

Chapter 1: project summary



CHAPTER 1: PROJECT SUMMARY 1. A. Name of Project The group chose the name “ PICTOUR SAFARI” which stands for PICTURE, TOURISM and SAFARI primary because our business concept involves the taking of pictures of customers with background of famous tourist spots and with them holding wild as well as domesticated animals. The first word PICTOUR is derived from two words, PIC is from the word picture which means a visual representation of a thing or other term for photograph which will be the main product of the business, while TOUR itself meaning to travel around or to travel in various places of interest for business, leisure or other purposes. The second word SAFARI which is a word to describe a trip to observe and take photographs of animals and wildlife, which gave the business the concept and distinction from competitors. However, in order to shorten and compress the three words PICTURE, TOURISM and SAFARI, the group invented the business name “ PICTOUR SAFARI”. In the vernacular, the business name “ PICTOUR SAFARI” is translated as “ Larawan ng mga magagandang lugar pangturismo sa kagubatan kasama ang mga ibat ibang hayop”. LOGO LOGO DESCRIPTION PICTOUR SAFARI's logo represents: first: the main animal attractions that our business offers. Visitors can feel themselves on a safari adventure. Second, the person in the middle of the logo caters to the center target of our market, which are the customers whether children or adults. Third, the inverted triangle with leaves represents that both the animals inside and the people are bounded together with our business. Not only will the people benefit from our business but also the environment, because our company would like to increase environmental awareness and protection amongst us. And through us, we market these important points to our customers. Buy touching or being near these animals, they will have the sense of

responsibility to protect the animals and the environment not only for the present but also for future generations to come. Lastly, the camera will be the instrument that will produce a souvenir type product that our business will offer to its clients/customers. We will render photo souvenirs to customers which will include them and the animal of their choice.

1. B Location Location The business will be situated inside the campus in the vicinity of San Sebastian College- Recoletos, which can be found along Claro M. Recto Avenue in the City of Manila. The business will be across the College Bookstore in the Arcade of the College Building. The College Arcade is a perfect location for the PICTOUR SAFARI because it is near to offices and places within the school community which is frequently visited by many individuals that may be possible costumers. The raw materials that the business will need may come from different bookstores and hardware stores. While the live animals and some of the equipments that will be used in the business operation are from Sponsors. Since the business will be situated inside the Campus, it will be accessible to interested individuals, most specially members of the school community. The cost of the rent for the space of the business is four hundred Pesos (Php. 400. 00). The space which the business will be situated is accessible, visible and spacious enough to use by businesses like PICTOUR SAFARI. The group opted to choose two locations where they will set up their business establishment. One is to be located inside the campus of the San Sebastian College Recoletos Manila particularly College Arcade near the bookstore and cashier while the second branch will be near the Padre Faura Center Building M. H. Del Pilar Street corner Padre Faura Street in Ermita Manila. In choosing these locations, the group considered the following points: a. Sources of Raw Materials: The

sources of raw materials and pieces of equipment to be used in the running of the business abound in and around the locations of the proposed business establishments such as but not limited to the following: a. 1. Tarpaulins; a. 2. Cameras SLR; a. 3. Laptop and Printer; a. 4. Photopaper; a. 5. Animals; a. 6. Costumes and Props; b. Proximity to the Market: Both locations are teeming with potential customers. However, inside the campus of the San Sebastian College - Recoletos Manila, the human traffic is limited to students and members of the faculty and probably parents of students; c. Availability of Transportation: The group main location or branch is to be found inside the campus of the San Sebastian College Recoletos Manila. It is therefore located at Claro M. Recto Street in between Legarda and San Sebastian Streets in Quiapo Manila. It is very accessible to all kinds of transportation. It is located in the heart of the University Belt and swarming with human as well vehicular traffic. On the other hand, M. H. Del Pilar Street and Padre Faura Street in Ermita Manila is in the heart of the Tourist Belt of the City of Manila. Local as well as foreign tourists abound in the said vicinity. It is also very accessible to all kinds of transportation. d. Cost of Land or Building: The rental of a stall inside the campus of the San Sebastian College Recoletos is around one hundred pesos per booth per day. Since the business establishment needs around thirty square meter of land area, the total costs of rental is around two hundred pesos per day for the rental of two booths. On the other hand, the rental cost for a similar area near or within the vicinity of M. H. Del Pilar Street and Padre Faura Street in Ermita Manila is fifteen thousand a month.; e. Physical Characteristic of the Place: The makeshift stall that the group is planning to set up is made of tent like structure supported by aluminum metal posts with canvass coverings

measuring six meter by five meter and about ten meter high. On the other hand, the branch located at M. H. Del Pilar Street and Padre Faura Street in Ermita Manila is a studio type rectangular room which is part of a building with a comfort room. The photograph of the place located inside the campus of the San Sebastian College Recoletos Manila is herein below attached:

FLOOR PLAN LOCATION MAP VICINITY MAP PERSPECTIVE On the other hand, the branch located at M. H. Del Pilar Street and Padre Faura Street in Ermita is found below: LOCATION MAP LOCATION MAP VICINITY MAP FLOOR PLAN

PERSPECTIVE 1. C. Descriptive Definition: The group's business project potential worth may run into millions as it is not capital and human intensive but profits are very predictable as costs and expenses are minimal. The potential customer in buying or trying the services that are being offered by PICTOUR SAFARI will definitely be satisfied. The benefits are that not only do the customer have a picture of himself with a background of a famous tourist spot in the Philippines but he can be photograph together with his favorite animals. It is cost effective because the customer need not travel to the tourist spot he likes but instead have his pictures taken as if he is already there in that travel destination. The group that conceptualized the forgoing business plan are composed of the following members: âžŸ Barles, Revine Carla âžŸ Bernal, Lyn-Lyn âžŸ Celmar, Ana Leighmar âžŸ Hernandez, Michelle âžŸ Pacis, Joana Armina âžŸ Purisima, Janile Yves Vision The vision of the group as regards its business " PICTOUR SAFARI" is that it will become a leader in providing photographic services which is not only top in quality but also cheap in price. Mission The mission of the group in running this business establishment is to provide quality pictures that promote the tourist spots of the world and animals. 1. D. Objectives a. Short Term Objectives The

group envisions the setting up of two branches the first of which is the booth located inside the campus of San Sebastian College - Recoletos Manila. If later on profits are realized and generated by this initial venture, then the establishment of the second branch will soon follow within a period of two to five years. b. Long Term Objectives Again, after five years if profits are obtained with predictable regularity from these two branches, then the establishment of more branches shall be the trend for the next five years.

CHAPTER 2: MARKET FEASIBILITY 2. A. Product Description The products of PICTOUR SAFARI are primarily pictures of clients/customers with animals set on backdrops or backgrounds of famous tourist spots. The group decided to call the product as PICTOUR SAFARI. The pictures are set on photo papers sized four by six inches and are colored pictures taken from the computer photo booth system. The resultant pictures of our clients and customers definitely will be used by them as souvenirs or even gift items. 2. B. Market Study A. Market Description The group's target market consists of all people belonging to the middle class like students, professionals and teachers and the like. After conducting a research and survey, we have realized that PICTOUR SAFARI's potential customers are female students. The students are between 16 to 21 years of age. A. Competitor's analysis Major Competitor Our major competitors are the Manila Zoological and Botanical Garden and Malabon Zoo. Name of the Business Manila Zoological and Botanical Garden Location: M. Adriatico Street, Manila, Philippines Target Market: The Manila Zoological and Botanical Garden target market consist of all people belonging to the middle class like students, professionals and teachers and the like. Strengths: - The strength of Manila Zoological and Botanical Garden lies on its location and very low entrance fee. - They have their own wild

animals. Weakness: - The manila zoo does not have computerized photo booth and tourist spots background. Analysis The Manila Zoological and Botanical Garden is considered the group's major competitor simply because it is located in Manila. It has a largest selection of wild animals. Name of the Business Malabon Zoo Location: The zoo is located along Gov. W. Pascual Street just behind the public schoolhouse, 30 yards away from the bustling commercial district in Monumento (Bonifacio Monumento). Target Market: The Malabon Zoo target market mainly consists of all people belonging to the middle class like students, professionals and teachers and the like. Strength/s: - The strength of Malabon Zoo lies on its location. - They have their own wild animals. Weakness/es: - The malabon zoo does not have computerized photo booth and tourist spot background. - It is far from Manila and the entrance fee is very much higher since it is run by a private institution. Analysis The Malabon Zoo is considered the group's major competitor simply because it is also offers photographs of animals with its customers. It has a largest selection of wild animals. Minor Competitor Minor Competitors are small photo booths that can be rented out during an occasion the price ranges from six thousand five hundred pesos (Php. 6, 500. 00) to twelve thousand pesos (Php. 12, 000. 00) for a two three hour. Name of the Business Litrato Photo Booth Location: The Litrato Photo Booth is located at 406a Wack Wack Twin Towers, Mandaluyong, Philippines. Target Market: The Litrato Photo Booth target market consists of all people belonging to the middle class like students, professionals and teachers and the like. Strength: - Its strengths lies on each availability since there are many operators of photo booth. Weakness: - There weakness is they do not have a permanent place where customers can go. Analysis The group's is not

worried about the existence of minor photo booths as they operate on a package deal basis. Nobody is willing to shell out Php 6, 500 unless there is special occasion like birthdays, weddings and the like.

C. Demand Analysis

Table 1 Frequency and percentage distribution of respondents according to profession

| Profession | Frequency | Percentage |
|-------------|-----------|------------|
| Student | 91 | 91% |
| Employee | 6 | 6% |
| Priest | 1 | 1% |
| Businessman | 1 | 1% |
| Housewife | 1 | 1% |
| TOTAL | 100 | 100% |

The table shows that majority of the respondents are students.

Table 2 Frequency and percentage distribution of respondents according to gender

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 45 | 45% |
| Female | 55 | 55% |
| TOTAL | 100 | 100% |

The table shows that majority of the respondents are female.

Table 3 Frequency and percentage distribution of respondents according to age

| Age | Frequency | Percentage |
|------------|-----------|------------|
| 10-15 | 26 | 26% |
| 16-21 | 65 | 65% |
| 22-27 | 2 | 2% |
| 28-33 | 2 | 2% |
| 34-39 | 3 | 3% |
| 40 & above | 2 | 2% |
| TOTAL | 100 | 100% |

The table shows that majority of the respondents are aged 16 — 21.

Table 4 Frequency and percentage distribution of respondents according to whether they have they tried taking photos with a Safari theme

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Yes | 46 | 46% |
| No | 54 | 54% |
| TOTAL | 100 | 100% |

The table shows that majority of the respondents have not yet tried taking photos with safari theme

Table 5 Frequency and Percentage distribution Of respondents according to if they enjoy taking photos with animals

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Yes | 85 | 85% |
| No | 15 | 15% |
| TOTAL | 100 | 100% |

The table shows that most of the respondent enjoyed taking photos with animals.

Table 6 Frequency and Percentage distribution Of respondents according to if they are fond of buying souvenirs

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Yes | 80 | 80% |
| No | 20 | 20% |
| TOTAL | 100 | 100% |

The

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table shows that majority of the respondents are fond of buying souvenirs. For table 7 and 8, the total number of respondents' answer change due to multiple answers plotted on the questionnaire. Table 7 Frequency and Percentage distribution of respondents according to what item they prefer to buy as souvenirs.

| Items | Frequency | Percentage |
|------------|-----------|------------|
| T-shirt | 57 | 57% |
| Mug | 7 | 7% |
| Face Towel | 1 | 1% |
| Baller | 13 | 13% |
| ID lace | 8 | 8% |
| others | 14 | 14% |
| Total | 100 | 100% |

The table illustrates that majority of the respondents prefer t-shirt as a souvenir item. Table 8 Frequency and Percentage distribution of respondents according to what price they prefer to avail the souvenir products.

| Price | Frequency | Percentage |
|---------|-----------|------------|
| 52-101 | 27 | 27% |
| 102-151 | 35 | 35% |
| 152-201 | 19 | 19% |
| 202-251 | 10 | 10% |
| 252-301 | 9 | 9% |
| Total | 100 | 100% |

The table illustrates that majority of the respondents prefer to buy the souvenir products priced Php102-151.

2. C. Promotion Strategy In order to promote the company and its products, the group intends to use several marketing and advertising methods. First and foremost is the simple technique of handing out of flyers and brochures. We intended that the flyers contain the basic information about our company, services and our products, while brochures are intended to contain more structural and detailed information about the service and products that we provide our customers. Aside from handing out flyers and brochures, the company will also put up a website using the internet to further advertise "PICTOUR SAFARI". It will use social networking to be known in electronic commerce. Here, we can obtain more comments and suggestions for the betterment of our service. We will also post posters within the vicinity of our business establishment so that residents, tourists, and other people will be informed about a newly established company within their area. Pre-opening

o 1st (number) reservation MEGA DISCOUNT! o Posters o Tarpaulins o Website o Fliers/Brochures o Invitations for school admin and faculties

Opening o 1st (number) discount on package/items or with freebies or with certain amount/package with draw lots(fishbowl) Post-opening o 1 hour before closing or any time limit SUPER DISCOUNTS o FREE if without contact with animals o FREE picture with animals but no printed picture (will be posted in facebook account of PICTOUR SAFARI)

2. D. Pricing Strategy and Policy Offers Packages Package 1 Package 2 Package 3 Package 4 Package 5 Package 6 Package 7 Package 8

CHAPTER 3: TECHNICAL ASPECT

3. A. Plant Location, Size and Production Schedule

a. Manufacturing Process Diagram of the process that PICTOUR SAFARI will undergo

b. Production Schedule

Management and members of the staff shall work and hold office hours from eight in the morning to five in the afternoon. It shall render services from Monday to Sunday and intend to divide the employees into two working shifts

3. B. Layout Plan

a. Location San Sebastian College Recoletos Manila. It is therefore located at Claro M. Recto Street in between Legarda and San Sebastian Streets in Quiapo Manila. LOCATION MAP VICINITY MAP

On the other hand, the branch located at M. H. Del Pilar Street and Padre Faura Street in Ermita is found below: LOCATION MAP VICINITY MAP

c. Utilities

Basically, the business requires utilities such as electricity, water supply, and telecommunication facilities including internet connection.

d. Waste Disposal

The group plans to set up a waste disposal system for all branches that will be established. Initially the group and/or management will use broom, dustpan and garbage can to collect and dispose the excrement of the animals. In addition the management shall instruct the employees to keep the place clean and use garbage bag to dispose of the waste. As far as

possible, the group intense to adopt the 3R's waste disposal system this means that all garbage and waste must be RECYCLED, REDUCED, REUSED.

e. Machineries and Equipment Item Price per Unit Qty. Total Amount SLR
 Camera Php27, 000. 00 2 Php54, 000. 00 Digital Photo Printer w/ Php11, 500.
 00 1 Php11, 500. 00 CISS and ink Tripod Php1, 500. 00 1 Php1, 500. 00
 Laptop Php27, 000. 00 2 Php54, 000. 00 Telephone Php800. 00 1 Php800. 00
 Cash Box Php500. 00 1 Php500. 00 Total Php68, 300. 00 8 Php122, 300. 00

B. Furniture Item Price per Unit Qty. Total Amount Chair Php. 00 7 Php. 00
 Table Php. 00 1 Php. 00 Total Php. 00 8 Php. 00 C. Store Supply Item Price
 per Unit Qty. Total Amount Broom Php150. 00 1 Php150. 00 Dustpan
 Php100. 00 1 Php100. 00 Total Php250. 00 2 Php250. 00 D. Office Supplies
 Item Price per Unit Qty. Total Amount Ball pen Php5. 75 5 Php28. 75 Scissors
 Php50. 25 2 Php50. 25 Ruler Php18. 75 2 Php37. 50 Receipt Booklet Php19.
 00 2 Php29. 00 Bond Paper Php3. 00 30 Php90. 00 Photo Paper Php2. 00 100
 Php200. 00 Envelope (for photos) Php1. 45 100 Php145. 00 Pentel Pen
 Php14. 75 1 Php14. 75 Total Php114. 95 238 Php595. 25 E. Utilities Item

Price per Month Rent Php150, 000. 00 Electricity Php2, 000. 00 Telephone
 Php999. 00 Total Php152, 999. 00 F. Direct Labor Cost Employee Salary per
 Day Photographer Php420. 00 Handlers (2) Php780. 00 Staff (3) Php1, 212.
 00 Total Php2, 400. 00 CHAPTER 4: MANAGEMENT ASPECT 4. A

Organizational Structure of the Project a. Type of Business PICTOUR SAFARI
 is a photo booth business serving people who are willing to take pictures
 with animals in their best shots. It caters customized photo products and let
 customers experience to be with their chosen animals while ensuring the
 safety of the customers. The animals are absolutely well trained and handled
 by professional animal handlers. b. Form of Ownership PICTOUR SAFARI is a

partnership form of business. It is an organization owned by six members called partners. They bind themselves to contribute money, property or industry to a common fund, with the intention of dividing the profits themselves. Their skills and wisdom are combined together resulting in more efficient management. Therefore, a partner is concerned with every move she makes as well as the move of other partners.

Management Policies

Hiring Policy

1. All applicants must complete an employment application.
2. Our company requires " resume" depending on the position being applied for. An applicant will be considered entrant.
3. Following our company's review of all completed application, we will begin interviewing the most qualified entrant. Those who don't pass our requirements for whatever reason will remain as classified applicants.
4. Following an acceptance of an offer of employment, all new employees will be given start date and location to report for an orientation session.
5. During orientation, the new employees will be given information about their position, rules and policies inside and outside the work place.

C. Organizational Chart

Organizational Structure

D. Job Description and Qualification

Store Operator Job Description:

- Manages the overall operation of the business
- Will play a central role in the administration of the daily business
- Leads the employees towards the achievement of the business's mission and vision
- Responsible for coordination of projects, handling correspondences, record keeping and the general oversight of business.
- Responsible for hiring good and qualified employees
- Supervise, train and encourage employees to attend seminars and trainings.

Qualifications:

- Male or Female, aged 25 or above
- A graduate of any 4 year course
- Must be superbly organized, greatly detail oriented, and possesses strong interpersonal communication (written

and verbal) skills

Photographer Job Description:

- Working with clients to discuss the images they require and how they want to use them
- Communicating with photographic subjects, putting them at ease, encouraging them and directing them
- Managing the processing and use of images, discussing technical problems, checking for quality and dealing with clients' concerns.
- Developing expertise with software to digitally enhance images by, for example, changing emphasis, cropping pictures, correcting minor faults or moving objects around.

Qualifications:

- Male or female
- Has experience in photography
- Must have the knowledge of imaging programs (Photoshop, web/graphic design programs)
- Must be artistic, creative and responsible
- Can easily understand instructions and work under minimum supervision

Animal Handler Job Description:

- Has demonstrated experience in dealing with the given species like bird, dog, monkey, or snake and is able to restrain and remove the animal if need be
- Accustom animals to human voice and contact; and condition animals to respond to commands
- Train animals for performance, obedience, and according to prescribed standards for show
- Feed or exercise, provide other general care, such a cleaning or maintaining the environment or performance areas

Qualifications:

- Male or female between 25-35 years old
- Must be responsible on handling animals properly and safely.
- Can easily understand instructions and work under minimum supervision.

e. Personnel Policy and Time Policy

1. Working hours will be from 9 am to 5 pm, Monday to Saturday.
2. Each employee is given 30 minutes lunch break and is expected to go back on time.
3. Employee's presence is very important.

For every late, there are regulations to be followed.

1st late : 1st warning
2nd late : 2nd warning
3rd late : 3rd warning (For every third warning,

employees being late to work will mean a loss of an hour's pay on their salary.) 4th late : suspension for 2 days Policy of terminating employee 1. Theft of any company's property is automatically fired. 2. An employee with more than 3 absences without a valid reason will be terminated. 3. Too much tardiness of an employee will result to termination. Sexual Harassment Policy 1. Doing unpleasant things during working hours with opposite sex will be warned at first attempt and will be terminated after second time. 2. Touching with malice in any employee or customer will be suspended. If he/she attempts to do it again, he/she will be terminated. 4. B. Articles of Partnership ARTICLES OF PARTNERSHIP OF PICTOUR SAFARI KNOW ALL MEN BY THESE PRESENTS: That, we the undersigned, all of legal age and residents of the Republic of the Philippines has agreed to reform a general partnership under the terms and conditions here in after set forth and subject to the provisions of existing laws of the Republic of the Philippines. AND WE HERE BY CERTIFY: ARTICLE I: That the name of the partnership shall be PICTOUR SAFARI ARTICLE II: That the principal office of the partnership shall be located at Padre Faura Street, Ermita, Manila. ARTICLE III: That the names, citizenship and residence of the partners of the said partnership are as follows: | | | | NAME | CITIZENSHIP | RESIDENCE | | | | | Filipino | 03 Magluyan St. Camp Claudio, Tambo, | | Barles, Revine Carla | | Parañaque City | | | | | Block 29 P3L3 Sta. Barbara Villas 1 | | Bernal, Lyn - Lyn | Filipino | Silangan, San Mateo Rizal | | | | | Filipino | 2613 S. Del Rosario St. Gagalangin Tondo, | | Celmar, Ana Leighmar | | Manila | | | | | Hernandez, Michelle | Filipino | 100 Sanchez St. Tinajeros, Malabon City | | | | | Filipino | 226 Dr. Sixto Antonio Ave. Caniogan, Pasig | | Pacis, Joana Armina | | City | | | | | Filipino | Block 42 lot 17 E. Fernandez St. Katarungan | | Purisima, Janile

Yves | | Village Muntinlupa City. | ARTICLE IV: That the term for which said partnership is to exist is year from and after recording of the said partnership by the Securities and Exchange Commission (S. E. C.) ARTICLE V: That the term, which said partnership is formed, are as follows: 1. To provide quality pictures at a reasonable price. 2. To provide an interaction with animals by means of taking picture. 3. To provide a unique experience. ARTICLE VI: That the capital of this partnership shall be Two Hundred Ten Thousand (Php 210, 000. 00) pesos, Philippine currency contributed in cash by the partners as follows: NAME Barles, Revine Carla Bernal, Lyn - Lyn Celmar, Ana Leighmar Hernandez, Michelle Pacis, Joana Armina Purisima, Janile Yves Total AMOUNT CONTRIBUTED Php 35, 000. 00 Php 35, 000. 00 Php 35, 000. 00 Php 35, 000. 00 Php 35, 000. 00 Php 35, 000. 00 Php 210, 000. 00 That no transfers which will be reduce the ownership of the Filipino citizens to less than required percentage of the capital shall be allowed to record in proper rooms of the Partnership. ARTICLE VII: That the firm shall be under the management of one partner and such shall be in charge of the management of the affairs of the partnership, she shall have no power to use the firm's name and to bind the partnership in making such contracts without the approval of at least one partner. ARTICLE VIII: That the rest of the owners may be engaged in any kind of business and still receive an equal division of the profit and losses of PICTOUR SAFARI ARTICLE IX: That the partners manifest their willingness to change their partnership name in the event another person, firm or eternity has acquired a prior right to use the said firm name one deceptively similar to it. IN WITNESS WHEREOF, we have hereunto set out hands this ____ day of ____ 2012, in Manila, Philippines. _____

_____ Barles, Revine Carla Hernandez, Michelle

_____ Bernal, Lyn - Lyn Pacis, Joana
 Armina _____ Celmar, Ana Leighmar

Purisima, Janile Yves 4. C. Gantt Chart | | | | | Task | | | | | Planning
 / Research | | | | Source of Finance | | | | Registration | | | | Acquisition
 of Equipments | | | | Installation of Equipments | | | | Actual Operation | |

| | | | PICTOUR SAFARI Gantt Chart Chapter 5: FINANCIAL ASPECT 5. A Product
 Pricing Packages Package 1 Package 2 Package 3 Package 4 Package 5

Package 6 Package 7 Package 8 CHAPTER 6: SOCIO ECONOMIC ASPECT In

terms of advantages in the lives of people, the business will generate employment. It generates both direct and indirect employment, providing a source of income and work for many. Through this, it will decrease their reliance on government for financial support and increase their spending power. They can provide for their basic needs and wants and even for their families too. The business also has its positive impact to the government which is contribution to tax. If the company, employees, and suppliers pay taxes, it adds to the government's ability to stimulate the financial system of the country and therefore it empowers growth in the economy. For the other business establishments, they will also benefit from PICTOUR SAFARI.

Employees have their needs and wants for a living, and to have those, they need to go to other business establishments. Spending their salaries for their needs and wants will then create another income for those companies and their employees too. This entire business builds a high multiplier effect. It is a way, in which customers' spending filters through the economy,

stimulating other sectors (sales, employment, and income). Socio-Economic Aspect As a student we commit to have advantages in the lives of other people, to generate the business employment. Providing a source of income,

it should be generates direct and indirect employment for them to have a livelihood process. Through this, it would help their financial support and increase their spending money. It will help to provide their daily needs even for their family. In terms of advantages, it can contribute income to government through tax, paid by the establishments from the products. It also provided on a request necessary technical and financial assistance preparing reports on the destination, in setting up Pictour Safari for monitoring environmental developments and for showing some of the animals that helps a person to eliminate their stress and be happy taking pictures with them. Like from other business establishments, customers and employees will also have a benefit from Pictour Safari. Employees have their needs and given the salaries on time. They are also assist by the staffs particularly to the other activities so that it can avoid the mistakes. Spending their salaries for their daily needs will then make another income for those companies and their employees too This business also has its positive impact to the government. When the employees, suppliers and the company paid their taxes it helps the community to stimulate the financial system of the country and therefore it helps growth the economy. To support and encourage the business, we have to continuing cooperate among socio economic including other company. It experience, methods and work in connecting with any establishments. in regards of marketing a small business, One of the most important is the atmospherics of the store. When customers enter they want to feel welcomed and that the staff is friendly. This is also important when marketing because the business will want to attract a certain psychographic segment of the populous. If you want to accomodate your specific target market by making sure that their needs

coincide with what you have to offer and how they perceive that. Also when customers do perceive that their cultural values are being respected by the business as evident in its market strategy and customer handling, they will respond more positively to the business and its revenues will increase. By this type of processing, it will help to attract more customers to insert income to your business and so that it will have more taxes to be inserted in the government too. This entire business builds a high multiplier effect. In which customers spending through the economy, stimulating other sectors sales and income.

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we have encountered, and for the knowledge and wisdom in completing this whole project.

Introduction

The field of photography has produced much kind of businesses. Most of the businesses produced by this field have reached success due to its popularity and it's continues improvement of quality of photos it produced with the help of the modern technology. Nowadays photography related businesses vary in their styles of presenting their theme and their products to attract their customers. One type of business that the field of photography has produced is the modern photobooth. A photo booth is a small room which you'll enter and have your photograph taken by a machine, but nowadays it has been given a new touch of modernity. Modern Photo booth is built with different theme that will suites every customer's preference. It usually portable and it uses the popularity of digital images and the love of people to take photos in different themes and the finished products used as souvenirs worth keeping. The group has come up with a business called " Pictour Safari". It is a single unit establishment located at Padre Faura St. Ermita, Manila. The business is a photo booth style where we use safari theme that will serve photo enthusiast with a unique experience. Since the theme is Safari, the customers will experience close encounters to animals as if they are having a tour on a real Safari land that they don't usually experienced in the urban community. " Pictour Safari" will be providing quality photo services that will create an unforgettable experience to the customer and will bring satisfaction. A Safari theme photo booth will give customers an experience of safari tour in an urban Community and will help them cherish moments each time they visit the business.

Testimonies

Doing a feasibility study isn't that easy as anyone could think. As for a group, basically, it requires teamwork. This kind of

project doesn't only need the decision of one. Each member must consult one another to come up with a best decision for the whole group. The proponents didn't have much problem working as a group considering the fact that we are not all so close with one other. We were able to practice teamwork. We communicate and divide the tasks among ourselves. These made us realize that we can finish on time as long as we help one another. The entire process of accomplishing this business proposal was like a journey to us. We have experienced waking up in the morning thinking on what to do next for our proposed business plan, consecutive days of not having enough sleep, being almost regularly present at the computer shop for research and printing purposes, and even going to the library which some of us are not usually doing. This project has taught us to be more responsible in preparation for our future. To a certain extent, we have enjoyed this whole experience because we had new friends and most importantly, we were able to gain knowledge regarding Business Planning and Tourism

Entrepreneurship. RESUMÃ%S Revine Carla Salonga Barles C-03-C MEQ
Magluyan Street Camp Claudio, Tambo, ParaÃ±aque City 09163393853 /
8526305 revinecarlabarles@ymail. com Education Bachelor of Science, Major
in Tourism Management San Sebastian College-Recoletos / Manila 2010 -
Present Training and Seminars Corregidor Island Educational Tour Corregidor
Island / Western Samar / July 2010 PhilGeo: Exploring Ilocos Region Seminar
Hotel Salcedo de Vigan / Vigan City / February 2011 Sustainable and
Unconventional Tourism-The Way to Go! San Sebastian College-Recoletos /
Manila / March 2011 Shipboard Familiarization Tour M/S Saint Peter the
Apostle / NN Oceanlink Institute / August 2011 Skills and Abilities
Understanding of international tourism / Ability to work deadline / Research
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and Communication Skills / Ability to work well with others / Professional Appearance and poise / References Mr. Bernie Gapuz Tourism Practitioner / San Sebastian College-Recoletos / Manila Ms. Marge San Jose Tourism Practitioner / San Sebastian College-Recoletos / Manila JANILE YVES VENTURA PURISIMA Blk 42 Lot 17 E. Fernandez St. Katarungan Village, Muntinlupa City Email address: janilleyvesventura@yahoo. com Tel. No. 850-2167 Cell No. 0915-957-9249 OBJECTIVE : To be able to utilize the education and craft of tourism and hospitality management for quality service; and also to maximize my potentials in boosting the tourism industry SKILLS : Good communications and interpersonal skills; determined, passionate, competent, analytical, systematic and result-oriented person EDUCATION : College 2010-present San Sebastian College- Recoletos, Manila Bachelor of Science in Tourism Management High School 2006-2010 Sounthernside Montesori School, Muntinlupa City Elementary 2001-2006 Southernside Montessori School, Muntinlupa City 2000-2001 La Consolacion College, Manila ON-THE-JOB TRAINING EXPERIENCE: Special Program for Employment of Students City Government of Manila Corners of Taft Avenue, Padre Burgos Villegas Street, Manila, April 1, 2011 — May 1, 2011 TOURS AND SEMINARS ATTENDED: “ Palawan Tour" October 16-19, 2011 “ Viva Crucero Velada The Sebastinian’s Grand Voyage" October 2, 2011 Venue: Le Pavillon, Metropolitan Park, Roxas Blvd., Pasay City 5th National Tourism Student’s Congress “ Unconventional Tourism — The Way to Go! " March 2011 Venue: San Sebastian College Recoletos Bar Review, Law Building, 5th Floor, C. M. Recto Avenue Manila “ TOMORROW’S TOURISM LEADERS" February 19, 2011 Venue: San Sebastian College Recoletos, C. M Recto Avenue, Metro Manila “ The PANTHEON: Adapting Deities’ Diet for a Holistic Lifestyle" February 26,

2011 Venue: San Sebastian College —Recoletos Coffee Shop C. M. Recto Avenue, Manila “ PhilGeo: Exploring Ilocos Region” February 13, 2011 Manila
ala Vegas: Catch a Glimpse, Experience the Glamour and Ultimate Fun of Tourism Entertainment, October 02, 2010 Venue: Le Pavillon, Metropolitan Park, Roxas Blvd., Pasay City Shipboard Familiarization August 13, 2011
Venue: NN Oceanlink Institute, Onboard M/S Saint Peter the Apostle, Manila “ Corregidor Island Educational Tour” July 24, 2010 “Food and Safety and Sanitation” December 4, 2010 Venue : Magsaysay Center For Hospitality and Culinary Arts, Ermita Manila “ Experiencing ICT “ Dreamweaver MX and Flash MX March 27, 2010 Venue : Southernside Montessori School Camella Homes IV, Poblacion, Muntinlupa City “STANDARD FIRST AID AND BASIC LIFE SUPPORT, BASIC FIREFIGHTING, BASIC RAPELLING AND HIGH ANGLE RESCUE, DISASTER MANAGEMENT AND PREPAREDNESS, RESCUE AND TRANSFER, BASIC SWIMMING AND WATER RESCUE.” May 19 — May 28, 2009 Venue: Muntinlupa Science High School, Technical Education and Skills Development Authority, Muntinlupa City Fire Station, Hillsborough Village, City of Muntinlupa ORGANIZATION - Alabang Karatedo Association MEMBER - Philippine Tadsun Karate/Aikido Headquarters MEMBER - New life in Christ Bible Church Youth Organization MEMBER - Sebastinian Tourism Organization SECRETARY - Sebastinian Arts Society MEMBER BIRTHDATE : August 14, 1993 BIRTHPLACE : Manila LANGUAGES : English and Filipino CHARACTER REFERENCES: 1. Ms. Mary Grace Ac-ac - Public Relations Officer San Sebastian College-Recoletos Manila 0915-435-6984 2. Ms. Cristina Caluza - Area Chairperson, Tourism San Sebastian College-Recoletos Manila 0915-856-0259 MICHELLE SARABIA HERNANDEZ 100 Sanchez St., Tinajeros, Malabon City +63473629420 / 2881214 mitch_hernandez2609@yahoo. com
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Work Experience Senior Citizen's Affairs Officer | Malabon City Hall | Malabon City December 2009 - Serves as general information and liaison to serve the needs of the senior citizens. - Assists and coordinates with senior citizens regarding their complaints and other reports that concerns senior citizen's rights. Education Bachelor of Science, Major in Tourism Management San Sebastian College-Recoletos | Manila 2010 - Present Training and Seminars Corregidor Island Educational Tour Corregidor Island | Western Samar | July 2010 Food Safety and Sanitation Seminar MIHCA | Ermita, Manila | December 2010 PhilGeo: Exploring Ilocos Region Seminar Hotel Salcedo de Vigan | Vigan City | February 2011 The PANTHEON: Adapting Dieties' Diet for a Holistic Lifestyle Seminar San Sebastian College-Recoletos | Manila | February 2011 Sustainable and Unconventional Tourism-The Way to Go! San Sebastian College-Recoletos | Manila | March 2011 Shipboard Familiarization Tour M/S Saint Peter the Apostle | NN Oceanlink Institute | August 2011 Skills and Abilities Knowledgeable in using different Microsoft Applications | Leadership Skills | Event Management | Filing Skills | Time Management Skills | Designing Skills | Creative Thinking Skills | Proficiency in speaking Filipino and English Language References Ms. Mary Grace Ac-Ac Public Relations Officer | San Sebastian College-Recoletos | Manila Mrs. Cristina Nazareno-Caluya Tourism Department Area Chair | San Sebastian College-Recoletos | Manila Contact numbers are available upon request JOANA ARMINA JAVIER PACIS 226 Dr. sixto Antonio Ave. Caniogan Pasig City +63263520329 / 6424900 armina120409@yahoo. com Work Experience Special Program for Employment of Student (SPES) | Pasig City Government April 2009 Education Bachelor of Science, Major in Tourism Management San Sebastian College-Recoletos | Manila 2010 - Present Training and Seminars Corregidor Island <https://assignbuster.com/chapter-1-project-summary/>

Educational Tour Corregidor Island | Western Samar | July 2010 Food Safety and Sanitation Seminar MIHCA | Ermita, Manila | December 2010 PhilGeo: Exploring Ilocos Region Seminar Hotel Salcedo de Vigan | Vigan City | February 2011 Sustainable and Unconventional Tourism-The Way to Go! San Sebastian College-Recoletos | Manila | March 2011 Shipboard Familiarization Tour M/S Saint Peter the Apostle | NN Oceanlink Institute | August 2011 Skills and Abilities Has knowledge in using Microsoft Applications | Leadership Skills | Proficiency in speaking Filipino and English Language References Ms. Galilea Lajara Faculty| San Sebastian College-Recoletos | Manila Mrs. Cristina Nazareno-Caluza Tourism Department Area Chair | San Sebastian College-Recoletos | Manila Contact numbers are available upon request

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