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Empowering Local Vendors through Technology: A Workflow Automation Proposal for Isdang Presko ni Lorena

Baguio, Renan C.

Miras, Bhebie Jane C.

Sumagang, Shaymae Jane S.

Nuñez Jr., Angelito L.

Viscara, Kimberly Jane L.

TABLE OF CONTENTS

Title	Page
Project Charter	1
Narrative Summary of the Manual Workflow	3
Description of Proposed Solution	5
Potential Benefits	7

I. Project Charter

Business Name: Isdang Presko ni Lorena

Owner's Name: Lorena Cabataña

Business Address: Poblacion, Cordova, Cebu

Business Overview:

Isdang Presko ni Lorena is a small-scale fish vending business that focuses on selling fresh and affordable seafood to local customers. The business offers a variety of fish, shellfish, and other seafood products sourced directly from local fishermen. It operates primarily through market stalls and direct selling within the community. The business ensures that products are sold at reasonable prices while maintaining quality and freshness. Its operations run daily to meet the consistent demand for seafood in the area. Overall, Isdang Presko ni Lorena contributes to the local economy by supporting fishermen and providing accessible seafood to consumers.

Target Audience:

- Households – families and individuals buying fish for daily meals.
- Small food businesses – carinderias, eateries, and small restaurants that need a steady fish supply.

Client Persona:

Lorena is a 42-year-old fish vendor who has been in the business for 27 years. She inherited the fish vending business from her parents and continues to operate it independently. As a single mother of five, she manages both her household and her small business. Every morning, she buys fresh fish from the local market to sell in her area. Her business, Isdang Presko ni Lorena, is known in the community for selling fresh and affordable fish. She handles daily sales, budgeting, and customer transactions by herself. Many of her customers are regular buyers who trust her products. Over the years, she has learned to use mobile phones for communication and orders. She also accepts online payments like GCash and uses delivery services when needed.

II. Narrative Summary of the Manual Workflow

The fish vendor, Lorena, begins her daily operations early in the morning by purchasing fresh stocks from her direct supplier. The quantity and type of fish she acquires depend on the availability of supplies, which she then sells in the local supermarket. Upon receiving the stocks, Lorena manually records the inventory using pen and paper to document the number and types of fish purchased. Each type of fish is categorized and assigned its corresponding capital cost, allowing her to compute the total amount of capital spent for the day's inventory.

Once all stocks are recorded, Lorena proceeds to the supermarket to begin the selling process. During selling hours, she engages in multiple tasks such as cleaning and arranging the fish for display, entertaining customers, assisting in weighing and packing orders, and managing cash transactions. She also handles payments made through cash or credit, ensuring that customers are accommodated efficiently. Due to the busy nature of selling and the continuous flow of customers, she often does not have time to update her records or document sales and expenses throughout the day.

At the end of the selling period, Lorena conducts manual post-sale tracking. She counts and weighs the remaining fish to identify the quantity sold. Using her initial inventory record as a reference, she manually computes the total number of fish sold and multiplies it by the selling price of each type to determine her total daily sales. She also includes transactions made on credit as part of her total revenue. Through this manual workflow, Lorena is able to monitor her capital, sales, and profit despite the absence of digital tools or automated systems. Although time-consuming and susceptible to human error, this process serves as her reliable method for maintaining financial awareness and ensuring business continuity.

III. Description of Proposed Solution

The proposed solution aims to improve the fish vendor's current manual workflow by introducing a digital system that automates the recording, computation, and monitoring of business transactions. In this process, the vendor will transition from a pen-and-paper method to an organized spreadsheet-based system. The purchase of fish stocks from the supplier will be recorded directly into an inventory spreadsheet, which automatically updates the quantity of available stocks. This approach removes the need for manual writing and minimizes errors that usually occur in handwritten records.

Each entry in the spreadsheet will be categorized according to the type of fish, including details such as purchase price, selling price, and total capital. The system will then automatically compute the total capital and possible profit margins for each category, providing the vendor with an immediate overview of financial performance. During the selling period, the vendor will simply update the spreadsheet with the quantity of fish sold, while the system automatically calculates the total sales for the day. This reduces the time spent on manual computation and allows for more efficient monitoring of inventory and sales.

Furthermore, the spreadsheet will be designed to generate daily, weekly, and monthly reports that summarize sales performance, remaining inventory, and total revenue. These reports can serve as valuable references for future decision-making, helping the vendor identify high-demand products, manage stock levels effectively, and plan for future purchases. By adopting this automated system, the fish vendor can achieve greater efficiency, accuracy, and organization in managing her business. Overall, this proposed solution transforms the traditional manual workflow into a more modern, data-driven approach that supports business sustainability and growth.

IV. Potential Benefits

The implementation of the proposed spreadsheet-based system presents multiple advantages that can significantly enhance the fish vendor's business operations and overall productivity. One of the primary benefits is time efficiency, as all calculations related to capital, sales, and inventory will be performed automatically by the system. This automation eliminates the need for lengthy manual computations and repetitive recordkeeping, allowing the vendor to dedicate more time to essential tasks such as customer service, stock maintenance, and marketing activities.

Another key benefit is the reduction of human error in data recording and financial calculations. The use of predefined formulas and automated functions ensures that computations are consistent and accurate, minimizing mistakes that often occur with manual processing. This improves the reliability of financial records and inventory tracking, which are vital for business transparency and performance evaluation.

In addition, the system promotes better data organization and accessibility. All records, including capital, sales, and remaining inventory, are stored in a single digital file that can be easily updated and retrieved. This organized structure enables the vendor to generate daily, weekly, or monthly reports, providing a clear overview of business activities and performance trends.

Lastly, the system contributes to informed decision-making and long-term business growth. Through consistent monitoring of sales trends and profit margins, the vendor can make strategic decisions regarding stock purchasing, pricing, and marketing. Overall, the proposed system enhances accuracy, efficiency, and business sustainability, transforming the traditional manual process into a more reliable and professional workflow suitable for modern small-scale enterprise management.