**Bundles of Joy Business Plan**

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1. **Executive Summary**

Bundles of Joy is a start-up business run by a group of six Grade 12 STEM students of Pasig City Science High School (PCSHS). The company envisions to become the most convenient food company for every Filipino that satisfies their food cravings through high quality, tasty, and budget-friendly products. With this, its central mission is to cater the trendy food cravings of their customers with its wide variety of sweet and savory food choices in a food bundle.

Bundles of Joy offers customizable food bundle sets that can also be sold separately according to the customers' preferences. Most of the food variety that the company includes in their menu are the ones that most of the people crave or want to try whenever they encounter it through their social media accounts such as TikTok and Facebook. The company caters sweet foods, savory foods, and drinks that are unique, fresh, and new to the public. Bundles of Joy's main target market are teenagers and young adults; however, the company is also perfect for the general public as well as the best food brings out everyone's best mood.

Based on the data gathered, the five existing popular competitors are not able to meet the demand of the market due to demand increase as well as lack of food varieties since 4 out of the 5 competitors focus on sweet products. This means that the demand of customers and the demand with the food varieties were not met and due to this concern, Bundles of Joy were created. Facebook is used as the main platform in promoting the products and bundles. Other digital applications such as Messenger and Google Forms are utilized for inquiries concerning availing the products especially for customization of bundles. This includes the instructions and information regarding the order and delivery process. Only limited slots are available since the group wants to make sure the food’s quality remains fresh. Moreover, to improve the market strategy and to cope up to the consumers demand, Bundles of joy are open to gather suggestions and recommendations to accommodate the majority of our target market. The main goal of this business is to provide quality and convenient experience to the consumers by presenting affordability and good quality products. Bundles of Joy’s greatest advantage from its competitors is it offers a large variety of food choices at a budget-friendly price and its eco-friendly packaging.

The starting capital of the company is ₱10,701.85 . Assuming that there will be 216 orders within a week and there will be an 15% weekly increase in orders, the ending cash balance on the 1st, 2nd, 3rd, and 4th week will be ₱12,122.71, ₱13,941.12, ₱16,032.29, and ₱18,437.13, respectively. In conclusion, the company could make a net profit of ₱7,094.88 in its first week from their products with a starting capital of ₱10,701.85.

1. **Management and Organization**

**Company Name:**

Bundles of Joy

**Logo:**

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**Address:**

G-9 RSG Townhomes Lifehomes Rosario, Pasig City

**Vision Statement:**

Bundles of Joy will be the most convenient food company for every Filipino and bring high quality, tasty, and budget-friendly food cravings.

**Mission Statement:**

Bundles of Joy is a company that aims to cater the trendy food cravings of the general public by offering affordable, high-quality, clean, safe, customizable, and variety of sweet and savory food choices in a food bundle.

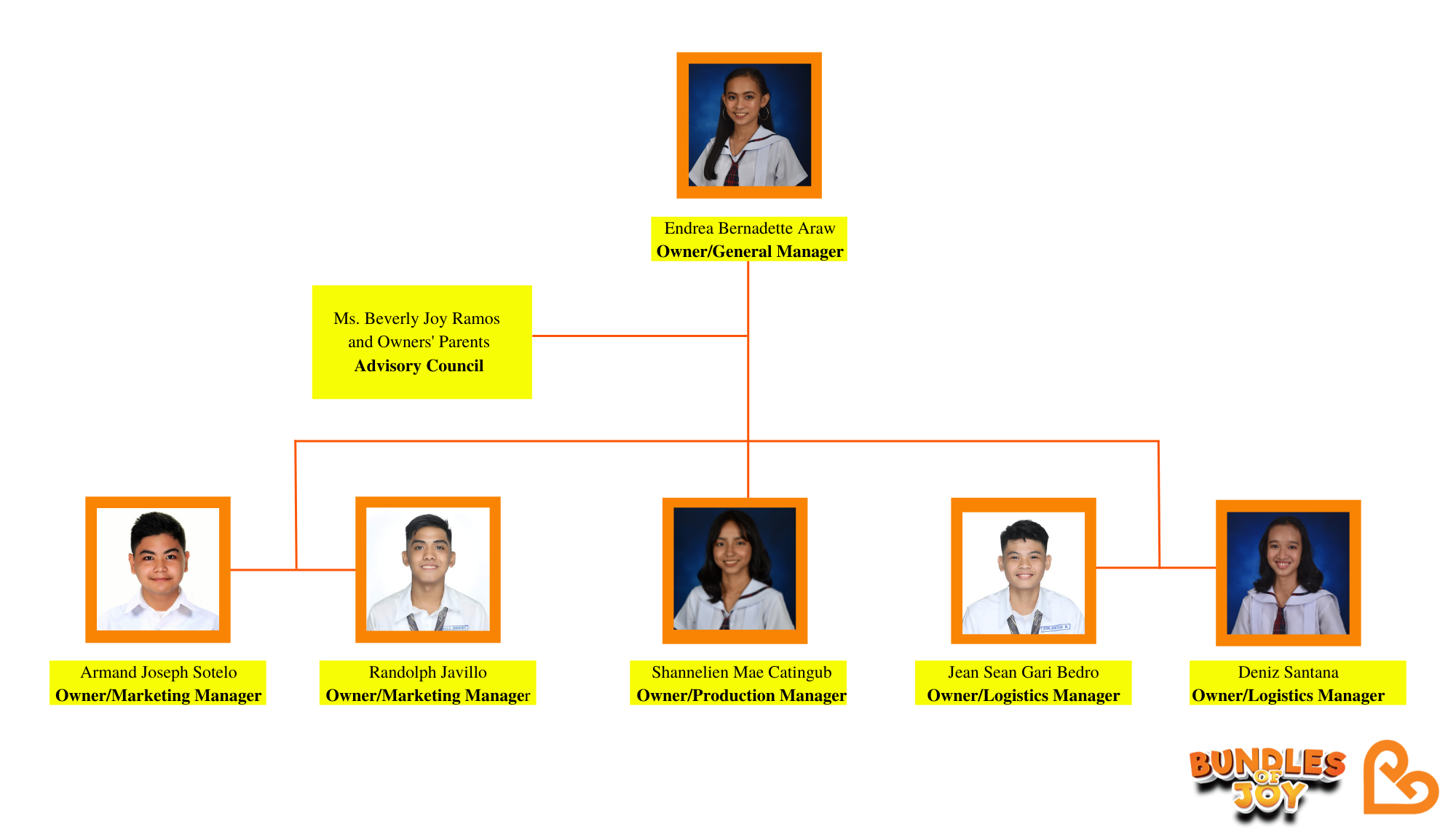
**Key Personnel:**

General Manager

**Workforce and Support Personnel:**

Marketing Managers, Production Manager, and Logistics Managers

**Organizational Chart:**

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**Ownership:**

Partnership

**Capitalization:**

₱10,701.85

**Compensation and Incentives:**

The company’s workforce will be compensated through percentage compensation where each member will have a percentage of the company’s total sales.

**External Management Support:**

The owners’ parents and their entrepreneurship teacher will be tapped as an Advisory Council and lender.

1. **Product/Service Plan**

**Purpose of the Product**

Bundles of Joy aims to provide affordable yet high quality trendy foods to satisfy the general public's cravings without burdening their pockets and give them the freedom of customising their own food bundles according to their likings.

**Product’s Unique Features**

Bundles of Joy's products exhibit three unique features. The first one is that it caters to the variety of trendy food cravings of the general public by putting them in a food bundle so the customers could try them out in one go. The second unique feature is the freedom of the customers to customize the content of their food bundles in their own likings. And lastly, the best unique feature the business has is its menu selection that contains with-a-twist food selections that are fresh and new to everyone's eyes.

**Material Requirements and Sources of Supply**

**Choco Mallows Lumpia**

| Materials | Sources |
| --- | --- |
| Marshmallows | Grocery Store in Pasig |
| Chocolate Spread | Grocery Store in Pasig |
| Lumpia Wrapper | Grocery Store in Pasig |
| Vegetable Oil | Grocery Store in Pasig |

**Corndog**

| Materials | Sources |
| --- | --- |
| Hotdog | Grocery Store in Pasig |
| Processed Filled Cheese Spread | Pasig Mega Market |
| All-Purpose Flour | Grocery Store in Pasig |
| Baking Powder | Grocery Store in Pasig |
| Milk Powder | Grocery Store in Pasig |
| White Sugar | Pasig Mega Market |
| Egg | Pasig Mega Market |
| Breadcrumbs | Grocery Store in Pasig |
| Barbecue Sticks | Pasig Mega Market |
| Vegetable Oil | Grocery Store in Pasig |

**Fried Noodles**

| Materials | Sources |
| --- | --- |
| Dried Egg Noodles | Grocery Store in Pasig |
| Bean Sprouts | Pasig Mega Market |
| Vegetable Oil | Grocery Store in Pasig |
| Pork Siomai | Grocery Store in Pasig |
| Sauces Powder | Online Shop |

**Fried Oreos**

| Materials | Sources |
| --- | --- |
| Oreo cookies | Grocery Store in Pasig |
| Milk | Grocery Store in Pasig |
| Egg | Pasig Mega Market |
| Butter | Grocery Store in Pasig |
| Flour | Grocery Store in Pasig |
| Baking Powder | Grocery Store in Pasig |
| Baking Soda | Grocery Store in Pasig |
| Sugar | Grocery Store in Pasig |
| Vegetable Oil | Grocery Store in Pasig |

**Mango Graham Ice Cream Sandwich**

| Materials | Sources |
| --- | --- |
| Crushed Graham Crackers | Grocery Store in Pasig |
| Condensed Milk | Grocery Store in Pasig |
| All-Purpose Cream | Grocery Store in Pasig |
| Graham Crackers | Grocery Store in Pasig |
| Ripe Mangoes | Pasig Mega Market |

**Milo Pastillas**

| Materials | Sources |
| --- | --- |
| Milo Powdered Chocolate Drink | Grocery Store in Pasig |
| Powdered Milk | Grocery Store in Pasig |
| Condensed Milk | Grocery Store in Pasig |
| Butter | Grocery Store in Pasig |

**Peach Mango Lumpia**

| Materials | Sources |
| --- | --- |
| Mango | Pasig Mega Market |
| White Sugar | Grocery Store in Pasig |
| Canned Peach | Grocery Store in Pasig |
| Lumpia Wrapper | Pasig Mega Market |
| Vegetable Oil | Grocery Store in Pasig |

**Potato Bubbles**

| Materials | Sources |
| --- | --- |
| Potatoes | Pasig Mega Market |
| All-Purpose Flour | Grocery Store in Pasig |
| Cornstarch | Grocery Store in Pasig |
| Black Pepper | Pasig Mega Market |
| Salt | Pasig Mega Market |
| Vegetable Oil | Grocery Store in Pasig |

**Blue Lemonade**

| Materials | Sources |
| --- | --- |
| Orange | Pasig Mega Market |
| Cinnamon Stick | Pasig Mega Market |
| Sugar | Pasig Mega Market |
| Mint Leaves | Grocery Store in Pasig |
| Sprite | Grocery Store in Pasig |
| Lemon | Pasig Mega Market |

**Iced Tea**

| Materials | Sources |
| --- | --- |
| Lemon | Pasig Mega Market |
| Tea Bags Lipton Green Tea | Grocery store in Pasig |
| Calamansi | Pasig Mega Market |
| Sugar | Pasig Mega Market |

**Strawberry Soda**

| Materials | Sources |
| --- | --- |
| Strawberry Jam | Grocery store in Pasig |
| Blue Gatorade | Grocery store in Pasig |
| Sprite | Grocery store in Pasig |

**Unicorn Dream Drink**

| Materials | Sources |
| --- | --- |
| Blue Gatorade | Grocery store in Pasig |
| Sprite | Grocery store in Pasig |
| Mogu Mogu Lychee | Grocery store in Pasig |

**Packaging**

| Materials | Sources |
| --- | --- |
| Paper Food Tray | Online Shop |
| Chopstick | Online Shop |
| Plastic Cylindrical Bottle | Online Shop |
| Hinged Plastic Sauce Cups | Online Shop |
| Paper Food Packaging | Online Shop |
| Baking Paper | Online Shop |
| Brown Paper Bag | Online Shop |
| Sticker Paper | Online Shop |
| Vellum Board | Online Shop |
| Printer Ink | Online Shop |

**Production Process and Controls that will be used to manufacture the product**

**Choco Mallows Lumpia**

1. Spread the chocolate on the lumpia wrapper.

2. Cut the marshmallow on smaller pieces and put it above the chocolate.

3. Wrap and close the combination of the two into the lumpia wrapper.

4. Prepare the oil and frying pan.

5. Fry the Choco mallows lumpia in the oil and make sure to watch the two.

**Corn Dog**

1. Mix 200 g all-purpose flour with 10 g baking powder, 33 g milk powder, 2 tbsp white sugar, 1 medium-sized egg, and 100 g tap water in a mixing bowl. Then, transfer it in a tall cup of glass.

2. Slice the hotdogs into two. Then, slice the cheese the size of half of the hotdog. Place the hotdog and cheese slice in the barbecue stick respectively.

3. Dip the hotdog and cheese in the batter placed in the tall cup of glass. Then, roll it in breadcrumbs.

4. Preheat the oil in a frying pan and then start frying the corndog. Fry until golden brown.

5. Serve.

**Fried Noodles**

1. Make the sauce by mixing the noodle sauce powder in hot or warm water until the mixture reaches its consistency.

2. Heat a tablespoon of vegetable oil in a frying pan to high heat.

3. Add the bean sprouts and stir fry for a minute or more.

4. Add the egg noodle and stir for 1-2 minutes.

5. Add approximately 2 tbsp dark soy sauce. Stir-fry until noodles become a consistent dark brown color.

6. Add spring onion or sesame seeds (optional).

**Fried Oreos**

1. Heat oil in a deep-fryer to 375F (190C).

2. Make the pancake batter: In one bowl mix flour, sugar, salt, baking powder, and baking soda.

3. In the second bowl mix milk, butter, and egg.

4. Combine dry mixture with wet mixture, and stir until smooth.

5. Dip Oreos in the batter with a fork and then place in hot oil. Fry until golden, about 30-60 seconds, flip and fry for 30-60 seconds more.

6. Transfer to a paper towel to drain excess oil, and (optional) dust with powdered sugar before serving.

**Mango Graham Ice Cream Sandwich**

1. Put 500 mL of all purpose cream in the freezer overnight.

2. Whip the all purpose cream for 3 minutes until the volume doubles using the electric hand mixer (set the mixer to the lowest level).

3. Add 170 g of condensed milk in the all purpose cream and whip the mixture for another 3 minutes.

4. Cut 419 g of mangoes into cubes and mix it in the mixture.

5. Add the 64 g of crushed graham crackers as well in the mixture and mix well.

6. In a tray, put the first layer of graham crackers upside down.

7. Spread the mixture evenly and top it off with the second layer of the graham crackers the usual way (not upside down).

9. Put the output in the freezer for 24 hours.

**Milo Pastillas**

1. In a mixing bowl, combine the condensed milk and melted butter. Mix until well-incorporated.

2. In a separate mixing bowl, pour in the powdered milk and the Milo powder.

3. Combine the two separate mixtures together until you have a favorable consistency. Then form them into a cube shape or round shape.

4. Get a small portion and form a ball shape using your hands. You can make any shape you prefer like logs, nuggets, cubes, etc.

5. Repeat the previous step for the rest of the ingredients.

6. Transfer to a serving plate or tray. Dust with Milo powder using a strainer or a sifter. Serve and enjoy!

**Peach Mango Lumpia**

1. Slice the mango and peach into small cubes and put in a container.

2. Add sugar to the combination of the two and mix.

3. Put it until it boils and simmer for 15-30 minutes or until the consistency of the syrup it is in is very low.

4. Let it cool down and prepare your wrapper

5. Put a portion of the cooked peach mango into the lumpia wrapper and wrap it up.

6. Fry it in a cooking oil and dry the oil in a separate place.

**Potato Bubbles**  
1. Wash the potato and slightly cut in the middle. Then boil it in water.  
2. After boiling, put it into an ice bath to peel easier.  
3. Mashed the potato.  
4. Mix the mashed potato with 200 g of all-purpose flour and cornstarch each, black pepper, and salt. Mix until the mixture becomes smooth and moldable.  
5. After molding, cut it into desired size.  
6. Press the tines of a fork into each piece to create a ridged pattern.  
7. Heat the cooking oil.  
8. Fry the potato pieces in 3-5 minutes. Then, drain the excess oil using a strainer.  
9. Fry it again for the second time until golden.

**Blue Lemonade**  
1. First, we need to create the Blue Curacao Syrup. Grate the orange’s skin while avoiding the white part. Then, get the orange juice.   
2. In a pot, put a ½ cup of sugar and put the grated orange skin and juice. Cook it on a low flame for 8 to 10 minutes or until the syrup is thick. Add a ½ tablespoon of blue food coloring and cook it for another 2 minutes.  
3. Let it cool and strain.  
4. Using a squeezer, squeeze lemon and mint leaves together.  
5. On a cup, add 3 tablespoons of sugar, ice, lemon and mint juice, 2 tablespoons of curacao syrup, and lastly the 16oz of sprite.

**Iced Tea**  
1. Add 2 cups of water to a pot or pan on the stovetop. Bring water to a boil, turn off heat and immediately add the 2 tea bags to the boiling water. Allow the tea bags to steep for 3 to 5 minutes at most.  
2. Pour the tea into a pitcher and let it cool for 5 to 10 minutes. Once the tea reaches room temperature, add 2 cups of cold water to the pitcher. Stir and refrigerate for 2 hours before serving.  
3. Once the tea is cold, fill glasses with ice cubes for serving.  
4. Lastly, add the lemon and calamansi juice to the tea and garnish with lemon slices.

**Strawberry Soda**  
1. First, add 2-3 tablespoons of strawberry jam to a 16oz cup  
2. Add ice to the cup  
3. Pour 150 ml of sprite soda until the cup is half full.  
4. And lastly, add 150 ml of Gatorade until the cup is full.

**Unicorn Dream Drink**  
1. Pour 117.2 mL of blue gatorade and 150 mL mogu mogu lychee in an ice cube tray then freeze for 24 hours.  
2. Take out the flavored iced cube pieces and place it on a plate.  
3. Using the tongs, layer the blue gatorade iced cube pieces on the bottom of the cup followed by the mogu mogu lychee iced cube pieces on top.  
4. Lastly, pour 150 mL of sprite in the cup.

**Packaging**

1. The chosen products will be put together in a food packaging with baking paper underneath and divided using food trays to avoid mixing of foods.

2. For the drinks, each will be placed in a 350 mL cylindrical bottle.

3. For the sauces, each will be placed in a 10 mL hinged plastic sauce cup.

4. Lastly, the packaging will be put on a brown paper bag with thank you and instruction card inside and will be sealed using the logo stickers.

The company’s production manager will be the one who's in control of the whole production process to ensure the quality, safety, and cleanliness of the products.

**Distribution Logistics**

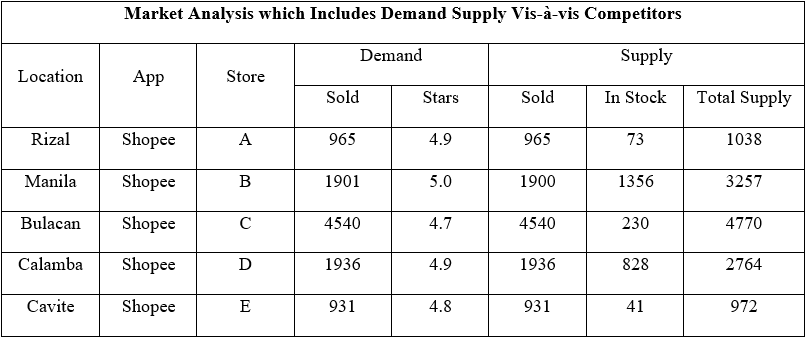
Bundles of Joy will initially conduct a home-based operation and will make use of Facebook, a social networking site, to promote the products and connect to its potential customers. The menu and order form will be posted on Facebook so the customers could see the actual product selection they could choose from and order it online for easier transaction. The company will only accept pre orders and the order form will only be open every Monday to Friday until 12 PM to give ample time for the production team to buy the raw materials and prepare the orders needed to be delivered every Sunday. The customers can choose from the wide variety of modes of delivery offered by the company such as pick up/meet up in Lucky Gold Plaza or Lifehomes in Rosario, Pasig City, bike delivery offered by the company, and the same day delivery couriers such as Lalamove and Grab. The delivery fee except for pick up/meet up will be shouldered by the customers. The customers would also have the freedom to pick their chosen mode of payment such as online payment such as GCash or Paymaya or cash-on-delivery provided that they will submit one (1) valid ID for verification purpose.

**Regulatory and Other Compliance Issues**

Bundles of Joy will only operate online while the pandemic is still apparent. Having the pandemic in mind, the company will be focusing on ensuring the quality and safety of the products and services that it will offer to its customers to earn their trust. After some time, once the company's business outcome is achieved, the company will acquire the needed documents to legally operate as a small online business such as barangay clearance, mayor’s permit, Bureau of Internal Revenue registration, Department of Trade and Industry registration, and Social Security System registration.

1. **Market Plan**

**Market Analysis which include demand and supply vis-à-vis competitors**

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The table above shows the different food bundle shops that are among the highest in terms of sales in the application Shopee with the location being Luzon. These shops offer different yet same varieties of food in terms of it being a snack. These same shops were not able to meet the demands of many customers due to the increasing number of customers, thus, the need for more variety is present.

**Marketing and Sales Strategy**

The market and sales strategy highlights the whole process of ordering and delivery of the food bundles from Bundles of Joy. It is important to have easy access and to have gratifying experience in purchasing the goods and products of the business. We agree on optimizing Facebook as our main social media platform which will be used for promoting our product, ordering of foods and inquiries regarding the products. In addition, we created an accessible and organized website for more convenient purchasing of goods/products among our target market.

Providing consumers quick response is one essential factor in accommodating their orders. Bundles of Joy will use the messenger application and Google forms in acquiring orders to guarantee the customers’ correct requested food combinations and bundle properly. We have a pre-order policy in place, where the team receives orders for a limited number of slots and then delivers them to the customer on a specific day of the week to preserve the quality of the food. Bundles of Joy will assure to accommodate every customer's inquiries as soon as possible to avoid mistakes in purchasing.

Bundles of Joy caters unique food combinations and offers a variety of food sets to satisfy customers' cravings. We offer different bundles consisting of different food combinations and sets and can also be customized depending on the food they desire to choose from the menu list. Each bundle varies its cost depending on what type of food bundle the customer purchased. Bundles of Joy will ensure the excellent quality and affordability of each bundle. The team agreed to manufacture each bundle with eco-friendly and recyclable materials to secure safety among risky additives and not create harm to the environment.

**Product Characteristics or features**

Bundles of Joy provide numerous unique features that will take advantage of other competitors and that will surely be loved by the people.

* Customizable food inclusions in a box - customers are allowed to choose the variety of foods they can include in a box depending on their likings.
* Large variety of food choices - customers have plenty of food options to pick. We offer from sweet to savory foods and exclusive drinks.
* Budget-friendly price - customers will guarantee an affordable food bundle that is favorable for those teenagers, kids, and also adults who don’t want to spend too much in buying their food cravings without sacrificing the quality of the foods.
* Eco-friendly packaging - packaging that will be used is made out of paper.

**Pricing Policy**

Bundles of Joy’s food bundle may vary based on the quantity of the food included inside the box. We also provided individual prices for each variety of food for customers who want to avail the foods individually. The pricing scheme is listed below:

| **Individual Pricing** | |
| --- | --- |
| **FOODS** | **PRICE** |
| Choco Mallows Lumpia | Php 13.00 per piece |
| Corndog | Php 65.00 per piece |
| Fried Noodles | Php 58.00 per serving |
| Fried Oreos | Php 14.00 per piece |
| Mango Graham Ice Cream Sandwich | Php 9.00 per piece |
| Milo Pastillas | Php 8.00 per piece |
| Peach Mango Lumpia | Php 22.00 per piece |
| Potato Bubbles | Php 29.00 per 20 grams |
| **DRINKS** |  |
| Blue Lemonade | Php 29.00 per 350 mL |
| Iced Tea | Php 25.00 per 350 mL |
| Strawberry Soda | Php 30.00 per 350 mL |
| Unicorn Dream Drink | Php 40.00 per 350 mL |

| **BUNDLE NO.** | **FOOD** | **PRICE** |
| --- | --- | --- |
| 1 | 1 piece - Choco Mallows Lumpia  1 piece - Corndog  1 serving - Fried Noodles  3 pieces - Fried Oreos  1 piece - Mango Graham Ice Cream Sandwich  3 pieces - Milo Pastillas  1 piece - Peach Mango Lumpia  20 grams - Potato Bubbles | Php 259.53 |
| 2 | 5 pieces - Milo Pastillas  3 pieces - Mango Graham Ice Cream Sandwich  2 pieces - Peach Mango Lumpia  2 pieces - Choco Mallows Lumpia | Php 133.41 |
| 3 | 5 pieces - Fried Oreos  1 serving - Fried Noodles  1 piece - Corndog  40 grams - Potato Bubbles | Php 250.16 |
| 4 | 350 mL - Iced Tea  350 mL - Blue Lemonade  350 mL - Strawberry Soda  350 mL - Unicorn Drink | Php 123. 97 |

1. **Financial Plan**

**Start-up Summary**

| **Expenses** | **Cost/pc** | **25 orders each** | **Year 1** |
| --- | --- | --- | --- |
| Bundle 1 | ₱ 260.00 | ₱ 6,488.25 | ₱ 77,859.00 |
| Bundle 2 | ₱ 133.00 | ₱ 3,335.25 | ₱ 40,023.00 |
| Bundle 3 | ₱ 250.00 | ₱ 6,254.00 | ₱ 75,048.00 |
| Bundle 4 | ₱ 124.00 | ₱ 3,099.25 | ₱ 37,191.00 |
| Choco Mallows Lumpia | ₱ 13.00 | ₱ 325.00 | ₱ 3,900.00 |
| Corndog | ₱ 65.00 | ₱ 1,625.00 | ₱ 19,500.00 |
| Fried Noodles | ₱ 58.00 | ₱ 1,450.00 | ₱ 17,400.00 |
| Fried Oreos | ₱ 14.00 | ₱ 350.00 | ₱ 4,200.00 |
| Mango Graham Ice Cream Sandwich | ₱ 9.00 | ₱ 225.00 | ₱ 2,700.00 |
| Milo Pastillas | ₱ 8.00 | ₱ 200.00 | ₱ 2,400.00 |
| Peach Mango Lumpia | ₱ 22.00 | ₱ 550.00 | ₱ 6,600.00 |
| Potato Bubbles | ₱ 29.00 | ₱ 725.00 | ₱ 8,700.00 |
| Blue Lemonade | ₱ 29.00 | ₱ 725.00 | ₱ 8,700.00 |
| Iced Tea | ₱ 25.00 | ₱ 625.00 | ₱ 7,500.00 |
| Strawberry Soda | ₱ 30.00 | ₱ 750.00 | ₱ 9,000.00 |
| Unicorn Dream Drink | ₱ 40.00 | ₱ 1,000.00 | ₱ 12,000.00 |
| **TOTAL** |  | **₱ 27,726.75** | **₱ 332,721.00** |

**Costs**

**Food**

| **Choco Mallows Lumpia** | **Qty: 12 pcs** |
| --- | --- |
| 1 pack of marshmallows | Php 22.00 |
| 100g of chocolate spread | Php 56.35 |
| 25 pieces Lumpia Wrapper | Php 20.00 |
| 500mL Canola oil | Php 32.50 |
| **Total** | **Php 130.85** |

| **Corndog** | **Qty: 4 pcs/stick** |
| --- | --- |
| 250g (8 pcs) hotdog | Php 55.00 |
| 250g Processed Filled Cheese Spread | Php 40.00 |
| 200g all-purpose flour | Php 21.00 |
| 50g baking powder | Php 11.00 |
| 33g milk powder | Php 13.00 |
| 250g white sugar | Php 20.00 |
| 1 medium-sized egg | Php 6.00 |
| 100g tap water | Php 0.0000234 |
| 80g breadcrumbs | Php 20.00 |
| 4 barbecue sticks | Php 2.00 |
| 350mL cooking oil | Php 37.14 |
| **Total** | **Php 225.14** |

| **Fried Noodles** | **Qty: 1 order** |
| --- | --- |
| 150g of dried egg noodles | Php 28.13 |
| 50g of bean sprouts | Php 4.00 |
| 20mL of Vegetable oil | Php 3.20 |
| 2 pcs Beef or Pork Siomai | Php 10.00 |
| 20g Sauce Powder | Php 5.00 |
| **Total** | **Php 50.33** |

| **Fried Oreos** | **Qty: 16 pcs** |
| --- | --- |
| 16 Oreo cookies | Php 45.28 |
| 1 cup or 240 mL of milk | Php 39.84 |
| 1 egg | Php 5.50 |
| 2 tablespoons or 30g of melted butter | Php 12.00 |
| 1 ½ cups or 190g of flour | Php 22.33 |
| 1 teaspoon of baking powder | Php 1.82 |
| ¼ teaspoon of baking soda | Php 0.14 |
| Pinch of salt | - |
| 3 tablespoons or 37g of sugar | Php 2.53 |
| Vegetable oil | Php 66.50 |
| **Total** | **Php 195.94** |

| **Mango Graham Ice Cream Sandwich** | **Qty: 30 pcs** |
| --- | --- |
| 64 g of crushed graham crackers | Php 12.48 |
| 170 g of condensed milk | Php 15.10 |
| 500 mL of all purpose cream | Php 117.45 |
| 210 g of graham crackers | Php 37.00 |
| 419 g of ripe mangoes | Php 50.00 |
| **Total** | **Php 232.03** |

| **Milo Pastillas** | **Qty: 25 pcs** |
| --- | --- |
| 1 ½ cup or 192g of milo powdered chocolate drink | Php 60.48 |
| 2 cups or 256g of powdered milk | Php 85.33 |
| ¾ cup or 96g of condensed milk | Php 9.23 |
| 2 tbsp or 30g of butter, melted | Php 12.00 |
| **Total** | **Php 167.04** |

| **Peach Mango Lumpia** | **Qty: 12 pcs** |
| --- | --- |
| 500g of Mango | Php 77.68 |
| 150g of White Sugar | Php 12.00 |
| 500g of Peach | Php 83.50 |
| 25 pieces Lumpia Wrapper | Php 20.00 |
| 500ml Canola oil | Php 32.50 |
| **Total** | **Php 225.68** |

| **Potato Bubbles** | **Qty: 80-100g** |
| --- | --- |
| 4 small-sized potatoes | Php 38.00 |
| 200 g all-purpose flour | Php 21.00 |
| 200 g cornstarch | Php 18.00 |
| Black pepper | Php 5.00 |
| Salt | Php 5.00 |
| 350 ml cooking oil | Php 37.14 |
| **Total** | **Php 124.14** |

**Drinks**

| **Blue Lemonade** | **Qty: 1L** |
| --- | --- |
| 1 Orange | Php 20.00 |
| 1 Cinnamon Stick | Php 4.00 |
| 3 tablespoon of sugar | Php 1.95 |
| 5g Mint Leaves | Php 3.45 |
| 16oz Sprite | Php 22.08 |
| 1 Lemon | Php 20.00 |
| **Total** | **Php 71.48** |

| **Iced Tea** | **Qty: 1L** |
| --- | --- |
| 1 Lemon | Php 20.00 |
| 2 Tea Bags Lipton Green Tea | Php 14.60 |
| ¼ kilo kalamansi | Php 25.00 |
| 5 tablespoon of sugar | Php 3.25 |
| **Total** | **Php 71.48** |

| **Strawberry Soda** | **Qty: 16 oz** |
| --- | --- |
| 3 tablespoons (44.36g) of Strawberry Jam | Php 14.42 |
| 150 ml of blue Gatorade | Php 12.60 |
| 150 ml of Sprite | Php 8.50 |
| Ice cubes | - |
| **Total** | **Php 35.52** |

| **Strawberry Soda** | **Qty: 16 oz** |
| --- | --- |
| 117.2 mL of Blue Gatorade | Php 9.38 |
| 150 mL of Sprite | Php 6.5 |
| 150 mL of Mogu Mogu Lychee | Php 21.09 |
| **Total** | **Php 36.97** |

**Pricing**

| **FOOD** | **QUANTITY** |  | **COST** | **PRICE/PC** | **PROFIT MARGIN** | **FINAL PRICE** |
| --- | --- | --- | --- | --- | --- | --- |
| Choco Mallows Lumpia | 12 | piece | Php 130.85 | Php 10.90 | 15% | Php 13.00 |
| Corndog | 4 | piece | Php 225.14 | Php 56.29 | 15% | Php 65.00 |
| Fried Noodles | 1 | piece | Php 50.33 | Php 50.33 | 15% | Php 58.00 |
| Fried Oreos | 16 | piece | Php 195.94 | Php 12.25 | 15% | Php 14.00 |
| Mango Graham Ice Cream Sandwich | 30 | piece | Php 232.03 | Php 7.73 | 15% | Php 9.00 |
| Milo Pastillas | 25 | piece | Php 167.04 | Php 6.68 | 15% | Php 8.00 |
| Peach Mango Lumpia | 12 | piece | Php 225.68 | Php 18.81 | 15% | Php 22.00 |
| Potato Bubbles | 100 | grams | Php 124.14 | Php 24.83 | 15% | Php 29.00 |

| **DRINK** | **QUANTITY** |  | **COST** | **PRICE/ODR** | **PROFIT MARGIN** | **FINAL PRICE** |
| --- | --- | --- | --- | --- | --- | --- |
| Blue Lemonade | 1 | liter | Php 71.48 | Php 25.02 | 15% | Php 29.00 |
| Iced Tea | 1 | liter | Php 62.85 | Php 22.00 | 15% | Php 25.00 |
| Strawberry Soda | 16 | ounce | Php 35.52 | Php 26.27 | 15% | Php 30.00 |
| Unicorn Dream Drink | 375 | mL | Php 36.97 | Php 34.51 | 15% | Php 40.00 |

**Menu**

| **Bundle 1** | | |
| --- | --- | --- |
| **QUANTITY** | **FOOD** | **PRICE** |
| 1 | Choco Mallows Lumpia | Php 10.90 |
| 1 | Corndog | Php 56.29 |
| 1 | Fried Noodles | Php 50.33 |
| 3 | Fried Oreos | Php 36.75 |
| 1 | Mango Graham Ice Cream Sandwich | Php 7.73 |
| 3 | Milo Pastillas | Php 20.04 |
| 1 | Peach Mango Lumpia | Php 18.81 |
| 5 | Potato Bubbles | Php 24.83 |
|  | **TOTAL** | Php 225.68 |
|  | **PROFIT** | 15% |
|  | **SELLING PRICE** | **Php 259.53** |

| **Bundle 2** | | |
| --- | --- | --- |
| **QUANTITY** | **FOOD** | **PRICE** |
| 5 | Milo Pastillas | ₱ 33.40 |
| 3 | Mango Graham Ice Cream Sandwich | ₱ 23.19 |
| 2 | Peach Mango Lumpia | ₱ 37.62 |
| 2 | Choco Mallows Lumpia | ₱ 21.80 |
|  | **TOTAL** | ₱ 116.01 |
|  | **PROFIT** | 15% |
|  | **SELLING PRICE** | **₱ 133.41** |

| **Bundle 3** | | |
| --- | --- | --- |
| **QUANTITY** | **FOOD** | **PRICE** |
| 5 | Fried Oreos | ₱ 61.25 |
| 1 | Fried Noodles | ₱ 50.33 |
| 1 | Corndog | ₱ 56.29 |
| 10 | Potato Bubbles | ₱ 49.66 |
|  | **TOTAL** | ₱ 217.53 |
|  | **PROFIT** | 15% |
|  | **SELLING PRICE** | **₱ 250.16** |

| **Bundle 4** | | |
| --- | --- | --- |
| **QUANTITY** | **FOOD** | **PRICE** |
| 1 | Iced Tea | ₱ 25.02 |
| 1 | Blue Lemonade | ₱ 22.00 |
| 1 | Unicorn Dream Drink | ₱ 26.27 |
| 1 | Strawberry Soda | ₱ 34.51 |
|  | **TOTAL** | ₱ 107.80 |
|  | **PROFIT** | 15% |
|  | **SELLING PRICE** | **₱ 123.97** |

| **Individual Products** | | | |
| --- | --- | --- | --- |
| **FOOD** | | **PRICE** | **PROFIT MARGIN** |
| Choco Mallows Lumpia | | ₱ 10.90 | 15% |
| Corndog | | ₱ 56.29 | 15% |
| Fried Noodles | | ₱ 50.33 | 15% |
| Fried Oreos | | ₱ 12.25 | 15% |
| Mango Graham Ice Cream Sandwich | | ₱ 7.73 | 15% |
| Milo Pastillas | | ₱ 6.68 | 15% |
| Peach Mango Lumpia | | ₱ 18.81 | 15% |
| Potato Bubbles | | ₱ 24.83 | 15% |
| Iced Tea | | ₱ 25.02 | 15% |
| Blue Lemonade | | ₱ 22.00 | 15% |
| Unicorn Dream Drink | | ₱ 26.27 | 15% |
| Strawberry Soda | | ₱ 34.51 | 15% |

**Assumptions**

| **Revenue** | Quantity per month will only be tentative. There will be a 50% increase in orders. |
| --- | --- |
| **Costs** | Assumes that the cost of all the ingredient costs will be less than or equal to the projected statements. |
| **Beginning Balance Statement** | All ending cash balances at the end of a 3 month period will be put back as a capital for the beginning balance. |

**Sales Projection**

**Income**

| **Product** | **Price** | **Quantity per Month** | **Week 1** | | **Week 2** | | **Week 3** | | **Week 4** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Quantity** | **Total** | **Quantity** |  | **Quantity** |  | **Quantity** |  |
| Bundle 1 | ₱ 260 | 7 | 8 | ₱ 2,089.22 | 9 | ₱ 2,402.60 | 11 | ₱ 2,762.99 | 12 | ₱ 3,177.44 |
| Bundle 2 | ₱ 133 | 8 | 9 | ₱ 1,227.37 | 11 | ₱ 1,411.48 | 12 | ₱ 1,623.20 | 14 | ₱ 1,866.68 |
| Bundle 3 | ₱ 250 | 5 | 6 | ₱ 1,438.42 | 7 | ₱ 1,654.18 | 8 | ₱ 1,902.31 | 9 | ₱ 2,187.66 |
| Bundle 4 | ₱ 124 | 10 | 12 | ₱ 1,425.66 | 13 | ₱ 1,639.50 | 15 | ₱ 1,885.43 | 17 | ₱ 2,168.24 |
| Choco Mallows Lumpia | ₱13.00 | 8 | 9 | ₱ 119.60 | 11 | ₱ 137.54 | 12 | ₱ 158.17 | 14 | ₱ 181.90 |
| Corndog | ₱65.00 | 10 | 12 | ₱ 747.50 | 13 | ₱ 859.63 | 15 | ₱ 988.57 | 17 | ₱ 1,136.85 |
| Fried Noodles | ₱58.00 | 5 | 6 | ₱ 333.50 | 7 | ₱ 383.53 | 8 | ₱ 441.05 | 9 | ₱ 507.21 |
| Fried Oreos | ₱14.00 | 15 | 17 | ₱ 241.50 | 20 | ₱ 277.73 | 23 | ₱ 319.38 | 26 | ₱ 367.29 |
| Mango Graham Ice Cream Sandwich | ₱9.00 | 12 | 14 | ₱ 124.20 | 16 | ₱ 142.83 | 18 | ₱ 164.25 | 21 | ₱ 188.89 |
| Milo Pastillas | ₱ 8.00 | 10 | 12 | ₱ 92.00 | 13 | ₱ 105.80 | 15 | ₱ 121.67 | 17 | ₱ 139.92 |
| Peach Mango Lumpia | ₱22.00 | 15 | 17 | ₱ 379.50 | 20 | ₱ 436.43 | 23 | ₱ 501.89 | 26 | ₱ 577.17 |
| Potato Bubbles | ₱29.00 | 20 | 23 | ₱ 667.00 | 26 | ₱ 767.05 | 30 | ₱ 882.11 | 35 | ₱ 1,014.42 |
| Blue Lemonade | ₱29.00 | 25 | 29 | ₱ 833.75 | 33 | ₱ 958.81 | 38 | ₱ 1,102.63 | 44 | ₱ 1,268.03 |
| Iced Tea | ₱25.00 | 20 | 23 | ₱ 575.00 | 26 | ₱ 661.25 | 30 | ₱ 760.44 | 35 | ₱ 874.50 |
| Strawberry Soda | ₱30.00 | 25 | 29 | ₱ 862.50 | 33 | ₱ 991.88 | 38 | ₱ 1,140.66 | 44 | ₱ 1,311.75 |
| Unicorn Dream Drink | ₱40.00 | 21 | 24 | ₱ 966.00 | 28 | ₱ 1,110.90 | 32 | ₱ 1,277.54 | 37 | ₱ 1,469.17 |
| **TOTAL** |  | **216** | **248** | **₱12,122.71** | **286** | **₱ 13,941.12** | **329** | **₱16,032.29** | **378** | **₱18,437.13** |

**Expense**

| **Product** | **Price** | **Quantity per Month** | **Week 1** | | **Week 2** | | **Week 3** | | **Week 4** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Quantity** | **Total** | **Quantity** |  | **Quantity** |  | **Quantity** |  |
| Bundle 1 | ₱225.68 | 7 | 8 | ₱ 1,816.72 | 9 | ₱ 2,089.23 | 11 | ₱ 2,402.62 | 12 | ₱ 2,763.01 |
| Bundle 2 | ₱116.01 | 8 | 9 | ₱ 1,067.29 | 11 | ₱ 1,227.39 | 12 | ₱ 1,411.49 | 14 | ₱ 1,623.22 |
| Bundle 3 | ₱217.53 | 5 | 6 | ₱ 1,250.80 | 7 | ₱ 1,438.42 | 8 | ₱ 1,654.18 | 9 | ₱ 1,902.31 |
| Bundle 4 | ₱123.97 | 10 | 12 | ₱ 1,425.66 | 13 | ₱ 1,639.50 | 15 | ₱ 1,885.43 | 17 | ₱ 2,168.24 |
| Choco Mallows Lumpia | ₱10.90 | 8 | 9 | ₱ 100.28 | 11 | ₱ 115.32 | 12 | ₱ 132.62 | 14 | ₱ 152.51 |
| Corndog | ₱56.29 | 10 | 12 | ₱ 647.34 | 13 | ₱ 744.44 | 15 | ₱ 856.10 | 17 | ₱ 984.52 |
| Fried Noodles | ₱50.33 | 5 | 6 | ₱ 289.40 | 7 | ₱ 332.81 | 8 | ₱ 382.73 | 9 | ₱ 440.14 |
| Fried Oreos | ₱12.25 | 15 | 17 | ₱ 211.31 | 20 | ₱ 243.01 | 23 | ₱ 279.46 | 26 | ₱ 321.38 |
| Mango Graham Ice Cream Sandwich | ₱7.73 | 12 | 14 | ₱ 106.67 | 16 | ₱ 122.68 | 18 | ₱ 141.08 | 21 | ₱ 162.24 |
| Milo Pastillas | ₱6.68 | 10 | 12 | ₱ 76.82 | 13 | ₱ 88.34 | 15 | ₱ 101.59 | 17 | ₱ 116.83 |
| Peach Mango Lumpia | ₱18.81 | 15 | 17 | ₱ 324.47 | 20 | ₱ 373.14 | 23 | ₱ 429.11 | 26 | ₱ 493.48 |
| Potato Bubbles | ₱24.83 | 20 | 23 | ₱ 571.09 | 26 | ₱ 656.75 | 30 | ₱ 755.27 | 35 | ₱ 868.56 |
| Blue Lemonade | ₱25.02 | 25 | 29 | ₱ 719.33 | 33 | ₱ 827.22 | 38 | ₱ 951.31 | 44 | ₱ 1,094.00 |
| Iced Tea | ₱22.00 | 20 | 23 | ₱ 506.00 | 26 | ₱ 581.90 | 30 | ₱ 669.19 | 35 | ₱ 769.56 |
| Strawberry Soda | ₱26.27 | 25 | 29 | ₱ 755.26 | 33 | ₱ 868.55 | 38 | ₱ 998.83 | 44 | ₱ 1,148.66 |
| Unicorn Dream Drink | ₱34.51 | 21 | 24 | ₱ 833.42 | 28 | ₱ 958.43 | 32 | ₱ 1,102.19 | 37 | ₱ 1,267.52 |
| **TOTAL** |  | **216** | **248** | **₱10,701.85** | **286** | **₱ 12,307.13** | **329** | **₱14,153.20** | **378** | **₱16,276.18** |

**Total Gross Sales (1 month)**

| **QUANTITY SOLD** | **PESO** | **COST OF GOODS** | **PROFIT** |
| --- | --- | --- | --- |
| 1240 | ₱ 60,533.25 | ₱ 53,438.37 | ₱ 7,094.88 |

**Budget**

| **Budget Summary** | | | |
| --- | --- | --- | --- |
|  | | **Week 1** | **Month 1** |
| Gross Income | | ₱ 12,122.71 | ₱ 60,533.25 |
| Total Expenses | | ₱ 10,701.85 | ₱ 53,438.37 |
|  | Charity (2.5% income) | ₱ 303.07 | ₱ 1,513.33 |
|  | Profit of Investor (10% of income) | ₱ 303.07 | ₱ 1,513.33 |
| Net income | | ₱ 814.72 | ₱ 4,068.22 |

**Conclusion** At the end of the first month the company could make a net profit of ₱ 7,094.88 from their products with a starting capital of ₱10,701.85