

**1. What are your Potential Markets?**

- My potential markets will refer to the demographic, geographic, the competition, consumers' preferences, and market segmentation that would likely or have a great chance of opportunity to sell my products. For instance, if I would like to sell a tech related product, I would base my potential market on these following factors:
  - **Demographic**
    - I would pick tech savvy, enthusiast of new tech trends, and someone who is regularly utilize techs in their life as they have the highest interest to buy my product.
  - **Geographic**
    - I would pick somewhere urban and with high income population as tech products cost a lot and in urban because of the large size of population meaning more opportunity to my product be marketed.
  - **Competition**
    - Analyzing the competition of the product is also important, factors like who are my competitors, their pricing strategy, and their product quality will help to set me apart from my competitors.
  - **Consumers' Preferences**
    - Researching about my consumers' preferences like what kind of tech product would they preferred to buy, their tech usage habit, what is the tech they frequently use, and their specific use cases.
  - **Market Segmentation**
    - In my target demographic there might be who is not familiar with sophisticated techs, someone who is environment conscious and is budget friendly goes. Thinking of possible way to market them my product can increase my consumer base.

**2. Enlist the different government permits you need to comply for you to open a business. How will you comply with each of their requirements?**

Business Permit or mayor permit

in business permit you'll have to obtain:

**Fire Safety Inspection Certificate**

- To acquire the certificate, ensure you possess a building permit and plan, barangay business clearance, fire insurance coverage, and evidence of compliance with fire safety inspectors' requirements.

**Sanitary Permit**

- To complete the requirements, submit the business owner's latest chest x-ray results, a 1x1 photo, the establishment's inspection certificate, proof of payment for the Sanitary Permit Fee and Sanitation Inspection Fees, and a Medical Certificate and Health Card issued by the City Health Officer.

**Building Permit and Electrical Inspection Certificate**

- To secure a building permit and electrical inspection certificate, provide building plans and a lot plan, obtain clearances from relevant authorities, submit fire safety documentation, include lease contracts or property ownership documents, supply the contractor's permit, submit a sketch of the business location, provide a bill of materials and specifications, and include the Engineer's License.

**Certificate of Occupancy**

- To complete the requirements, include images or photos of the site along with the Fire Inspection Certificate.

**Locational Clearance**

- To secure the locational clearance, provide pictures of the site, along with the Fire Inspection Certificate, Building Permit, an authorization letter from the owner (if rented), Electrical Permit, Sanitary Permit, Certification of Non-Improvement, and the PRC License or PTC of the Engineer.

**Electric Utility Connection**

- provide a letter of request from the owner, an electrical plan, either DTI Registration or a copy of SEC Registration with Articles of Incorporation, a copy of the Lease Contract, Transfer Certificate of Title (TCT), or Deed of Sale, and the Company's SSS number or Tax Identification Number if SEC/DTI Registration is not available.

you also have to involve with different government agencies for approval like:

**Department of Trade and Industry (DTI)**

- Partnerships, corporations, and cooperatives should submit a Certified photocopy of the SEC and Articles of Incorporation or Partnership.

**Securities and Exchange Commission (SEC)**

- For a partnership or corporation to be regarded as a legal entity, it has to register with the SEC. You can file for your company's business registration at the SEC head office (Secretariat Building, PICC Complex, Roxas Boulevard, Pasay City).

**Barangay Unit**

- After registering a business name, first-time entrepreneurs should go to the Barangay Unit where the business is located and apply for a business permit and clearance. You'll be required to submit a Community Tax Certificate and pay the Barangay Clearance fee, which is around ₱200.

**City or Municipal Office (Business Permit and Licensing Office)**

- This is necessary if you have your own building or physical store. However, you may not need to get one if your business is located inside a mall. The mall management will be responsible for conducting the inspection and issuing the certificate.

BIR registration