can benefit from an affordable and accessible garden café.

Psychographic

Our target market comprises individuals who value relaxation, nature, and overall well-being, and who seek a break from the stress of their daily routines. Mint to Be primarily aims to reach customers who prefer open-air, eco-friendly spaces over traditional concrete indoor cafés, as well as those who frequently look for budget-friendly alternatives to high-priced commercial coffee chains. These are comfort-seeking and experience-oriented individuals who appreciate interactive activities such as the "Snip-Your-Own-Garnish" Tabletop Mint Bar and fresh, farm-to-table botanical beverages. They also value inclusive businesses that provide equal employment opportunities for older adults. Studies suggest that nature-based café environments can contribute to customer satisfaction and well-being (Quan et al., 2025).

2.5 DEMAND ANALYSIS

2.6 COMPETITION AND INDUSTRY ANALYSIS

SWOT Analysis of Competitors

2.5.1. Industry Analysis

2.5.2. Competitive Edge

2.6 MARKETING AND SALES STRATEGY

2.6.1. Product Strategy

2.6.2. Place Strategy

Pricing Strategy

2.6.3. Distribution Strategy

2.6.4. Promotion Strategy and Sales Strategy

CONCLUSION OF MARKET STUDY

Chapter 3

TECHNICAL AND OPERATION STUDY

This chapter consists of production strategy, technical product/service description, business location and size, capital expenditures, material requirements, sources and estimated cost, and manufacturing/ merchandising and service process.

3.1. PRODUCTION TECHNOLOGY

3.1.1. Store Equipment

3.1.2. Office Equipment

3.1.3. Office Supplies

3.1.4. Furniture and Fixtures

3.1.5. Raw Materials and Other Supplies

3.1.6. Material Handling Equipment

3.1.7. Transportation Equipment

3.1.8. Kitchen Equipment

3.1.9. Depreciation Expense Table and Ending Value Table

3.2. TECHNICAL PRODUCT/SERVICE DESCRIPTION

3.2.1. Technical Product/ Service Description

3.2.2. Business Location and Size

3.2.3. Location Map

3.2.4. Floor Plan

3.2.5. Store Layout

3.2.6. Process Layout

3.2.7. Rent/ Own Facility

3.2.8. Transportation Modes

3.2.9. Store Uniform

3.2.10. Prototype

3.3. **MANUFACTURING/ MERCHANDISING PROCESS**

3.3.1. **Process Flow of Production**

3.3.2. **Estimated Production Capacity**

3.3.3. **Estimated Production Schedule**

3.3.4. **Work Schedule**

3.3.5. **Direct Materials and Overhead Cost**

3.3.6. **Utilities**

3.3.7. **Waste Management Program**

3.3.8. **Prototype**

CONCLUSION OF TECHNICAL AND OPERATION STUDY

Chapter 4

ORGANIZATIONAL OR MANAGEMENT STUDY

This chapter contains the form of business, organizational chart, manpower skill requirements, compensation benefits, meal and rest period, employment process, employee's resume, contract of employment, attendance and punctuality policy, promotion, transfer, separation of service, resignation and termination policy, performance evaluation form, code of ethics for hygiene, sanitation, arrival and departure of employees.

4.1 **Forms of Business Ownership**

4.2 **The Organizational Chart**

4.3 **Manpower and Skills Requirements**

4.4 **Compensation and Benefits**

4.5 **Work Schedule**

4.6 **Meal and Rest Period**

4.7 **Employment Process**

4.8 **Employee's Resume**

4.9 **Contract of Employment**

4.10 **Attendance and Punctuality Policy**

4.11 **Promotion, Transfer, Resignation and Termination Policy**

4.12 **Performance Evaluation Form/ Performance Appraisal**

4.13 **Code of Ethics on Hygiene and Sanitation**

4.14 **Code of Ethics on Arrival and Departure of Employees**

4.15 Notice of Disciplinary Action

CONCLUSION OF ORGANIZATIONAL STUDY

Chapter 5

FINANCIAL STUDY

5.1. Initial Project Cost

5.2. Sources of Financing

5.3. Financial Assumptions

5.4. Projected Manpower

5.5. Property and Equipment Depreciation Schedule

5.6. Income Statement

5.7. Statement of Financial Positions

5.8. Cash Flows Statement

CONCLUSION OF FINANCIAL STUDY

Chapter 6

LEGAL STUDY

This chapter contains legal copy of documents and requirements for starting up the business.

6.1 Business Registration and Permit

a. **Security and Exchange Commission Permit and Registration**

b. **Barangay Clearance**

c. **Annual Community Tax Certificate**

d. **Business Permit from Local Government**

e. **Certificate of Registration and TIN Number**

6.2 Patents, Copyrights and Trademarks

CONCLUSION OF LEGAL STUDY

Chapter 7

SOCIO-ECONOMIC STUDY

This socio-economic aspect will determine the contributions of the start-up business to the Philippines economy through provisions of solution to wealth, jobs and social problems both rural and urban areas.

7.1 **Employment Generation**

7.2 **Environment Conservation**

CONCLUSION OF SOCIO-ECONOMIC STUDY

Chapter 8

FINAL FINDINGS/ CONCLUSIONS AND RECOMMENDATIONS

8.1 . Key Findings/ Conclusions

a. **Market Study**

b. **Technical Study**

c. **Organizational or Management Study**

d. **Financial Study**

e. **Legal and Socio-Economic Study**

8.2 Recommendations

REFERENCES

APPENDICES