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ATENEO DE DAVAO UNIVERSITY SENIOR HIGH SCHOOL. JACINTO ST., DAVAO CITY In Partial Fulfillment of ENTREPRENEURSHIP BODY PURGE "Nature's Best Thirst Quencher" Submitted to: Mr.

Khien Jason Bautista Submitted by: Alvarico, Winross John P. Ecabande, Jan Earl F. Lavalle, Joshua Vincent L. Magno, Keziah Marrie A.

Mojares, Mary Rj Antoinette A. 12 - Blessed Dominic Collins January 29, 2017
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managers I. INTRODUCTION (Winross) A. Name and Address of the Business or Company: Body Purge is an all-natural drink made from fresh fruits delivered to us daily. This product aims to revitalize the body through a natural purge of unhealth. This is possible through the specially formulated drinks full of combined nutrients that makes health attainable without the cost of wealth.

It will be situated in malls within Davao City. It will be established as stalls that distribute the good service we offer. The Malls are located as shown in the map. B. Name and Address of the Entrepreneurs:

C. Nature of the Business: Body Purge is easily defined as part of the food and beverage industry. This includes businesses that relies on technology and food manipulation to supply value-added food consumed by the population (GlobalEdge, n.

d.). The ideal result of the food processing will be a delicious nutritional drink made from pure, natural, and raw materials. This is an uncommon practice in

this industry, but it is welcome to compete in it. More and more people today realize the importance of keeping one's health in check.

Body purge will become an enjoyable way to help with this issue. Trust in a product's purity is always the cause of gnawing customers. Body purge will ensure its customers that what they are receiving will be what they asked for: a good natural drink.

Body purge will compete with its quality service to bring about an original taste of health. D. Statement of Financing Needs: II. EXECUTIVE SUMMARY (Keziah) III. INDUSTRY ANALYSIS (Earl) A. Future Outlook and Trends: Davao City, being one of the largest centers of trade and commerce in Mindanao and one of the highest earning cities in the country, earning 210 billion pesos in total capital from 2011 to 2014, has proven to become an economically emerging city that exhibits healthy economic performance. Its industry sector has boosted from 12.2 to 16.

5 percent (2015-2016). Agriculture serves as the largest economic sector offering pineapples, bananas, and coconuts. It is also the country's leading exporter of fruits such as mangoes, durians, mangosteens, pomelos, and papayas. Because of the abundance of produce, they are supplying processing industries, such as the food and beverage industry which has contributed to the bulk of the industry sector. According to Mercurio of The Philippine Star (2015) the Department of Trade and Industry is giving full support to the food & beverage industry to gain global competitive advantage for it has contributed abundantly to the country's economy.

With data gathered from the Philippine Statistics Authority, the food manufactures and beverage industries made up almost half of the total manufacturing gross value of the country in 2015. Additionally, the revenue in the food & beverage segment in 2018 amounts to 31 m US\$ or 1.58 billion pesos. In global comparison, it is the 6th country to have the highest global revenue. From all the information gathered, as a newly start-up business, entering the food & beverage industry will surely continue to expand its growth economically. Due to the rapid influx of people in Davao City, customer attraction is at high and consumers are now more aware than before of what they need and want. Starting up locally, the entrepreneurs will commit in providing quality products to customers and will attend to their demand in hopes of exponential financial growth, contribution to the country's economy, and globalization.

B. Analysis of Competitors: 7 P's
Competitor 1 Roti & Tea
Competitor 2 Citrus Box Lemonade
Competitor 3 Tubotreat

1. Product They offer roti, a Thailand dish, presented as flatbread that is made up of flour, eggs, and bananas as toppings. Apart from that, they also produce juices formulated by the owner made up of fresh fruits and flowers namely, Almond Red tea, Cucumber Lemon, and Citrus Ternatea made from "bukid" flower dipped with lemon slices. Their business mainly offers lemon juice with a hint of syrup called Citrulemon (lemon), other freshly squeezed fruit juices like Citrorange (orange), Citrudarin (mandarin), and Citrumansi (calamansi). and they also sell fresh lemons. Beyond that, they offer organic products, like powdered ginger, from the Lumads of Marilog District. Tubotreat

produces tubo juices fresh from a tubo stick or sugarcane that is put inside an extracting machine. They sell it in different flavors like tubo juice with ginger extracts, with tanglad or lemon grass, passion fruit, ampalaya, and guyabano. Inside the juices are also organic ingredients. 2.

Place Asian Fruit Market, Abreeza Ayala Mall Davao, J. P. Laurel Avenue, Bajada, Davao City Asian Fruit Market, Abreeza Ayala Mall Davao, J. P. Laurel Avenue, Bajada, Davao City Asian Fruit Market, Abreeza Ayala Mall Davao, J.

P. Laurel Avenue, Bajada, Davao City 3. Price The roti costs 50php and the juices are available for 30php per glass. The lemon juice costs 49php while the other fruit juices costs 30php. The lemons, on the other hand, costs 35php and if the customers buy three, they will receive 5php off. The price differs in flavor and size: Price Small Big Plain 55php 65ph Passion Fruit 60php 70php Lemon Grass 60php 70php Ginger 60php 70php Ampalaya 70php 80php Guyabano 70php 80php 4. Promotion They do not have any form of promotion aside from selling their products directly from their stall. However, they were featured in an online article written by SunStar Davao.

They have set up a Facebook page where people can directly message/contact them, write reviews and comments, and post their personal testimonials like pictures and videos with their product. They have over 358 likes and 356 followers. They were also featured in one of the episodes of Agri Tayo Dito. Additionally, they were also featured in an online article written by SunStar Davao. They are advertised and promoted through social media. They have been featured by Davao Food Guide and LaWin Food

Adventures, two local food blogs, in their Facebook pages. A blog post was also dedicated to them created by Jazzie Tabique.

Moreover, they were also they were featured in an online article written by SunStar Davao. People Maria Mayer Jerreje is the owner of Roti & Tea. When she visited Thailand, she was inspired by their fruit culture thus opening up her business. The staff is very accommodating and friendly according to one of the reviews on their page. The owner of the business is Laian Joy Chavez. The staff has well-knowledge about their product and its health benefits.

They are friendly and polite. Packaging The roti is served fresh from the pan while the juices are served in a glass. The juices are served in plastic bottles and plastic cups. Sealed on it is their logo. The juices are served in stylish plastic bottles and are served temperately cold.

Positioning Introduces a foreign culture and taste to the Davaoeños as well as an innovative way of infusing fresh fruits and flowers into tea and juices. An affordable way of keeping good health. Take a sip and enjoy the taste of their fresh fruit juices with citrus that is rich in Vitamin C. Serving all-natural fruit juices with no coloring and no artificial flavors. Tubotreat's objective is to give the market a delicious and easy way of fighting against illnesses. According to studies, sugarcane is one best ways to fight the risk of getting cancer. Instead of the traditional way of eating or grinding the tubo, people can now obtain its benefits in a juice form. C.

Market Segmentation: The entrepreneurs will use the psychographic segmentation approach in determining their target market. This means they

will divide the market in five different variables namely, lifestyle, values, social class, and personality. Starting off with lifestyle, the business' target market is those who want a healthy lifestyle in an easy and hassle-free way. They are concerned with their health and appearance thus making sure that they would stay fit and healthy as possible and avoid dealing with health-related problems/issues. Second is values, based from the VALS framework which is also known as values, attitude, and lifestyle, our target market is those who are Experiencers. These are a group of consumers who are mostly comprised of young adults who have high resources but also are self-expressive. IV.

COMPANY DESCRIPTION (Joshua) A. Product/Service: The business will offer a wide menu of fresh juices on variety of flavors. All items will be natural nourishment and drink products. The store concentrates basically on fruit and vegetable juices. The business will pride itself on being small, however Body Purge's health quick service seeks to provide the most astounding quality items in an enticing air.

Fruit juices are available in more than 10

flavors: · Orange · Mango · Banana · Pineapple · Guyaban
 o · Apple · Lemon · Melon · Grape · Calamansi · Mixed
 Berries · Four Seasons · Tomato · Honey
 Ginger · Cucumber · Carrots B. Size of the Business: C. Office
 Equipment and Personnel: D.

Background of Entrepreneurs V. PRODUCTION/SERVICE PLAN

(Keziah)A. Physical PlantB. Machinery and EquipmentC. Names of SuppliersVI.

OPERATIONS AND DEVELOPMENT PLAN (Antoi)VII. MARKETING PLAN

(Joshua)VIII. MANAGEMENT TEAM (Winross) A.

Description of the Management Team: Partnership managers are the people responsible for the day to day operations of a partnership business. They are responsible for recruiting and supervising employees, dealing with customers and reporting to the partners. The partnership manager's regulations are set by a written agreement decided between the members.

Qualified candidates will have at least three years professional experience in business development, fundraising and/or sponsorship sales (Social Enterprises, 2013). Required proven experience successfully leading and motivating a professional team. Experience as a Development Manager, Partnership Manager or similar position in non-profit or social change organizations is a plus.

Job Responsibilities · Strategic planning, development and management of key partners for the business.

- Strategize and collaborate with Programming, Marketing and Events departments to align.
- Develop creative ways to partner with companies in order to maximize their involvement and financial support of the business.
- Oversee development and effective use of partner communications/sales tools (PDFs) for each event (Sponsor Overview, etc.).
- Create a Research Guide for each event, defining industries,

companies and subjects to research for salesefforts. · Oversee success metrics, tracking and reporting of sponsor acquisition efforts, including ProjectReport, Partnership Master Plan Reporting and multi-team communication. · Strategically identify key highlevel targets; responsible for directly confirming sponsorships to driverevenue support for event. · Manage sponsor deliverableprocess, communication with Marketing and Event Managers toensure sponsorshipcommitments are delivered. · Oversee administrative functionthat manages contracts and payments with confirmed Sponsors. · Manage all pre-event and onsitepartnership relations and communications, ensuring excellent support andoverall experience. · Train, mentor and manage thepartnership management team, ensuring company and event goals are met andweekly and personnel-related issues are managed. · Revise all partnership managementmaster templates as necessary; execute and manage adoption by team. · Manage the partnershipmanagement team, providing guidance and setting goals on a weekly basis; post, review and hire staff as determined . · Actively use company systems tomanage projects, i. e.

Salesforce. com, Basecamp, Google. · Docs and Harvest time tracker. Skills and Abilities Required · Proven ability to lead andproject manage large and simultaneous projects, defining and implementing goalswhile maintaining scope, budget and schedule.

· Strong client relationshipmanagement, sales and customer service skills, with the ability to inform andpersuade people. · Ability to work cohesively witha team and also independently with strong initiative and

proactive involvement. · Strong written and verbal communication and sales skills, able to deliver clear, concise information to partners, clients and team. · Ability to initiate and negotiate high value contracts to help meet event and company revenue goals. · Exceptionally detail-oriented and organized, ensuring quality and consistent output. · Ability to effectively solve problems, make decisions and take action, exercising solid independent judgment. · Ability to maintain a professional attitude and work independently with little guidance in a fast paced, changing environment. · Proficiency in MS Office applications (Outlook, Word, Excel and PowerPoint).

· Proficiency in cloud software applications (Salesforce. com/CRM systems, Basecamp, Google Docs, Harvest.) B. Organizational Plan: Body Purge is a partnership between five owners. A partnership is considered as one when two or more people shares a business (lardbuket, n. d.). A partnership is ideal when one owner compliments the other. In a partnership all partners have the same authority decided by a written agreement.

The partners are the 5 entrepreneurs who owns the business namely, Jan Ecabande, Keziah Magno, Josh Lavallo, Antoinette Mojares and Winross Alvarico. C. Plans for Recruiting and Training Employees References: Food and Beverage: Background. (n. d.). Retrieved January 27, 2018, from <https://gloaledge.com>

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[forms-of-business.html](https://2012books.lardbucket.org/books/strategic-management-evaluation-and-execution/s13-04-legal-forms-of-business.html) IX.

ASSESSMENT OF RISK (Antoi)A. Evaluate Weaknesses of the Business:

B. Provide the Contingency Plan of Each Weakness: C. New Technologies

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Employees: D. Organizational Chart: E. Resume of the Managers: