Crown Perfume & Apparel

Business Name

Infinity Scent Manila

Company Name

By

Bacolod, Mecca

Degayo, John Loyd

Dizon, Daniel

Olivarez, Danielle

Quitain, Jane Rose

Visperas, Jezel

October 2023

Section 1: Executive Summary

I. Business Overview

Crown's Apparel has a Clothing line that contains many different styles, designs, colors, and especially sizes. This Apparel is not only for Men but also for Women. It also has Caps, Tube Mask, Ballers and Stickers. When it comes to stickers, Crown's Apparel can offer a collaboration to other brands to promote and support the co-clothing line, also our business promotes Crown perfume that includes so many variants of scent.

II. Market Overview

Crown's Apparel and Crown perfume will be located at Southville 3 Poblacion Muntinlupa, Metro Manila. At the moment, the clothing that our company is selling is mainly based towards teenage girls and women between the ages of 15 to probably 40. We do not have any specific race that we are selling towards.

We will focus our clothing for the time being on women and teens to show them that quality clothing can be affordable. We will put advertisements in places where women gather informing them of our new store and what we are offering for their first client.

Many teenagers and young people are inspired by their Idols when it comes to fashion. So Crown's Apparel decided to create a line that helps the young and teenagers to dress up like pros, build confidence to wear, and try our scent. Aside from fashion, Crown's Apparel and Crown Perfume have a Charity that helps people support their eye problems. 25% of their sales are going to Charity with the help of his parents.

Section 2: Company

I. Structure & Ownership

MR. JOHN LOYD T. DEGAYO, He is the first child of Mrs. Rema Degayo and Mr. Randy Degayo. He lives at 117 Rizal Street Poblacion Muntinlupa City and He was born on October 12, 2000. He graduated from Maritime in Tunasan National High School. And he is now taking his college degree in Pamantasan ng Lungsod ng Muntinlupa.

MR. DANIEL D. DIZON, was born June 15, 2001, He graduated from Senior High School at Muntinlupa National High School Main in Strand of General Academic Strand, and now he is a 4th year student in Pamantasan ng Lungsod ng Muntinlupa. His parents are Mrs. Evelyn Dizon and Mr. Arnel Dizon. His mother is a housewife while his father is a family driver. He lives in Phase 3 block 45 lot 39 Southville 3 Poblacion Muntinlupa City.

MR. DANIELLE E. OLIVAREZ, He lives at 100 Camia St. Cataquiz 3, Landayan San Pedro Laguna, He was born on May 25, 2001. He is the second child of Mr. Jun Olivarez and Mrs. Hilda Olivarez. He finished Senior High at Liceo de San Pedro School and he is now taking his college degree in Pamantasan ng Lungsod ng Muntinlupa.

MS. MECCA B. BACOLOD, she was born June 15, 2001, and she lives at 0176 Zone 1b Sitio Pagkakaisa Sucat Muntinlupa City. Her parents are Mrs. Maribel Bacolod & Mr. Celso Bacolod. She is a working student; her work is a cashier in fast food and she is now 4th year student at Pamantasan ng Lungsod ng Muntinlupa.

MS. JANE ROSE M. QUITAIN, she lives at Southville 3 Poblacion Muntinlupa City and she was born on June 1, 2000. She is the second child of Mrs. Michelle Quitain and Mr. Jerico Quitain. Her mother is a housewife while his father is an operator mechanic at Pepsi-Cola. And now she is taking her college degree in Pamantasan ng Lungsod ng Muntinlupa.

MS. JEZEL H. VISPERAS, Her parents are Mrs. Rowena Visperas and Mr.Benny Visperas and she lives at 517 Cattleya St. Lakeview Homes Putatan Muntinlupa City. She was born on March 10, 2000. She finished Senior High at Lyceum of Alabang in Strand of General Academic Strand, and she is now taking her college degree in Pamantasan ng Lungsod ng Muntinlupa.

II. History

The clothing business continued to evolve with the rise of fast fashion, online shopping, and sustainable fashion movements. Technology and e-commerce revolutionized how people buy and sell clothes. Today, the clothing business is a global industry, encompassing a wide range of styles, materials, and production methods, catering to diverse consumer preferences and lifestyles.

Infinity Scent Manila start in the year 2020 this Company arise in the midst of Pandemic but even if we are facing in the pandemic situation the Infinity Sense Manila is continues to arise. This company owns by Mr.Danielle Olivarez. He decided to make this perfume because of his hobby and with that he also wants to inspire other people to make this hobby a business because he believes that even a small dream can make a big success.

III. Location

Infinity Scent Manila will be located at Phase 3 block 45 lot 39 Southville 3 Poblacion Muntinlupa City.

IV. Management Team

Danielle E. Olivarez (CEO):

The CEO is the highest-ranking executive in the company and is responsible for setting the overall strategic direction and vision of the organization. They make important decisions, lead the management team, and report to the board of directors or shareholders.

Jane Rose M. Quitain (CFO):

The CFO is responsible for managing the company's financial resources, including budgeting, financial planning, and reporting. They also oversee risk management, and financial analysis, and often play a critical role in fundraising and investor relations.

John Loyd T. Degayo (CPO):

The CHRO or CPO is responsible for all aspects of human resources, including recruitment, training, compensation, and employee relations. They play a critical role in fostering a positive workplace culture and ensuring compliance with labor laws.

Daniel D. Dizon (CSO):

The CSO or CRO is responsible for sales strategy and revenue generation. They oversee the sales team, develop sales targets, and work on business development and customer relationship management.

Jezel H. Visperas (CSO):

The CSO focuses on long-term strategic planning and helps the company identify growth opportunities and market trends. They often work closely with the CEO to shape the company's overall direction.

Mecca B. Bacolod (CSO):

The CSO focuses on the company's sustainability and corporate social responsibility initiatives. They ensure that the organization meets its environmental and social goals.

Section 3: Products & Services

I. Crown Perfume & Clothing

Our perfume is used to give a pleasant and desirable scent and it has also improved the lifestyle and fashionable of our product.

Perfume is the next evolution in how people express themselves through scents, while shirt apparel is a unique and high-quality shirt with an affordable price.

Company Logo

Company Product

Section 4: Market Analysis

I. Demographic and Segmentation

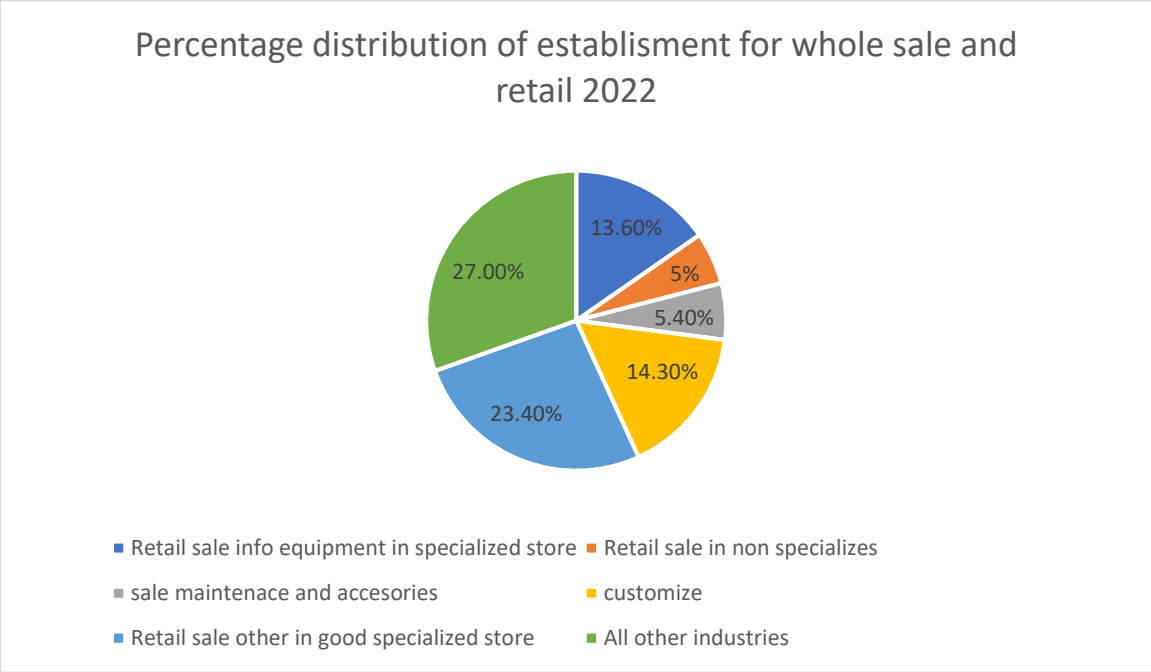


Figure 1:

According to a report, while the retail industry has seen a general slowdown around the world, possibly due to advancements in digital technology, the local retail scene in the Philippines is far from dying and is actually seen to continue steady growth. This is because foreign brands continue to choose to open stores in the country's urban centers.

Figure 2:

Under the given total population of 61374, We will have the opportunity to give a discount in this area, retail or whole sale whichever of the two they want as their population is large,

Place	Total population	Year	Months
Tunasan Muntinlupa	61374	2022	12

II. Target Market

Infinity Company's target is to serve a local brand or start a small business, including some young entrepreneurs High school and middle school age consumers looking for the trendiest in latest fashion. College-age consumers who are looking for trendy clothing at an affordable price. Young professionals in search of trendy clothing at an affordable price for themselves and their children, daily targets to serve at least 10 % subgroup which is 12 establishments per month.

III. Market Need

A. **Social Media** throughout College, they develop their social media expertise, and they will be in charge of managing their social media company accounts. They've gotten good at writing enticing posts, and they frequently publicize their products. In addition, by simply publishing teasers and "Coming Soon" images, they have already amassed a following of over 13,000 people on Instagram.

B. **Brand Ambassador** will collaborate with local young people who have a following on social media of at least 1,000. These young people will receive some goods to wear from brand ambassadors. Then, in order to obtain exposure from all of their followers, they will upload pictures of themselves wearing these things while tagging the Brand Ambassador to Crown clothing and perfume. These young kids get paid a pittance only for sharing a few pictures of themselves wearing their clothes. Although they will receive compensation, the brand ambassadors won't be employed by the business.

C. **Location** will be situated in a posh and fashionable area of Poblacion Muntinlupa, Connecticut, which attracts a lot of shop traffic. Consumers of all ages use the neighborhood as a favorite hangout and shopping location. Their little storefront site will be noticeable and situated between other well-known retail stores.

D. **Pricing** of Clothing and perfume will be moderate and on par with competitors so customers feel they receive value when purchasing their items.

IV. Competition

Figure 3:

Table 3 showed the high-quality top products some of the information I gathered, they spend big money on the products I saw unlike the local brands,

Indirect Competitors	Product	Strength	Weakness	Price	Market Share	Target
HighMinds	Clothing	Top quality products	Following the American trends	7000-10000	5%	80%
Swavenue	Clothing	Strong Online channel	Poor design development	4000-10000	10%	70%
D'street	Clothing/Vape	Low price	Maintain affordable price	4000-1500	3%	50%
See Source	Clothing	High Quality	Dependent on new trends	4000-7000	3%	50%
Grasya worldwide	Clothing	Strong Online channel	Small series with large number models	7000-10000	5%	70%
Jekaina	Perfume	High Quality	Lack of proper adv	4.000-4,500	5%	40%
Luxuria	Perfume/ Soap	Low price	Lack customer service	2,500-1,500	5%	60%
Your Daily Scent	Perfume	Low price	Lack of proper adv	1,200-2,000	3%	50%

V. Barriers to entry

Clients might hesitate to buy the top high-quality brand first because it is new in the market. In order to intercept their hesitation on purchasing the brand. The proponents will hire famous ambassadors by this strategy clients will be persuaded to buy the system because they already know how it works and other information about it.

VI. Regulation

A. Vision

We strive to be a global leader in fashion-knit and fashion outerwear by empowering innovation and design to provide total customer satisfaction.

We strive to be a caring and well-managed organization for our business partners, customers, and employees, and a responsible corporate citizen to our society.

B. Mission

To make a difference through our branding to stay ahead of fashion trends, market changes, and the latest technology. To enhance the quality of life for our business partners, customers, and employees.

Section 5: Strategy

I. Competitive Edge

- To analyze the competitors to understand their strengths and weaknesses, and also to understand the overall market trends. This will help to position our brand in the market and to make informed business decisions.

- Make sure to conduct market research and analyze your competition to understand their strengths and weaknesses, and also to understand the overall market trends. This will help you to position your brand in the market and to make informed business decisions.

- To create a sense of exclusivity and urgency for your customers, release limited-edition scents. In today's market, sustainability is crucial.

- Customers at Crown Perfume & clothes can add their own distinctive aroma to products using customization choices like engraved labels or personalized labels.

- Consider employing eco-friendly packaging and operating practices to appeal to clients who are concerned about the environment. Dressing with unique design and aesthetic appeal will help you establish a distinct and recognizable design style that sets you apart from competitors.

- Offer the ability to alter the sizes and styles of your clothing. This might be based on societal norms, green technologies, or cutting-edge materials. Many consumers value things that are unique.

- Low-priced items can attract customers of various backgrounds made for all' clothing that can be worn whenever and wherever. It is not, like some competitors, a firm that sells copies of the latest runway fashions.

II. Pricing

The pricing of crown clothing and perfume, in general strategy for each of the products is different when you sell different sets of products. This variation in pricing is based on the costs, demand, and the different levels of competition that a product has to introduce in the market. The estimated cost of our product will range from 80,000 to 100,000 pesos for 1,000 bottles of perfume and 1,000 clothing shirts, this also includes the market target, the components and the packaging materials, the fragrance creation, design, and other materials supplied for perfume and clothing.

III. Marketing Plan

Recently businesses have been facing a lot of problems, especially in the online ordering system. The Crown Perfume & clothing decided to survey every Barangay in Muntinlupa as the target business location to have official interviews with the management and customers.

A. Reach: The Crown Perfume & Clothing will launch into the Social Media, Advertisement, and Social Media influencers. The crown perfume & clothing will be demonstrated to use daily after we conduct the analysis and know the customer satisfaction.

B. Competition: The Crown perfume & clothing put an edge over their competitors in the approach they provided. The crown perfume & clothing provide a fashion aesthetic vibes to consumers and satisfy what they want in the sense of fashion.

C. Implementation: As we start to implement the crown perfume & clothing the proponents will provide to the consumers who are using the perfume and shirts to see the fit and scent of the product to prevent the misconception of what they like on the shirts or what they smell on the perfume. The other proponents will provide the whole document to oversee the promotion of the product.

IV. Milestone

The Infinity Scent assures 90.5 % profits by the end of the year 2023 in the area Phase 3 block 45 lot 39 Poblacion Southville 3 Muntinlupa City. As we started to operate the capital of the business will be regained in just 2 months.

Relevant: The Infinity Scent's proponents guarantee that it will be introduced in the perfume and clothing industry with accuracy. The company will surely make sure to check every month. This will have updates and uniqueness regarding to the products that will put us on top against our competitors.

Achievable: The crown perfume and clothing proponents guarantee that it would be successful in the Perfume and Clothing Industry. Through advertisement and its unique products, it will improve the company. The management has already reached out to other perfume and clothing businesses to collaborate on the newest market trends.

Measurable: Infinity Scent agreed to have 0.5% of the market share in the perfume and clothing sector each month by the year's conclusion.

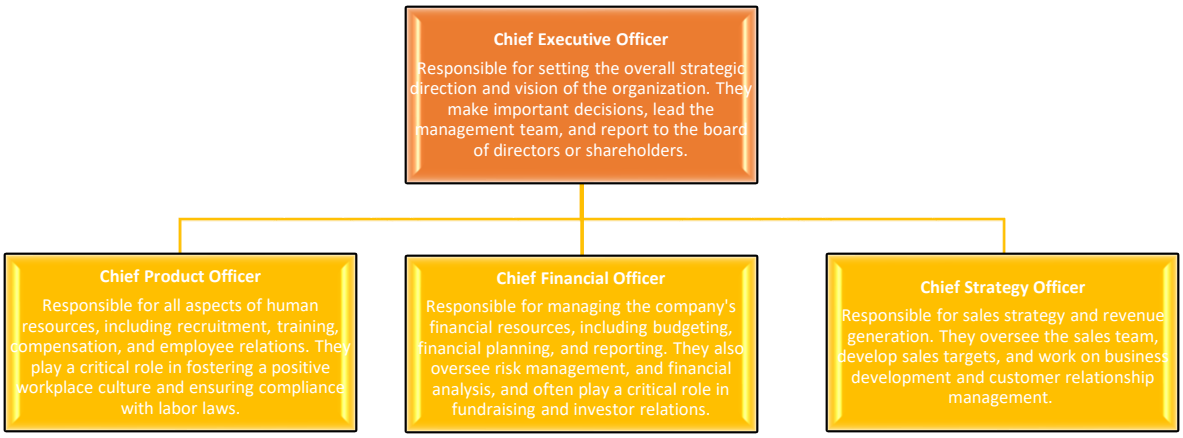
V. Risk and Mitigants

- The biggest risk to our business is too many competitor's sales.
- There are too many brands that offer the same uninspiring product. Also, the product sales are seasonal.
- The product will be introduced using advertisement and social media.
- The customer has low pricing when it comes to seasonal.
- The Infinity Scent carefully chooses its products, it depends on customer needs.
- People may not be hooked up to the advertisement because of a lack of technology.

Section 6: Operation

A. Personnel Plan

A. Figure 1: Organizational Flow Chart



Contribution to the Business

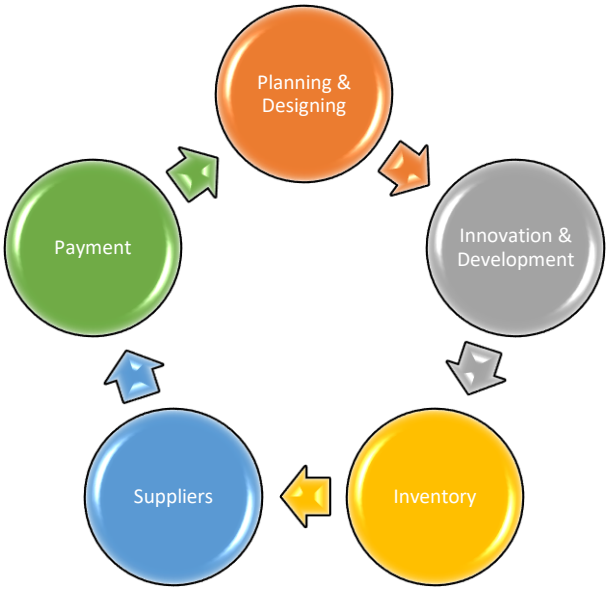
CEO - The one who is responsible for all aspects of business operations, including planning and deciding on necessary changes in the products.

CPO – This role typically involves product vision, innovation, design, development, project management, marketing, distribution, and manufacturing.

CFO – The finance officer of the organization is in charge of planning, implementing, managing, and running all finance activities, including business planning, budgeting, forecasting, and negotiating.

CSO - Responsible for long-term strategic planning, identifying growth opportunities, ensuring environmental and social goals, and managing sales strategy, revenue generation, and business development.

B. Figure 2: Workflow



Crown Perfume & Clothing follow a workflow that is shown in the figure above. Planning and designing of the product to make it attractive to the buyers. Innovation and development to improve the product and keep up with the latest. Inventory for monitoring of the product and whether it attracts lots of customers. Suppliers provide retailers and distributors with high-quality products and services from manufacturers at competitive prices. Last is payment to settle the purchase product or service.

C. Supplier

Infinity Manila as our brand is clothing and perfume, we looked for things to use in our product, we found you on social media and shopping applications such as Shoppe, there are some products that we can save more when we get or buy there, we also searched where We can still get quality materials at the Divisoria Mall, we found something that can also afford.

Section 7: Financial Plan

I. Start Up Funding

Table 4

Monthly Expenses of "Crown Perfume & Clothing"

Products / Services	Price / Quantity	Total Amount
Fixed Cost of Crown		
Labor	5,000 / 4 Staff	20,000
Electricity/Water bill	5,000 / 1 month	5,000
Rent	12,000 / 3months	12,000
Brand Ambassadors	5.000 / 2 person	10,000
Tarpulin	2.000 / 2pcs	2.000
(A) Total Fixed Cost		**49.000**
Materials		
Glass Bottle Spray	40 / 60 pcs	2,400
Pro club inspired cvc cotton /Acid Cotton (different sizes & color)	150 / 60 pcs	9,000
Multi-Function Heat Press Machine	30,000 / 2 machines	60,000
Printable Sticker Paper	60 / 60 pcs	3,600
Quick Dry Ink (different color)	100 / 60 pcs	6,000
(B) Total Variable Cost		**81,000**
(A+B) Total Cost		**130,000**

The table 4 shows the total fixed cost expenses amounting to 47,000 and for total variable cost is amounting 81,000 all in all the start-up funding will be 130,000

II. Sales Forecast

Table 5
Monthly Sales Forecast

	JAN	FEB	MAR	APR	MAY	JUN
UNIT	120	120	120	120	120	120
PRICE	36,000	36,000	36,000	36,000	36,000	36,000
TOTAL SALES	4,320,000	4,320,000	4,320,000	4,320,000	4,320,000	4,320,000

	JUL	AUG	SEPT	OCT	NOV	DEC
UNIT	120	120	120	120	120	120
PRICE	36,000	36,000	36,000	36,000	36,000	36,000
TOTAL SALES	4,320,000	4,320,000	4,320,000	4,320,000	4,320,000	4,320,000

Table 5 shows the monthly income of Crown Perfume & Clothing as they target 60 pcs of t-shirt and 60 pcs of perfume per month the total sales per month will be 4,320,000 yearly estimated revenues will be 51,840,000.

Table 6
Yearly Sales Forecast

	YEAR 1	YEAR 2	YEAR 3
UNIT	144	144	144
PRICE	36,000	36,000	36,000
TOTAL SALES	51,840,000	51,840,000	51,840,000

III. Cost Structure

A. Operating Leverage

	High Operating Leverage		Low Operating Leverage	
Sales	51,840,000	100%	4,320,000	5%
Variable Cost	81,000	75%	81,000	75%
Contribution Margin	51,839,419	6.4%	4,239,000	5.3%
Fixed Cost	130,000	75%	130,000	75%
Operating Profit	49,000	100%	49,000	100%

B. Breakeven

BE (units) = Fixed Cost

Selling price per unit – variable cost

BE (units) = 156,000

200+400=600

-81,000

80,400

C. Projected Financial Statement

	Year 1	*Year 2*	*Year 3*
Sales	51.840.000	51.840.000	51.840.000
Cost Goods	144	144	144
Gross Margin	36.000	36.000	36.000
Operation Expenses	130.000	130.000	130.000
Rent	12.000	12.000	12.000
Salary / Labor	20.000	20.000	20.000
Advertisement	10.000	10.000	10.000
Total	**52.048.144**	**52.048.144**	**52.048.144**

IV. Social Impact

A. Long Term Desired

Crown Perfume will supply a long lasting perfume focus on layering base notes or using perfumes with a high concentration of them, the smell is long lasting an average of 8 hours and up to 24 hrs. It takes months to years after the scent has blended to achieve the desired.

B. Business Activities Social Impact in the Community

The business not only be focused the perfume it also provide some personalizing perfume scents preferred by target customers, valued customers may order online and may choose whether they would like to claim the products personally or deliver the perfumes to their desired location.

C. Impact of the Business in the Community

Fragrance helps to enhance consumer choice and support the development of new products responding to people's demand and customer like the effect of the personal fragrance on their skin, crown perfume has the power to evoke memories and emotions, the scent of particular perfume can remind us of a special moment in our lives, a loved one or happy place ,it can bring back memories that we thought were long forgotten and make us feel happy and nostalgic, perfume can enhance our mood and confidence some people like to wear different perfumes for different occasions while others have a signature scent that they wear every day.

Section 8: Appendix

Result:

The shows the Total Students who responded to our survey, it has a total of 30 respondents from Brgy. Tunasan Muntinlupa City.

Untitled form (Responses)

	Timestamp	Email Address	Age	Gender	I enjoy experimenting wit	I enjoy trying out new ar	Do you prefer the type of	Do you prefer shopping a	As a buyer of a p
2	11/14/2023 13:02:43	dizondaniel_bsit@plmun	23	Male	Agree	Agree	Agree	Agree	Agree
3	11/14/2023 13:05:38	kcindullavin@gmail.com	22	Female	Disagree	Disagree	Agree	Disagree	Agree
4	11/14/2023 13:10:47	marcusgenolaga27@gm	20	Male	Agree	Agree	Agree	Agree	Agree
5	11/14/2023 13:11:45	villanuevadianne_act@pl	23	Female	Agree	Agree	Agree	Agree	Agree
6	11/14/2023 13:48:16	kevinguiriba20@gmail.cc	23	Male	Agree, Disagree	Agree	Disagree	Agree	Agree
7	11/14/2023 16:12:17	gavarrachristina_act@pl	22	Female	Agree	Agree	Agree	Agree	Agree
8	11/14/2023 16:27:02	bulletproofheart2205@gr	20	Female	Agree	Agree	Agree	Agree	Agree
9	11/14/2023 19:31:09	acerogeraldmichael_act@	24	Male	Agree	Agree	Agree	Agree	Agree
10	11/15/2023 10:39:56	obetzkie90@gmail.com	21	Male	Agree	Agree	Agree	Agree	Agree
11	11/23/2023 17:15:02	melesiocha@gmail.com	20	Female	Agree	Agree	Disagree	Agree	Agree
12	11/23/2023 19:49:42	abendandang17@gmail.	22	Male	Disagree	Agree	Disagree	Disagree	Agree
13	11/24/2023 18:09:11	durankevinbryan_bsit@p	23	Male	Agree	Agree	Agree	Disagree	Agree
14	11/24/2023 18:09:29	bennidickvlog@gmail.cor	21	Male	Agree	Agree	Agree	Disagree	Agree
15	11/24/2023 18:30:07	owgebwoi@gmail.com	20	Male	Agree	Agree	Agree	Agree	Agree
16	11/24/2023 18:30:27	justinvisperas206@gmail	25	Male	Agree	Agree	Agree	Agree	Agree
17	11/24/2023 19:23:47	Shane.nacor01@gmail.c	23	Female	Agree	Agree	Agree	Agree	Agree
18	11/25/2023 18:01:24	johngharzky@gmail.com	27	Male	Agree	Agree	Disagree	Agree,	Agree
19	11/25/2023 23:23:11	legoinahmaelego@gmail	21	Female	Agree	Agree	Agree	Agree	Agree

Untitled form (Responses)

	Timestamp	Email Address	Age	Gender	I enjoy experimenting wit	I enjoy trying out new ar	Do you prefer the type of	Do you prefer shopping a	As a buyer of a p
18	11/25/2023 18:01:24	johngharzky@gmail.com	27	Male	Agree	Agree	Disagree	Agree,	Agree
19	11/25/2023 23:23:11	legoinahmaelego@gmail	21	Female	Agree	Agree	Agree	Agree	Agree
20	11/28/2023 10:47:39	markandre3031@gmail.c	19	Male	Agree	Agree	Agree	Agree	Agree
21	11/28/2023 10:48:59	LGCleniearturza@gmail.c	23	Female	Agree	Agree	Disagree	Agree	Agree
22	11/28/2023 11:13:20	mozoisca@gmail.com	22	Female	Agree	Agree	Agree	Disagree	Agree
23	11/28/2023 12:17:52	manundanfrancisjohn_bs	26	Male	Agree	Disagree	Agree	Agree	Agree
24	11/28/2023 14:47:25	manzanoroxiie@gmail.cc	22	Female	Agree	Agree	Agree	sometimes	Agree
25	11/28/2023 14:56:32	sheilamozo418@gmail.c	21	Female	Agree	Agree	Agree	Agree	Agree
26	11/28/2023 16:30:33	valdejemalyn_act@plmu	22	Female	Agree	Agree	Agree	Agree	Agree
27	11/28/2023 16:30:56	jess.erandio04@gmail.cc	23	Male	Agree	Agree	Agree	Agree	Agree
28	11/28/2023 16:34:06	roquejesus_act@plmun.	23	Male	Agree	Agree	Agree	Agree	Agree
29	11/28/2023 19:30:35	villamoraieka_bsba@plm	22	Female	Agree	Agree	Agree	both	Agree
30	11/29/2023 13:55:25	jonvilladares4@gmail.cor	25	Male	Agree	Agree	Agree	Agree	Agree
31	11/29/2023 14:07:41	d@gmail.com	22	Male	Agree	Agree	Agree	Disagree	Agree
32	11/29/2023 17:11:59	janeverecio222@gmail.c	21	Female	Agree	Agree	Agree	Disagree	Agree

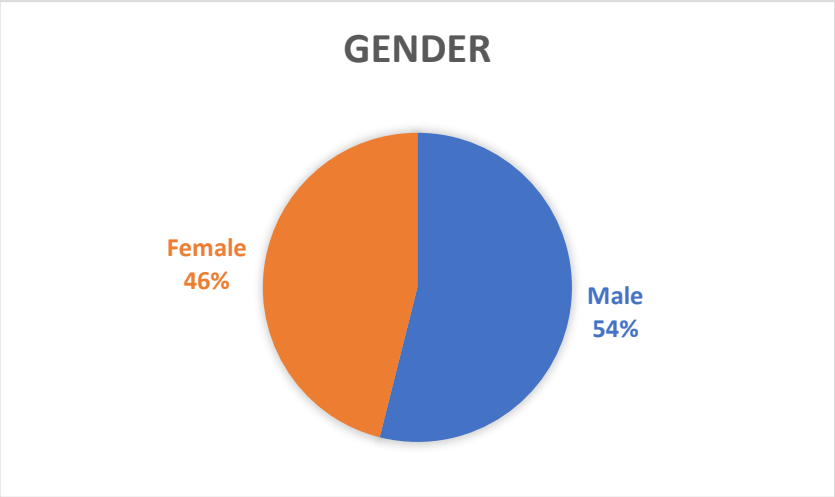
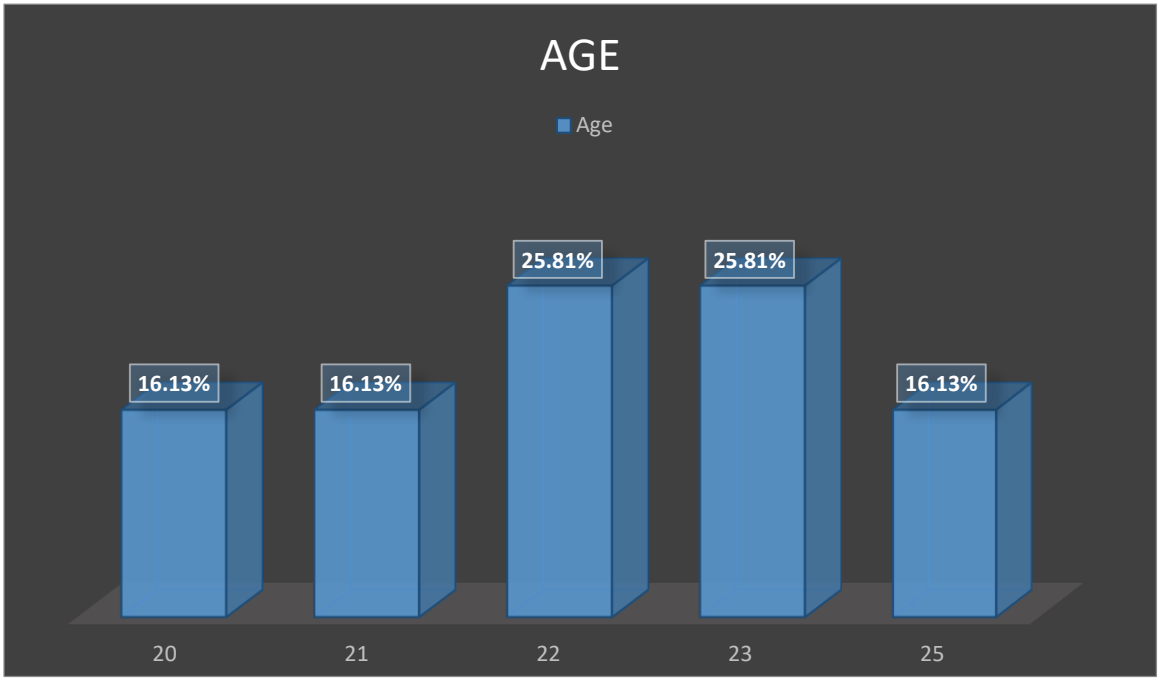


Table 1

Gender Female & Male

Table 1 shows the total respondents 46% for the female respondent while 54% for the male respondents.



The table show the respondent age, 20 years old 16.13%, 21 years old same to 20 years old 16.13%, the 22 years old 25.81% and the 23 years old also same to 22 years old at last 25 years of age is 16.13%

I enjoy experimenting with different styles and fashion trends in my clothing choices. Copy

31 responses

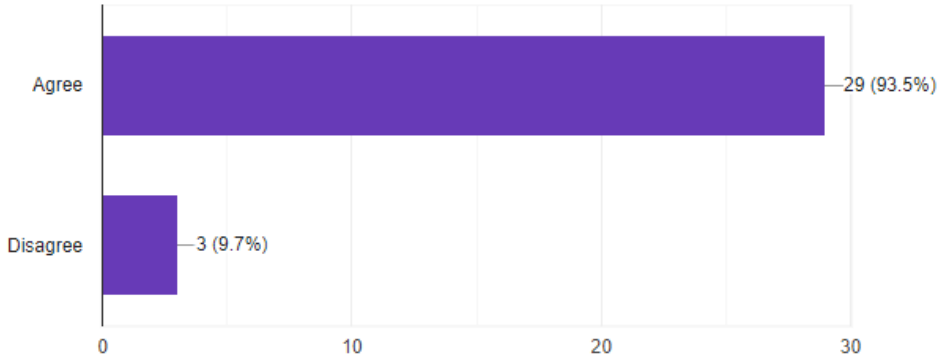


Table 1

Shows the total respondent's answering experimenting with different styles and fashion in clothes 93% answer agree, 9.5 % respondents answer disagree from barangay Tunasan.

. I enjoy trying out new and unique fragrances rather than sticking to one signature scent. Copy

31 responses

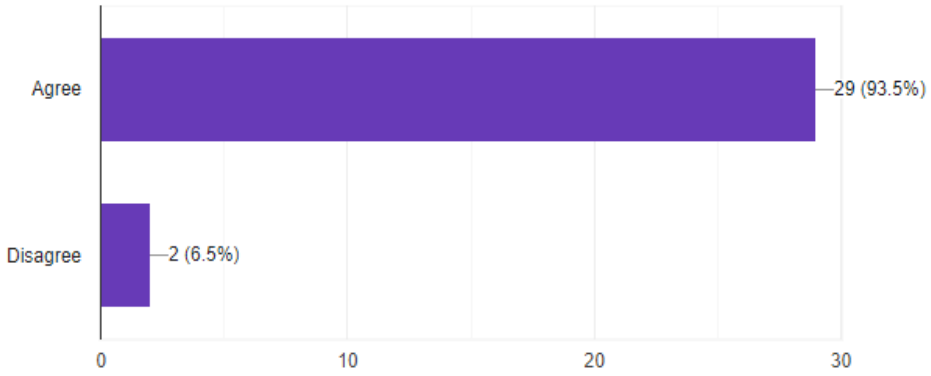


Table 2

Shows the result of respondent enjoying trying out the unique fragrances rather than signature scent 93.5% respondent answer agree, while the 6.5% respondents saying disagree.

Do you prefer shopping at mall rather than online?

Copy

31 responses

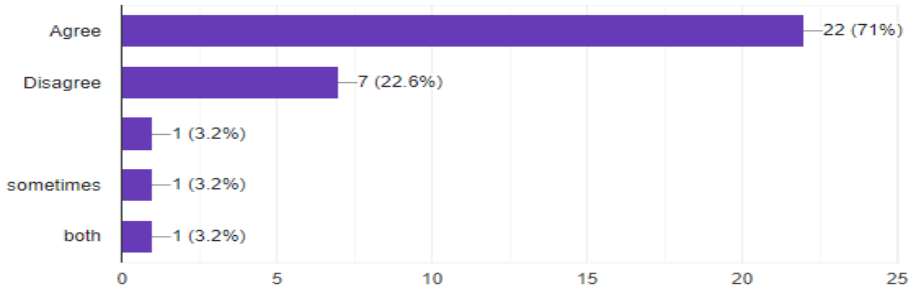
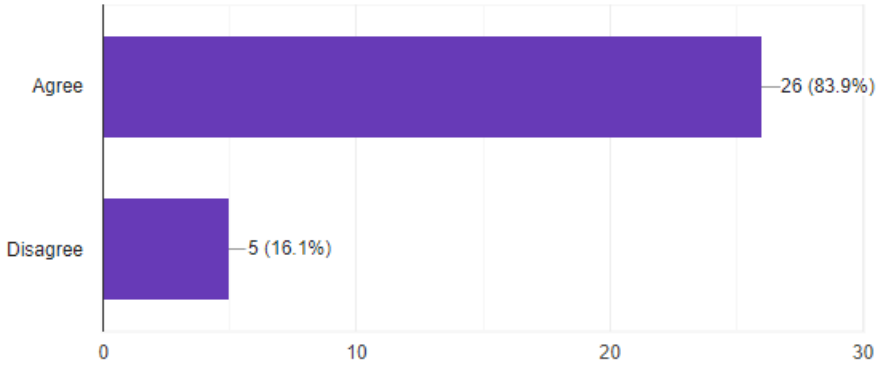


Table 3 shows question must prefer shopping at mall rather than online 71% agree, some respondent disagree 22.6% but some respondent answer sometimes 3.2% and both 3.2

Do you prefer the type of t-shirts that is cotton 100%?

Copy

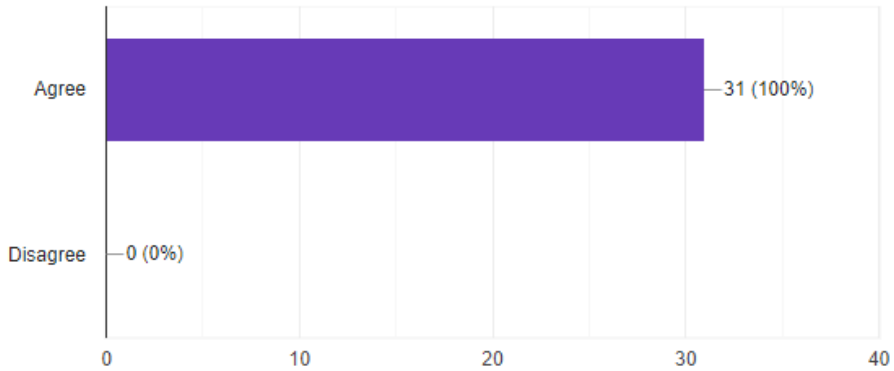
31 responses



The table shows the 83.9% respondent agree to do you prefer the type of t-shirts that cotton is 100%, saying disagree 16.1% .

As a buyer of a product, is it important to check the quality or design of the item?

31 responses



This table shows the respondent are agree 100% that important to check the quality or design of the item.

Would you agree that our brand provides high quality service?

Copy

31 responses

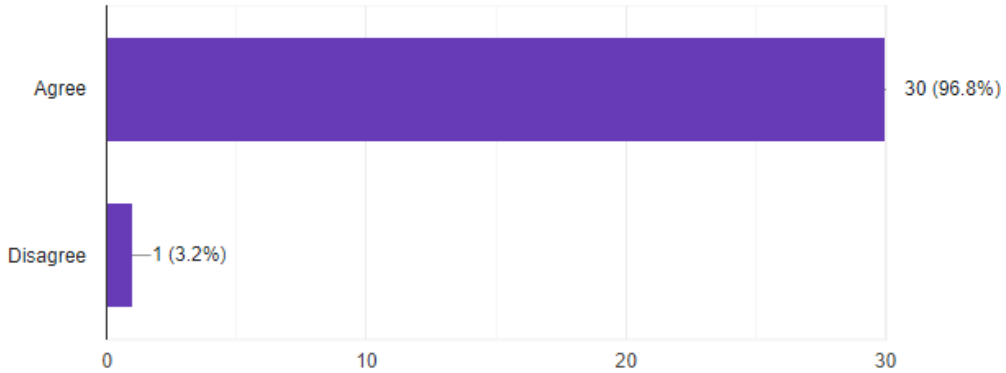
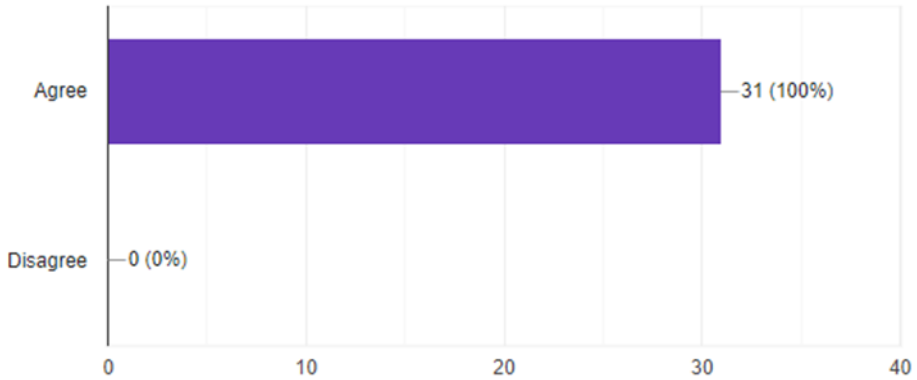


Table 6 the table shows that 96.8% agrees while 3.2% disagree of 30 respondents of our brand provides high quality service

Does the "brand image" of the clothing line influence your choice to purchase? Copy

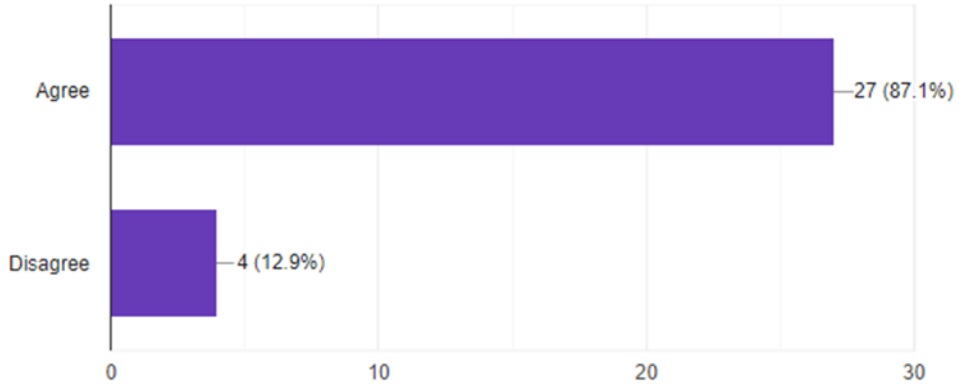
31 responses



The table 7 total of 30 respondents answer clothing line influence your choice to purchase 100% agree

Do you prefer high alcohol or low alcohol content in your perfume? Cop

31 responses

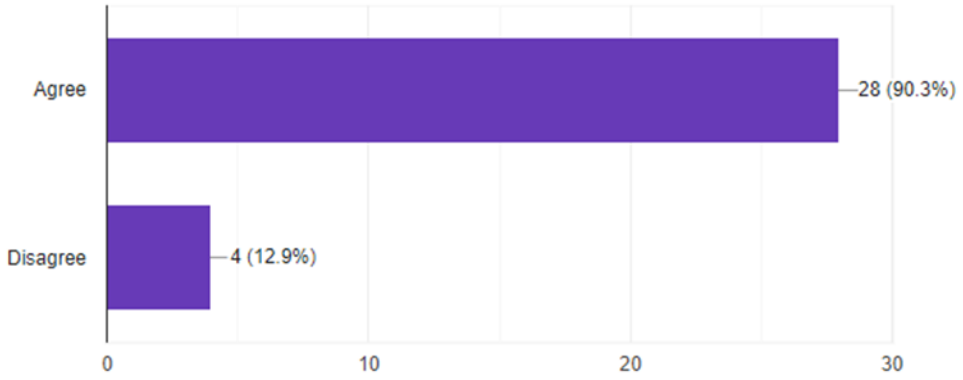


The table 8 shows the question do you prefer high alcohol in perfume 87.1% agree 12.9% say disagree

Do you consider yourself "Fasoinable"

Copy

31 responses



The table 10 shows the answer question consider yourself Fashionable, 90.35% agree 12.9% disagree to the question,

	Agree	*Disagree*
1) I enjoy experimenting with different styles and fashion trends in my clothing choices.	**29 (93%)**	**2(7%)**
2) I enjoy trying out new and unique fragrances rather than sticking to one signature scent.	**29(93%)**	**2(7%)**
3) Do you prefer the type of t-shirts that is cotton 100%?	**26(83.9%)**	**5(16.1)**
4) Do you prefer shopping at mall rather than online?	**22(71%)**	**7(22.6%)**
5) As a buyer of a product, is it important to check the quality or design of the item?	**31(100%)**	**0**
6) Would you agree that our brand provides high quality service?	**30(96.8%)**	**1(3.2%)**
7) Do you consider yourself “Fashionable”?	**28(90.3%)**	**4(12.9%)**
8) Do you prefer high alcohol or low alcohol content in your perfume?	**27(87.1%)**	**4(12.9%)**
9) Does the "brand image" of the clothing line influence your choice to purchase?	**31(100%)**	**0**

Approval Letter

PAMANTASAN NG LUNGSOD NG MUNTINLUPA
COLLEGE OF INFORMATION TECHNOLOGY AND COMPUTER STUDIES
N.B.P. RESERVATION POBLACION, MUNTINLUPA CITY

November 9 2023

Erick Eugenio
Owner
Infinity Scent Manila
093 Rosario Village
Cabuyao Laguna

Dear Sir:

We, the fourth-year college students of the Pamantasan ng Lungsod ng Muntinlupa, are writing to request permission to conduct a study. We are currently working on our business plan as part of the requirements of our curriculum in B.S. Information Technology program.

Our research is entitled "**Crown Perfume & Clothing**".

In connection with this, we would like to perform our study at your institution. May we also administer the interview, observation, and/or survey questionnaire among your employees as our respondents.

The data/results of this study will remain absolutely confidential and to be used for educational purposes only. The survey form attached at the back

Your approval to conduct this study will be greatly appreciated.

Thank You.

Very truly yours,

Olivarez, Danielle

Noted by:

JUN R. SACAPANO, MBA
Technopreneurship Professor
College of Information Technology and Computer Studies

Statistician Approval

PAMANTASAN NG LUNGSOD NG MUNTINLUPA
COLLEGE OF INFORMATION TECHNOLOGY AND COMPUTER STUDIES
N.B.P. RESERVATION POBLACION, MUNTINLUPA CITY

"Crown Perfume & Apparel"

SURVEY FORM

Hello and thank you for participating in our survey. Your valuable input is essential to us as we strive to gather insights and feedback on Crown Perfume & Clothing. Your responses will help us better understand to know you goal in fashion, and ultimately, this will assist us in making improvements and informed decisions. Your honest and thoughtful answers are highly appreciated, and your anonymity will be maintained. Let's get started

Demographic Information

First
Middle
Last Name:_____
Section:_____
Age:_____

Questions:

Do you prepare the type of t-shirt that is cotton 100%?

Agree/Disagree

Do you prepare shipping clothes or perfume in mall or market?

Agree /Disagree

As a buyer of products is it important to check the quality or design of the item?

Agree /Disagree

I enjoy experimenting with different styles and fashion trends in my clothing choices

Agree / Disagree

I enjoy trying out new and unique fragrances rather than sticking to one signature scent.

Do you prefer shopping at mall rather than online? Agree/Disagree

Do you prefer high alcohol or low alcohol content in your perfume? Agree/Disagree

Does the "brand image" of the clothing line influence your choice to purchase? Agree/Disagree

PAMANTASAN NG LUNGSOD NG MUNTINLUPA
COLLEGE OF INFORMATION TECHNOLOGY AND COMPUTER STUDIES
N.B.P. RESERVATION POBLACION, MUNTINLUPA CITY

4. Would you agree that our brand provides high quality service?

   Agree

   Moderate

   Strongly Agree

   Disagree

5. Do you consider yourself "fasionable"?

   Agree

   Moderate

   Strongly Agree

   Disagree

Approved by:

LORENZO C. GAVILAGUIN Jr.
Statistician

Student Information:

Bacolod, Mecca B.

0176 Zone 1-B Sitio Pagkakaisa Sucat, Muntinlupa City

09487513469

Email: Meccabacolod.15@gmail.com

Objective:

To enhance my abilities and to develop my skills that will contribute to the company success.

Educational Attainment:

Tertiary: Pamantasan ng Lungsod ng Muntinlupa (2023 up to present)

Secondary: Malbug National High School

Primary: Taberna Elementary School

Skills Computer Literate, Written and verbal communication, Fast Learner

Personal Information

Age: 22

Birthday: June 15, 2001

Religion: Catholic

Height: 5’1 Weight: 45kg

Contact Person: Maricon Bacolod 09364343717

I hereby certify that the above information is true and correct.

Bacolod, Mecca B.

Applicant

Degayo, John Loyd T.

117 Rizal Street Poblacion Muntinlupa City

09307794961

Email:degayojohnloyd96@gmail.com

Objective:

To get a job that's fit for my skill according to what I learned in school and to improve myself to do a hardworking things

Educational Attainment:

Tertiary: Pamantasan ng Lungsod ng Muntinlupa (2023 up to present)

Secondary: Muntinlupa National High School

Primary: Itaas Elementary School

Skills: Microsoft word and excel/ Team word

Personal Information:

Age: 23

Birthday: October 12, 2000

Religion: Catholic

Height: 5'7 Weight: 68 kg

Contact Person: Neri Toremoro 09163868091

I hereby certify that the above information is true and correct.

Degayo, John Loyd T.

Applicant

Dizon, Daniel D.

Phase 3 Block 45 Lot 39 Southville 3 Poblacion Muntinlupa City

09551763835

Email: danieldizon790@gmail.com

Objective:

To obtain a job within my chosen field that will challenge me and allow me to use my educational background and professional skills for the betterment of the organization.

Educational Attainment:

Tertiary: Pamantasan ng Lungsod ng Muntinlupa (2023 up to present)

Secondary: Muntinlupa National High School Main

Primary: Itaas Elementary NBP Annex

Skills: Microsoft word/ Excel Fast learner

Personal Information:

Age: 22

Birthday: June 15, 2001

Religion: Catholic

Height: 5’4 Weight: 65 kg

Contact Person: Evelyn Dizon 09272330628

I hereby certify that the above information is true and correct.

Dizon, Daniel D.

Applicant

Olivarez, Danielle E.

100 Camia St. Cataquiz 3 San Pedro City, Laguna

09335068234

Email: Olivarezdanielle25@gmail.com

Objective:

To be able to learn and fully utilize my skills and knowledge, and further enhance them to contribute my development as a person in preparation for my future career.

Educational Attainment:

Tertiary: Pamantasan ng Lunsod ng Muntinlupa (2023 up to present)

Secondary: Liceo De San Pedro Luna St.

Primary: San Pedro Central Elementary School

Skills: -Hard working and detail oriented, MS Word, Ms Excel, Animation and designing

Personal Information:

Age: 22

Birthday: May 25, 2001

Religion: Catholic

Height: 5’7 Weight: 55kg

Contact Person: Hilda Olivarez 09058545676

I hereby certify that the above information is true and correct.

Olivarez, Danielle E.

Applicant

PAMANTASAN NG LUNGSOD NG MUNTINLUPA
University Rd, Poblacion, Muntinlupa, Metro Manila

Quitain, Jane Rose M.

Phase2 Block12 Lot4 PCS88 Southville 3 Poblacion Muntinlupa City

09294292264

Email:janequitain@gmail.com

Objective:

To obtain challenging position and fully utilized my skills and knowledge to achieve my goal to secure a cooperative education and experience that will challenge and strengthen my education and personal skills.

Educational Attainment:

Tertiary: Pamantasan ng Lungsod ng Muntinlupa (2023 up to present)

Secondary: Muntinlupa National High School Main

Primary: Tunasan Elementary School

Skills: Knowledge about MS word, Leadership, Hardworking

Personal Information:

Age: 23

Birthday:June 1, 2000

Religion: Catholic

Height: 5’3 Weight: 70kg

Contact Person: Michelle Quitain 09195061609

I hereby certify that the above information is true and correct.

Quitain, Jane Rose M.

Applicant

Visperas, Jezel H.

517 Catleya St. Putatan Muntinlupa City

09458323570

Email: jezelvisperas18@gmailcom

Objective:

To obtain a responsible and challenging job that will utilize my skills and ability to work well with the people and to apply and contribute my knowledge to fulfill company's objective.

Educational Attainment:

Tertiary: Pamantasan ng Lungsod ng Muntinlupa (2023 up to present)

Secondary: Lyceum of Alabang

Primary: Lakeview Integrated School

Skills: Knowledge in MS word / Excel, Work independently or with team

Personal Information:

Age: 23

Birthday: March 10, 2000

Religion: Catholic

Height: 5'5 Weight: 55 kg

Contact Person: Rowena Visperas 09458323570

I hereby certify that the above information is true and correct.

Visperas, Jezel H.

Applicant