



CHAPTER I

EXECUTIVE SUMMARY

Project: Planet is a manufacturing business located at Intramuros, Manila. Three individuals founded—and are currently managing the business with the intent of distributing more sustainable, environmentally sound, and compact toiletry products. Project: Planet strives to deliver astounding products that are not just beneficial for the consumers, but also to the environment by reducing plastic waste, and optimizing unutilized resources. The determination of Project: Planet to not just create, but influence consumers is built on the passion for creating products using naturally and ethically sourced materials, with meticulous attention to craftsmanship.

In the Philippines, oral health is often neglected. A recent study indicated that 7 out of 10 Filipinos have tooth decay (Montemayor, 2024). Meanwhile, a study done at the longest coastal boulevard in the Philippines characterized the macro-plastic waste and calculated that 4.8% were from toiletry-plastic wastes (Elep, 2024). In response, Project: Planet is exploring the oral health industry by producing exceptional products that provide accessibility and prioritize natural and ethical craftsmanship that are not like any other in the market to balance both social impact and commercial feasibility.

A. Type of Business

1. Nature of the Business

Project: Planet is a partnership business formed by three individuals to manufacture and proudly sell By addressing both health and sustainability, Project: Planet aims to cater to environmentally aware consumers who seek effective, practical, and eco-friendly solutions for their daily oral care.



Mission

Our mission at Project: Planet is to transform the way people use toiletries by creating safe, effective, and naturally derived solutions that not only benefit people but also protect the planet. We are committed to reducing the world's dependence on single-use plastics by offering innovative, eco-friendly alternatives that make sustainability both practical and accessible. Every product we design is rooted in our belief that caring for yourself and caring for the planet should go hand in hand. Through conscious innovation, responsible sourcing, and eco-centered packaging, we aim to empower individuals to make small daily choices that create a big impact.

Vision

To create a future where eco-friendly oral care is the standard, not the alternative — making sustainability simple, accessible, and impactful for all.

2. Name of the Company

The name of the company Project: Planet came from the company's mission—to branch out and explore ways to penetrate the market by providing products that can be sustainable and convenient alternatives to traditional toiletry products that are already in the market. The technique used in crafting the business name is alliteration since “Alliterative lines produce a repeating rhythm that makes them catchy and easy to remember.” (Vistaprint, 2024). “Project” represents our goal and mission statement, “:” aligns our goal to “Planet” which should be our beneficiary.

3. Name of the Brand

Products

The development of the toothpaste tablet is to serve as an innovative oral care solution. The EcoSmile Tooth Tabs can be an alternative, replacing conventional



toothpaste with a more compact, and eco-friendly toothpaste tablet. This innovative product emphasizes safety, convenience and efficient cleaning for daily use.

EcoSmile Tooth Tabs have biodegradable packaging, Composing of kraft papers and aluminum without contributing to macroplastics on earth unlike conventional toiletries. With these features, EcoSmile Tooth Tabs will contribute to the advancing responsible consumption to produce environmentally conscious solutions in oral health care.

B. Marketing, Organizational, and Production Highlights

Marketing Highlights

With a modern sustainable marketing approach, Project: Planet focuses on awareness, accessibility by consumers, and the environment. With our product, EcoSmile Tooth Tabs, it is positioned as an innovative oral care alternative for eco-conscious consumers who look for convenience and sustainability.

Marketing strategies highlight the product's biodegradable packaging and refill system to minimize plastic waste. The company utilizes social media marketing through Facebook, Instagram, TikTok, and Shopee to reach its main target market: students, young professionals, and people who travel frequently in and around Intramuros. In order to increase community engagement, Project: Planet will participate in university bazaars, and pop-up events.

Organizational Highlights

Project: Planet is a partnership-type business, with three co-founders who equally own the organization and have equal authority over its decisions. The company applies a horizontal organizational structure to enhance teamwork, openness in operation, and effective communication. Members have the following functional roles:



- General Manager: Directs business operations, planning, and overall coordination.
- Financial and Marketing Head: Responsible for financial planning, budgeting, and promotional strategies.
- Sales and Production Head: Oversee production activities; ensure the efficiency of workflows and quality of products.
- Production staff are responsible for hands-on production, packing, and quality checks.

This structure allows the company to remain flexible while ensuring accountability and alignment with its sustainability goals.

Production Highlights

The production of EcoSmile Tooth Tabs follows a structured and eco-friendly process. Production is done on weekends for efficient execution while minimizing operational costs. The workflow entails preparing ingredients, grinding and mixing, molding into tablet form, drying, inspecting the quality of the tabs, and finally packaging them. Smooth operations are maintained by every role contribution:

- The General Manager oversees production flow and quality compliance.
- The head of the financial and marketing department tracks production costs and coordinates production according to sales forecasting.
- The Sales and Production Head oversees daily production activities, assigns tasks, and ensures proper sanitation and efficiency.
- The physical production process, including handling of ingredients, moulding, drying, and packaging, is done by the Production Staff. The company now prioritizes sustainability through biodegradable kraft packaging and the use of a refill system to minimize waste, hence making way for a circular economy. Quality control is ensured at every step so that each batch meets the safety, hygiene, and consistency standards.



C. ESG initiatives and contributions

Economic Initiatives

Project: Planet encourages sustainable economic growth by producing responsibly and applying cost-efficient business practices. The company sources all its raw materials locally, supporting small-scale suppliers and helping to provide a good livelihood for the community. Its refill system reduces packaging waste and saves costs, offering customer options at a very affordable price that ensures repeated purchases. Proper financial management and scheduling of production allow the company to minimize resource wastage while maintaining profitability and adhering to its sustainability focus.

Social Initiatives

Project: Planet is a student-led enterprise that embodies social responsibility in its collaboration and advocacy within the academic community. The company collaborates with other student startups and campus organizations to advocate for sustainable entrepreneurship, facilitates the sharing of knowledge, and co-hosts events such as sustainability fairs or student business expos. Furthermore, Project: Planet seeks to amplify its advocacy through social media awareness drives, creating educational content on oral hygiene, sustainability, and zero-waste living that empowers fellow students to live a sustainable lifestyle and increases awareness of eco-innovation. Through these programs, Project: Planet proves that meaningful social contribution can begin within the student community and inspire others to participate in environmental action.

Governance Initiatives

Planet follows ethical, transparent, and lawful business practices to serve as the foundation of good governance. The company is committed to securing and maintaining business permits, sanitary permits, and other regulatory requirements necessary to follow local laws and standards that produce safely. The company



maintains accurate records of all financial transactions, follows fair labor practices, and maintains a clean, safe, and compliant workplace. The responsibility of the decision-making process is vested among the General Manager, Financial and Marketing Head, and Sales and Production Head for accountability and balanced leadership. Regular internal audits are carried out in regards to ethical standards, health regulations, and sustainability policies. Such efforts on governance show the integrity, transparency, and long-term responsible entrepreneurship of the company.



CHAPTER II

MARKETING PLAN

Project: Planet's Marketing Plan shows how we will launch and market EcoSmile Tooth Tabs in the target market. It provides details about the value of the product both environmentally and socially. It also identifies the customers and the area coverage. The demand and competition in the oral care industry have been analyzed. It also reveals the projected sales and some pricing and promotional strategies which highlight the ecofriendly and handy features of the products. With the combination of sustainable practices and marketing, Project: Planet will be a trusted brand to deliver the oral health benefits and change environmental impact.

A. Product / Service to Sell

Environmental impact

EcoSmile Tooth Tabs are made from mostly natural ingredients that do not harm the planet, and are packed in kraft tubes/aluminum tubes that are eco-friendly, compostable, and will not contribute to the macroplastic waste in the planet. EcoSmile Tooth Tabs will also offer refills packaged in kraft pouches which contribute less to waste and are compostable too. Globally, 1.5 billion toothpaste tubes are thrown out every year (Brush Fresh, 2024). With EcoSmile Chewable Tablets, there would be no need for discarding tubes, as our packaging is completely biodegradable and eco-friendly.

Social Value of Products

EcoSmile Tooth Tabs provides Chew Tablets that are SLS-free, Vegan, and Cruelty Free. These Tooth Tabs contain natural ingredients without preservatives that have a shelf life of 6 months. It would be available in a Kraft tube packaging for first time users and Kraft pouch packaging for repeat customers. The Kraft pouch would cost less for customers and will provide ease in receiving the product. EcoSmile Tooth Ttabs provides a reasonable portion size for toothpastes, is travel-friendly, and

worry-free for liquid limitations and spillage — ideal for travelers, commuters, and students.

B. Target Market

1. Area Coverage

Project: Planet's coverage shall include Barangay 654, and Barangay 658, Intramuros, Manila. It encompasses three university campuses — Colegio de San Juan de Letran, Lyceum of the Philippines University, and Mapua University. The locations have been strategically selected for access to an expected customer base of students, tourists, residents and surrounding retailers.

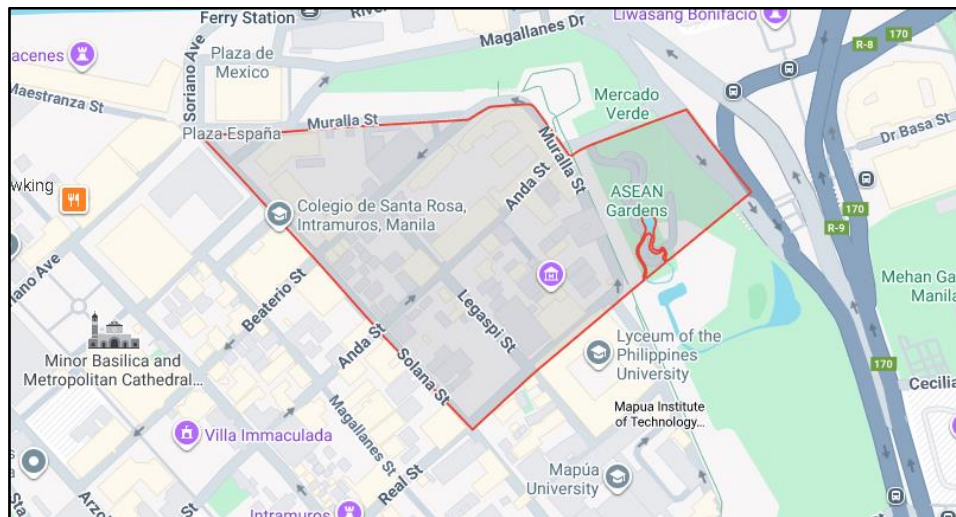


Figure 2.1 Barangay 654, Intramuros, Manila

Figure 2.1 shows the plot of the area coverage of Barangay 654, Intramuros, Manila. According to the Barangay Chairman, The Barangay encompasses 2,195 residents in 2024, and 3,045 residents for the year 2025. Additionally, the area includes Colegio de San Juan de Letran with a population of _____ for _____, etc.

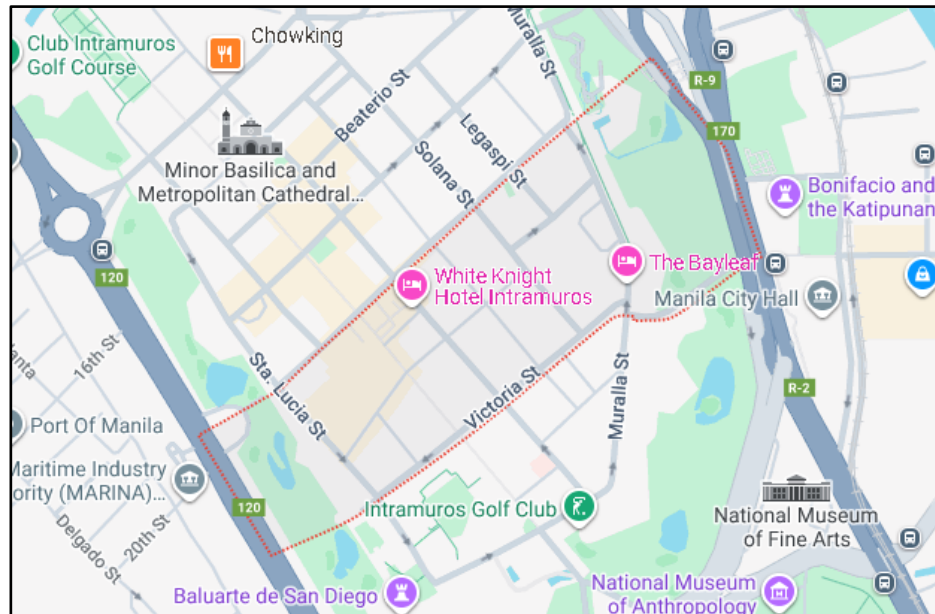


Figure 2.2 Barangay 658, Intramuros, Manila

Figure 2.2 shows the area coverage of Barangay 658, Intramuros, Manila. According to the Barangay Chairman, The are consists of a mix of students, employees, and tourists.

2. Consumer/Customer

Table 2.1 Segmentation Summary

Target Market Indicators	Specific Target Market
Demographics	Age: 18 years old to 30 years old Employment Status: Student and Employees
Geographics	Barangay 654 and 658, Intramuros, Manila
Psychographics	People that look for significant oral health benefits when choosing their oral care products. People that value convenience in carrying their toiletry products
Behavioral	People that are always traveling/commuting/on-the-go

Table 2.1 Segmentation Summary shows the specific target market of Project: Planet's product, the EcoSmile Tooth Tabs. The business conducted a meaningful



survey with a randomized sampling that allowed for the segmentation. The demographics section showed that majority of the participants and individuals in Barangay 654, and Barangay 658 in Intramuros, Manila are in the age group of 18 years old to 25 years old (78.8%), followed by people belonging in the 25 years old to 30 years old age group (8.7%). Most of the respondents claim to be at Intramuros everyday (31.7%), followed by 5-6 times a week (22.1%). Thus, a reasonable conclusion would be that most of the respondents are staying in intramuros for at least 5 times a week. These respondents claim to be mostly students (79.8%) that prioritize oral health benefits when choosing their oral care products like toothpaste (73.1%), and convenience when travelling with toiletry products (95.2%).

C. Demand and Supply Analysis

Total Potential Demand

Table 2.2 Total Potential Demand

Historical Schedule					
Year	Population	Growth Rate	Segmented Population	Acceptance Rate	Potential Demand
			87.5%		
2023	73,466	6.48%	64,283		
2024	78,557	6.48%	68,737		
Current Year					
2025	84,000	6.48%	73,500	93%	68,355

Table 2.2 shows the total population and the growth rate in Barangay 654, and 658, Intramuros, Manila. The total population is derived from a survey conducted in three sari-sari stores in Barangay 658 namely Vergie Store, Mommy Tess, and Magallanes Store. The proponents determined the estimated number of people that purchase from their store on a daily basis and multiplied it to the number of days they are operating in a year. The growth rate is then determined by the average population



growth rate of both students and residents as an estimate and the total population for 2025 (current year) is 84,000.

Total Projected Demand

Table 2.3 Total Projected Demand

Projected Years					
Year	Population	Growth Rate	Segmented Population	Acceptance Rate	Potential Demand
2026	89,443	6.48%	78,263		72,784
2027	95,239	6.48%	83,334	93%	77,501
2028	101,411	6.48%	88,734		82,523

Table 2.3 shows the projected population growth for years 2026 to 2028 and the segmented population based on the percentage of our target market based on age (87.5%) and the corresponding demand per year.

Table 2.4 Total Projected demand for 2025 (Current Year)

2025 (Current Year)					
Population	Acceptance Rate	Frequency of Buying		% of respondents	Projected Demand
73,500	93%	Bi-Monthly	24	18%	295,294
		Monthly	12	55%	451,143
		Quarterly	4	20%	54,684
		Semi-Annually	2	7%	9,570
				100%	810,690
Total Projected Demand for 2025 with 40% error rate					486,414

Table 2.4 shows the Total Projected demand for the current year 2025. It is computed using the segmented population by, the acceptance rate of 93%, and the frequency of buying details from the survey that the researchers conducted. The population is then multiplied by the given data to complete the projection.



Table 2.5 Total Projected Demand for 2026

2026					
Population	Acceptance Rate	Frequency of Buying		% of respondents	Projected Demand
78,263	93%	Bi-Monthly	24	18%	314,429
		Monthly	12	55%	480,377
		Quarterly	4	20%	58,228
		Semi-Annually	2	7%	10,190
				100%	863,223
Total Projected Demand for 2026 with 40% error rate					517,934

Table 2.5 shows the Total Projected demand for the year 2026, the first year of operation. It is computed using the segmented population by, the acceptance rate of 93%, and the frequency of buying details from the survey that the researchers conducted. The population is then multiplied by the given data to complete the projection.

Table 2.6 Total Projected Demand for 2027

2027					
Population	Acceptance Rate	Frequency of buying		% of respondents	Projected Demand
83,334	93%	Bi-Monthly	24	18%	334,804
		Monthly	12	55%	511,506
		Quarterly	4	20%	62,001
		Semi-Annually	2	7%	10,850
				100%	919,160
Total Projected Demand for 2025 with 40% error rate					551,496

Table 2.6 shows the Total Projected demand for the year 2027, the second year of operation. It is computed using the segmented population by, the acceptance rate of 93%, and the frequency of buying details from the survey that the researchers conducted. The population is then multiplied by the given data to complete the projection.



Table 2.7 Total Projected Demand for 2028


2028					
Population	Acceptance Rate	Frequency of buying		% of respondents	Projected Demand
88,734	93%	Bi-Monthly	24	18%	356,499
		Monthly	12	55%	544,651
		Quarterly	4	20%	66,018
		Semi-Annually	2	7%	11,553
				100%	978,721
Total Projected Demand for 2025 with 40% error rate					587,233

Table 2.7 shows the Total Projected demand for the year 2028, the third year of operation. It is computed using the segmented population by, the acceptance rate of 93%, and the frequency of buying details from the survey that the researchers conducted. The population is then multiplied by the given data to complete the projection.



Present Supplier/Competition

EcoSmile Tooth Tabs' indirect competitions are the present toothpaste products that are being sold in Vergie Store, Magallanes Store, and Mommy Tess Store. These are toothpaste products packaged in sachets that are also compact and travel-friendly but not in tablet form making them indirect competitors.

Table 2.8 Present Competition

Store	Brand	Description
 Vergie Store	Colgate	Colgate is one of the toothpaste product brands that is sold in Vergie Store. It is sold in sachets that is compact and not bulky
	Closeup	Colgate is one of the toothpaste product brands that is sold in Vergie Store. It is sold in sachets that are compact and not bulky.



 Magallanes Store	Colgate	Colgate is one of the toothpaste product brands that is sold in Magallanes Store. It is sold in sachets that is compact and not bulky
	Closeup	Closeup is one of the toothpaste product brands that is sold in Magallanes Store. It is sold in sachets that are compact and not bulky.
 Mommy Tess Store	Colgate	Colgate is one of the toothpaste product brands that is sold in Mommy Tess Store. It is sold in sachets that is compact and not bulky
	Closeup	Closeup is one of the toothpaste product brands that is sold in Mommy Tess Store. It is sold in sachets that are compact and not bulky.

Total Projected Supply

Table 2.9 Total Projected Annual Supply

Total Projected Annual Supply		
Year	Industry Growth Rate	Total Projected Supply
2025	4.93%	4,160
2026	4.93%	4,365
2027	4.93%	4,580
2028	4.93%	4,806



Table 2.10 Projected Supply for 2025 (Current year)

Total Projected Supply for 2025				
	Competitor	Weekly Sales	No. of Weeks	Total Supply
Indirect	Vergie Store	24	52	1,248
Indirect	Magallanes Store	36	52	1,872
Indirect	Mommy Tess Store	20	52	1,040
Total Projected Supply for 2025				4,160

Table 2.10 shows the Total Annual Supply of the competitors currently selling compact and travel-friendly toothpastes for the base year 2025. The projected supply of the competitors is analyzed through an informal survey conducted by the researchers with the objective of acquiring the corresponding store's weekly sales of toothpaste for the year 2025. Their weekly sales is then multiplied by the total number of weeks they operate in a year to project their annual sales

Table 2.11 Projected Supply for 2026

Total Projected Supply for 2026				
	Competitor	Weekly Sales	No. of Weeks	Total Supply
Indirect	Vergie Store	25	52	1,310
Indirect	Magallanes Store	38	52	1,964
Indirect	Mommy Tess Store	21	52	1,091
Total Projected Supply for 2026				4,365

Table 2.11 shows the Total Annual Supply of the competitors currently selling compact and travel-friendly toothpastes. The same procedure done for calculating the projected sales of the current year (2025) is done for 2026. However, all of the competitors are not able to provide an estimate for the previous years of their operation so the proponents used the Oral Care Industry Growth Rate that is projected to have a compound annual growth rate of 4.93% (Baliya, 2024) to successfully project the annual sales for the following years.



Table 2.12 Projected Supply for 2027

Total Projected Supply for 2027				
	Competitor	Weekly Sales	No. of Weeks	Total Supply
Indirect	Vergie Store	26	52	1,374
Indirect	Magallanes Store	40	52	2,061
Indirect	Mommy Tess Store	22	52	1,145
Total Projected Supply for 2026				4,580

Table 2.12 shows the Total Annual Supply of the competitors currently selling compact and travel-friendly toothpastes. The same procedure done for calculating the projected sales of the current year (2025) is done for 2027. However, all of the competitors are not able to provide an estimate for the previous years of their operation so the proponents used the Oral Care Industry Growth Rate that is projected to have a compound annual growth rate of 4.93% (Baliya, 2024) to successfully project the annual sales for the following years.

Table 2.13 Projected Supply for 2028

Total Projected Supply for 2028				
	Competitor	Weekly Sales	No. of Weeks	Total Supply
Indirect	Vergie Store	28	52	1,442
Indirect	Magallanes Store	42	52	2,163
Indirect	Mommy Tess Store	23	52	1,202
Total Projected Supply for 2028				4,806

Table 2.13 shows the Total Annual Supply of the competitors currently selling compact and travel-friendly toothpastes. The same procedure done for calculating the projected sales of the current year (2025) is done for 2028. However, all of the competitors are not able to provide an estimate for the previous years of their operation so the proponents used the Oral Care Industry Growth Rate that is projected to have a compound annual growth rate of 4.93% (Baliya, 2024) to successfully project the annual sales for the following years.



Demand and Supply Gap

Table 2.14 Demand and Supply Gap

Demand and Supply Analysis			
Year	Demand	Supply	Gap
2026	517,934	4,365	513,569
2027	551,496	4,580	546,916
2028	587,233	4,806	582,427

D. Projected Sales

Table 2.15 Total Projected Sales

Total Projected Sales					
Year	Demand	Supply	Gap	Target Market Share	Projected Volume
2026	517,934	4,365	513,569	0.15%	770
2027	551,496	4,580	546,916	0.29%	1,586
2028	587,233	4,806	582,427	0.37%	2,155

Table 2.15 shows the Total Projected sales of Project: Planet for the years 2026, 2027, and 2028. For the first year of operation (2026), the company projects a target market share of 0.15% of the gap which is lower than the current market share of the least competitor having about 0.25%. For 2027, the target market share of project planet is expected to increase from 0.15% to 0.26% to balance out being conservative and beating the projected market increase as well while considering the production capacity of the company.



Monthly Sales

Table 2.16 Monthly Sales for 2026

Projected Monthly Sales (2026)							
Projected Volume	770						
	Assumed Percentage of Monthly Shares	Month	Total Units per Month	Projected Sales in Volume	Selling Price	Projected Sales in Peso	Total Sales per Month
	8%	January	64	64	99.00	6,355.41	6,355.41
	8%	February	64	64	99.00	6,355.41	6,355.41
	8%	March	64	64	99.00	6,355.41	6,355.41
	8%	April	64	64	99.00	6,355.41	6,355.41
	8%	May	64	64	99.00	6,355.41	6,355.41
	8%	June	64	64	99.00	6,355.41	6,355.41
	8%	July	64	64	99.00	6,355.41	6,355.41
	8%	August	64	64	99.00	6,355.41	6,355.41
	8%	September	64	64	99.00	6,355.41	6,355.41
	8%	October	64	64	99.00	6,355.41	6,355.41
	8%	November	64	64	99.00	6,355.41	6,355.41
	8%	December	64	64	99.00	6,355.41	6,355.41
TOTAL	100%		770	770		76,264.96	₱76,264.96

Table 2.16 shows the Projected Monthly Sales for the first year of operation (2026). The table shows the distribution of the projected annual volume of product in each month. The volume of product is then multiplied by the selling price to get the monthly sales of Project: Planet in Peso.



Table 2.17 Monthly Sales for 2027

Projected Monthly Sales (2027)							
Projected Volume	1,586						
	Assumed Percentage of Monthly Shares	Month	Total Units per Month	Projected Sales in Volume	Selling Price	Projected Sales in Peso	Total Sales per Month
	8%	January	132	132	104.94	13,870.05	13,870.05
	8%	February	132	132	104.94	13,870.05	13,870.05
	8%	March	132	132	104.94	13,870.05	13,870.05
	8%	April	132	132	104.94	13,870.05	13,870.05
	8%	May	132	132	104.94	13,870.05	13,870.05
	8%	June	132	132	104.94	13,870.05	13,870.05
	8%	July	132	132	104.94	13,870.05	13,870.05
	8%	August	132	132	104.94	13,870.05	13,870.05
	8%	September	132	132	104.94	13,870.05	13,870.05
	8%	October	132	132	104.94	13,870.05	13,870.05
	8%	November	132	132	104.94	13,870.05	13,870.05
	8%	December	132	132	104.94	13,870.05	13,870.05
TOTAL	100%		1,586	1,586		166,440.65	₱166,440.65

Table 2.17 shows the Projected Monthly Sales of Project: Planet for the second year of operation (2027). The projected monthly sales is then multiplied to the selling price of 104.94 or 105.00PhP which shows an increase of 6% from the previous year's (2026) price of 99.00. The rate of increase is based on the annual inflation rate in the Philippines that could range from 3% to 6%. Using this formula, the projected sales in pesos is expected to come up to approximately 166,440.65PhP.



Table 2.18 Monthly Sales for 2028

Projected Monthly Sales (2028)							
Projected Volume	2,155						
	Assumed Percentage of Monthly Shares	Month	Total Units per Month	Projected Sales in Volume	Selling Price	Projected Sales in Peso	Total Sales per Month
	23%	January	180	180	111.24	19,976.01	19,976.01
	23%	February	180	180	111.24	19,976.01	19,976.01
	23%	March	180	180	111.24	19,976.01	19,976.01
	23%	April	180	180	111.24	19,976.01	19,976.01
	23%	May	180	180	111.24	19,976.01	19,976.01
	23%	June	180	180	111.24	19,976.01	19,976.01
	23%	July	180	180	111.24	19,976.01	19,976.01
	23%	August	180	180	111.24	19,976.01	19,976.01
	23%	September	180	180	111.24	19,976.01	19,976.01
	23%	October	180	180	111.24	19,976.01	19,976.01
	23%	November	180	180	111.24	19,976.01	19,976.01
	23%	December	180	180	111.24	19,976.01	19,976.01
TOTAL	280%		2,155	2,155		239,712.11	₱239,712.11

Table 2.18 shows the Projected Monthly Sales of Project: Planet for the third year of operation (2028). The method of computing the total sales per month is done by calculating the projected volume of sales per month and multiplying it with the selling price which also increased by 6% from the previous year to compensate for inflation. The total sales per month is calculated to amount to 239,712.11PhP.



Sales in Volume and in Pesos

Table 2.19 Projected Sales in Volume and in Peso for 2026

Projected Sales in Volume and in Peso (2026)				
Frequency	Preference Rate	Selling Price	Projected Sales in Volume	Projected Sales in Pesos
Bi-Monthly	18%	99.00	139	13,727.69
Monthly	55%	99.00	424	41,945.73
Quarterly	20%	99.00	154	15,252.99
Semi-Annually	7%	99.00	54	5,338.55
Total Projected Sales in Volume and in Pesos (2026)			770	116,939.60

Table 2.19 shows the Projected Sales in Volume and in Peso of Project: Planet for 2026. It shows the Frequency of buying which is derived from the survey conducted by the proponents on their buying preferences. It is then multiplied by the total number of units sold for the year to get the projected sales in volume. It is then multiplied by the selling price to come up with the sales in peso for each frequency.

Table 2.20 Projected Sales in Volume and in Peso for 2027

Projected Sales in Volume and in Peso (2027)				
Frequency	Preference Rate	Selling Price	Projected Sales in Volume	Projected Sales in Pesos
Bi-Monthly	18%	104.94	285	29,959.32
Monthly	55%	104.94	872	91,542.36
Quarterly	20%	104.94	317	33,288.13
Semi-Annually	7%	104.94	111	11,650.85
Total Projected Sales in Volume and in Pesos (2027)			1,586	166,440.65

Table 2.20 shows the Projected Sales in Volume and in Peso of Project: Planet for 2027. It shows the Frequency of buying which is derived from the survey conducted by the proponents on their buying preferences. It is then multiplied by the total number of units sold for the year to get the projected sales in volume. It is then multiplied by the selling price to come up with the sales in peso for each frequency.



Table 2.21 Projected Sales in Volume and in Peso for 2029

Projected Sales in Volume and in Peso (2028)				
Frequency	Preference Rate	Selling Price	Projected Sales in Volume	Projected Sales in Pesos
Bi-Monthly	18%	111.24	388	43,148.18
Monthly	55%	111.24	1,185	131,841.66
Quarterly	20%	111.24	431	47,942.42
Semi-Annually	7%	111.24	151	16,779.85
Total Projected Sales in Volume and in Pesos (2027)			2,155	239,712.11

Table 2.21 shows the Projected Sales in Volume and in Peso of Project: Planet for 2028. It shows the Frequency of buying which is derived from the survey conducted by the proponents on their buying preferences. It is then multiplied by the total number of units sold for the year to get the projected sales in volume. It is then multiplied by the selling price to come up with the sales in peso for each frequency.

E. Marketing Program/Strategies

Product

Project: Planet manufactures and distributes *EcoSmile Tooth Tabs* — toothpaste tablets that look like medicine pills but act like toothpaste. It is especially formulated for people that prioritize convenience as it is hassle free with no risk of spillage. It is also formulated with natural ingredients like powderized egg shells which have been practiced in the early Egyptian period dating back to 5,000BC (Waynes, 2017). This capitalizes on waste products and giving them a new purpose. The ingredients used are biodegradable and plant-based that remove plaque, reduce buildup, anticaries, sugar-free, and antibacterial to reduce bacteria growth in the mouth and help protect the oral health of the consumers. In its formulation, *Project: Planet* aims for less waste without compromising the quality and texture for overall consumer satisfaction and benefits.

Product Category

EcoSmile Tooth Tabs fall under the Toiletry Products category with the subcategory of Oral Care Products. It is then categorized as Toothpaste tablets which are chewed to react with saliva and partnered with a toothbrush to deeply clean the teeth and gums.

Company



Figure 2.2 Project: Planet Logo

Figure 2.2 shows the logo of our company, Project: Planet. The main logo of Project: Planet is circular as it is easily recognizable and versatile. The business owners chose a more minimalistic approach which signifies the company's initiative for reducing waste and other unnecessary materials.

Project: Planet - The business name represents the company's mission (Project), actions and direction (:), and the beneficiary (Planet). The owners made sure to craft a catchy company name that reflects the organizational goals and mission.

"Because the Planet deserves better" - This is the tagline of the company which represents their inspiration in creating the brand in the first place. The

inclusion of it in the logo is a constant reminder of the company's goals which the business owners are hoping to resonate with the consumers along the way.

Leaf - The leaf symbolizes the company's desire for an eco-friendly way of living and the cultivation of eco-conscious behavior and expectations of the audience. It symbolizes growth, and a greener, sustainable, future of living.

Green Color - It is a color associated with eco-consciousness and awareness of the surroundings. This represents the company's vision and fosters the environmental expectations of the customers.

Blue Color - The color blue is associated with cleanliness and trust which is particular in the company's objectives. It represents the company's values of providing quality products that do not harm the people.

Brand



Figure 2.3 EcoSmile Tooth Tabs Brand Logo

Figure 2.3 illustrates the brand logo of EcoSmile Tooth Tabs. The logo includes a circular logo and a Text form of logo which can be used for different labelling purposes and versatility. The proponents have chosen the product name "EcoSmile Tooth Tabs." due to its inherent meanings which are:

"Eco" in the color green - Represents the product's eco-friendly nature and commitment to reducing waste. Its green color provides the word character because it signifies the brand's sustainable culture and vision.

“Smile” and the sparkle-shaped “S” in the color white - It symbolizes healthy oral care and the goal of achieving a clean, white, and healthy smile. The proponents particularly shaped the letter “S” into a sparkle to signify a bright and shining smile.

“Tooth Tabs” in the color purple - The color purple is often seen as the color of luxury, power, and ambition which signifies the goal of EcoSmile to empower its consumers and could also signify a potential line of purple oral care products.

The vines as a border for the circular logo - It emphasizes the nature of the company where the essence of nature wraps the oral care industry and its significance in our product development.

EcoSmile Tooth Tabs reflects the brand’s purpose of providing a sustainable and convenient product that supports good oral hygiene. Through this branding, EcoSmile Tooth Tabs shows its identity as an innovative, sustainable, and consumer-friendly oral care solution.

Packaging



Figure 2.4 Packaging of EcoSmile Tooth Tabs

Figure 2.4 shows the packaging of EcoSmile Tooth Tabs; a kraft stand-up pouch that measures 15 by 10 centimeters with 60 tablets inside that weighs approximately 12g. Using a kraft stand-up pouch promotes eco-conscious living by



reducing toothpaste tube waste that ends up in landfills. It is especially convenient due to its size, and versatility making it easy to carry around. It features an air-tight seal which is an important factor considering the nature of the toothpaste tablets. This packaging helps maintain the quality of the product by protecting it from moisture and keeping it fresh for a longer time.

Additionally, the packaging is better for the product as it matches the objectives of the company. The Kraft stand-up pouches are made from biodegradable materials which supports Project: Planet's objectives of promoting sustainability while also featuring the convenience of the packaging as it is easy to store, reseal and carry during travel.

The packaging also includes important details of our product. The front label highlights EcoSmile Tooth Tab's eco-friendly concept and benefits, while the back label provides important details on ingredients, usage instructions, safety warnings for responsible use of the consumers and also the company's contact information for inquiries.

Labeling



Figure 2.5 Front Labeling of EcoSmile Tooth Tabs

Figure 2.5 features the front labeling for the packaging of EcoSmile Tooth Tabs. The label size is 6 by 4 centimeters and is designed with bright colors that presents cleanliness and its eco-friendly concept. The tagline “Nature’s way of reinventing oral care” highlights the goal to promote sustainability while maintaining good oral health which will inspire people to make a positive change by choosing natural alternatives for their daily oral care routine. The overall layout features a combination of green, blue and purple tones, symbolizing nature, cleanliness and sustainability, along with four icons that emphasize its main benefits: natural ingredients, fluoride protection, eco-friendliness, and compactness and travel-friendliness making it visually clear and easy to understand on the consumer’s end. The font chosen has rounded corners to appear more bubbly, light, and friendly to enhance trust while the logo communicates clearly its purpose. Therefore, the front label is both visually attractive, informative, and appealing to consumers who value convenience and eco-conscious products.



Figure 2.6 Back Labeling of EcoSmile Tooth Tabs

Figure 2.6 features the back labeling for the packaging of EcoSmile Tooth Tabs. The back label is 9 by 8 centimeters that provides important information about the product's ingredients, clear usage directions, storage conditions, and safety precautions. The ingredient list is arranged in descending order by weight to follow the standards set by the Codex Alimentarius General Standard for the labeling of pre-packaged goods (CODEX STAN 1-1985) which was later then adopted worldwide. It lists natural ingredients in both their scientific name and their common name for easier recognition. It also includes other product information such as shelf life, Biodegradable and cruelty-free nature, and manufacturing date and net weight which adheres to the standards of the Food and Drug Administration and for the customer's safe use. The warning plays an important role too that reminds consumers that the tablets are not medicinal pills and therefore should not be swallowed, and must be kept away from children under six years old. This clear warning ensures consumer safety and responsible use. Additionally, it includes the storage instructions for better retainment of quality. The label also includes contact information, location and social



media pages of the manufacturing and distributing company, Project: Planet, for inquiries to build consumer trust and brand confidence.

Promotion and Advertising

Promotion gives a business its name and recognition. Penetrating the market would need various methods and advertising strategies to gain the attention of potential customers. Thus, being important in a start-up business like *Project: Planet*. For Product Promotion and Advertising, the business should capitalize on these following opportunities available and widely used by modern society.

Social Media Pages and Business Accounts

“Project: Planet” will utilize social media platforms such as Instagram, Tiktok, Facebook, and Youtube to expand our audience and the coverage of our business operations. By creating business accounts and pages on these platforms, *Project: Planet* can capitalize on the internet population and increase accessibility for consumers. Inquiries can be also assessed over the internet through business and live agents to increase the convenience experienced by customers.

Project: Planet Website

The company would provide an easily accessible website to consumers that would display Frequently Asked Questions (FAQs), Company History, Mission and Vision, Products Offered, Testimonials, Blogs, and Community development programs participated by, and hosted by *Project: Planet*. Creating a website could also potentially improve customer satisfaction by building an online community that supports one advocacy — the betterment of people and the planet.



Online Shops

Online shops like Lazada, and Shopee shall also be utilized by project planet for easier and hassle-free transactions on the end of the consumers. This would provide accessibility and Nationwide reach. Potential customers could transact online and pay as they receive their order, or pay on the app. This leads to even more convenience and accessibility for customers as they wouldn't have to transact face-to-face just to purchase products. These platforms would also serve as advertising

Pop-ups and Bazaars

One of *Project: Planet's* initiatives will focus on participating in Pop-up events and Bazaars that will boost the customer reach of the business. The participation will not focus on generating sales for the business, but rather for promoting the brand and product to increase the market's awareness.

F. Marketing/Selling Expenses

The marketing expenses include the estimated cost that EcoSmile will need to pay for the marketing and selling of its chewable toothpaste tablets. The business wants to practice strategic marketing techniques that are cost-efficient, but impactful enough to attract first-time buyers and to maintain the business' brand visibility in both the online and offline setting.

The marketing strategy will involve limited opening promo discounts to encourage product trials, social media ads for product visibility, and product display using a portable promotional booth during public events and fairs. A tarpaulin shall be included in the product display setup for better presentation and customer recall.



Table 2.22 Marketing Expense

Marketing and Selling Expenses			
Particulars	Cost	Qty	Total Cost
Opening/Birthday promo (10% discount for the first 10 buyers)	9.90	10	99.00
Facebook Advertisement engagement	700.00	12	8,400.00
Portable Promotional Booth	3,199.00	1	3,199.00
2x5 ft Tarpaulin	250.00	1	250.00
Tarpaulin Stand	108.00	1	108.00
Total Marketing and Selling Expense Cost			12,056.00

The Marketing and Selling Expense Cost of Project: Planet is estimated to reach 12,056.00PhP. This includes a yearly birthday promo of 10% off on all products, 12 weeks of Facebook Advertisement engagement, a single purchase of 2x5 ft Tarpaulin, a Tarpaulin Stand, and a Portable Promotional Booth to support marketing initiatives during pop-up bazaars and booths, and enhance visibility and recognition. The proponents believe that these are the essential marketing strategies that the business have to offer during the first year of operations to penetrate the market and gain attention.



CHAPTER III

PRODUCTION/OPERATIONAL PLAN

The Production or Operational Plan entails how EcoSmile Tooth Tabs are technically produced. This chapter encompasses everything from getting natural ingredients to wrapping up the finished tablets. It makes sure every part of the process follows safe, and efficient steps that consistently add value through each process. This chapter is significantly important in ensuring that there is a systematic approach and process of developing EcoSmile Tooth Tabs to ensure consistency and great quality in every batch produced. Therefore, it acts as a guide to keep the product quality the best, fill market needs, and keep the company's promise of making eco-friendly oral care solutions.

A. Technical Production Description

EcoSmile Tooth Tabs are chewable tablets used like regular toothpaste. But, instead of plastic tubes, they come in biodegradable and reusable kraft pouches that are compostable and environmentally friendly. Each tablet is formulated with natural ingredients that cleans, refreshes, and strengthens the mouth and teeth. Each Pack contains 60 tablets that can be used in the original packaging or as a refill with an air-tight container of choice. This way, EcoSmile can replace conventional toothpaste by being compact, eco-friendly, and convenient.



B. Production/Operations Process

Table 3.1 Ingredients and Function

Ingredients	Function
Calcium Carbonate (Egg Shell Powder)	Strengthens tooth enamel, acts as a natural abrasive, and serves as a source of calcium (Faaosh et al., n.d.; Mony et al., 2015).
Sodium Bicarbonate (Baking Soda)	Baking soda acts as a mild abrasive and has antibacterial properties (Chandel et al., 2017; Raman & Ajmera, 2025).)
Xylitol	Xylitol helps prevent cavity-causing bacteria and provides mild sweetness (Janakiram et al., 2017; Nayak et al., 2014).
Cocos Nucifere Oil (Virgin Coconut Oil)	Coconut oil serves as a natural antibacterial and moisturizing agent (McDonnell, 2021).
Coco Fatty Alcohol Sulfate	Coco Fatty Alcohol Sulfate functions as a cleansing, lathering, and foaming agent in many personal care products (SpecialChem, n.d.; Ethique, 2023; Distripark, n.d.).
Menthol Crystals	Provides a cooling, refreshing mouthfeel (AOSP Oils, 2025; Best, 2022).
Fluoride	Fluoride helps fight cavities and strengthen enamel (Cleveland Clinic, 2025).
Xanthan Gum	Xanthan gum functions as a thickener and stabilizer, helping maintain a smooth and consistent texture in products (Pullen, 2025).

Step-by-Step Procedure

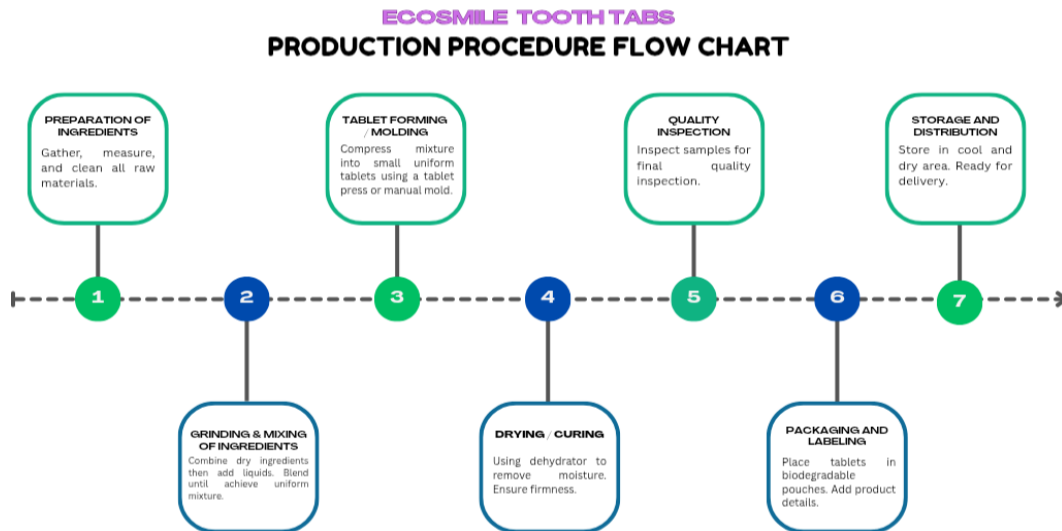


Figure 3.1 Production Procedure Flow Chart of EcoSmile Tooth Tabs

Figure 3.1 shows the step-by-step production procedure flow chart of EcoSmile Tooth Tabs from ingredient preparation and mixing to molding, drying, inspection, packaging and procedure for distribution. The production starts with the preparation of ingredients in which all raw ingredients are gathered, measured and cleaned. Next, the ingredients are ground and mixed until a uniform mixture is achieved before forming the mixture into small, uniform tablets using a press or mold. After forming, the tablets undergo drying or curing through a dehydrator to remove moisture and ensure firmness. Once dried, samples are inspected for quality before the tablets are packaged in pouches with proper labelling. For the last step, the finished tablets are stored in a cool and dry place which are ready for distribution and delivery to customers.



Duration per step per batch

Table 3.2 Duration step per batch

Stage / Activity	Description of Process	Estimated Duration
1. Preparation of Ingredients	Sorting, measuring, and cleaning all raw materials such as eggshell powder, xylitol, and coconut oil before production.	30 minutes
2. Grinding and Mixing	Combining and homogenizing ingredients to achieve a uniform mixture suitable for tablet forming.	1 hour
3. Tablet Forming / Molding	Press the mixture into chewable tablet form using a tablet press or manual mold.	1 hour
4. Drying / Curing	Using a dehydrator for tablets to remove excess moisture and ensure stability.	3 – 4 hours
5. Quality Inspection	Checking tablet weight, texture, hardness, and visual consistency for final quality inspection; removing defective units.	30 minutes
6. Packaging and Labeling	Sealing tablets in biodegradable pouches, attaching labels, and preparing for storage.	1 hour
7. Storage and Inventory	Storing finished products in a clean, dry area for distribution.	30 minutes



Labor and Machine Requirement per Step

Table 3.3 Labor and Machine Requirement per Step

Steps	Labor Needed	Equipment Needed
1. Clean and sanitize all materials and equipment before starting production. Ensure everything is completely dry afterward.	- General Manager - Sales and Production Head -Financial and Marketing Head - Production Staff	Weighing Scale
2. Measure 10 g of baking soda, 2.5 g of coconut oil, 0.25 g of citric acid, 0.05 g of menthol, 0.615 g of fluoride gel, 0.25 g of xanthan gum, 1 g of FD&C natural dye, 20 g of calcium carbonate, 15 g of xylitol, and 0.6 g of CFAS using a digital scale.	- General Manager - Sales and Production Head - Production Staff	Weighing Scale Measuring Cups
3. Combine all measured ingredients in a mixing bowl and blend thoroughly until a consistent texture is achieved.	- Production Staff	Mixing Bowl Mixer
4. Mold the mixture into tablets using a tablet mold or manual tablet press.	- Production Staff	Tablet Mold / Tablet Press Tray
5. Allow the molded tablets to dry for several hours until the desired hardness and texture are reached.	- Production Staff	Drying Rack Food Dehydrator
6. Check the dried tablets for size, texture, and consistency before packaging.	- General Manager	



7. Place the finished tablets into kraft packaging or refill pouches and seal them properly.	- Production Staff	
8. Store the sealed packs in a clean, dry storage area ready for distribution.	Sales and Production Head	Storage Rack Storage Boxes

Table 3.3 shows the labor and equipment needed for every production step. It ensures that each stage has the appropriate manpower and tools to maintain efficiency and safety standards.

C. Production Schedule

Monthly Schedule

A market survey was conducted with 104 respondents. Of those, 54.8% indicated that they are willing to purchase EcoSmile Tooth Tabs every month, while 20.2% stated they would buy every three months, and 18.3% every two weeks. The result shows that there is a steady monthly demand for the product. To meet this demand, Project: Planet will maintain a monthly production schedule.

The business will implement a weekend-only production system to maximize manpower availability and minimize operational costs. Production will occur every Saturday and Sunday, allowing sufficient time to prepare, produce, and package the chewable tablets efficiently.

One production weekend turns out about 1,000 tablets or 80 retail packs. To hit our yearly goals, we'll simply adjust how many weekends we run each year.

To ensure a consistent supply of calcium carbonate derived from eggshells, one dedicated day per month will be dedicated for eggshell collection, cleaning, and grinding. This activity will be performed before the main production process to ensure that all materials are prepared and ready for use during the succeeding production weekends.



D. Labor Requirement

EcoSmile Tooth Tabs will be made by the business partners. Each partner will focus on one specific area: production and formulation, packaging and quality control, marketing and logistics. The labor situation will keep the operation manageable and affordable, while keeping the quality of the product consistent. Each production team member will be trained in hygiene and quality control. This will ensure that proper sanitary and quality standards are met during the production and manufacturing of EcoSmile Tooth Tabs.

Table 3.4 Labor Requirement


Job	Qty.	Job Description during Production
General Manager	1	<ul style="list-style-type: none">- Responsible for managing the production process of EcoSmile Chewable Toothpaste Tablets. They must- Ensure raw materials are ready and have good quality.- Checks cleanliness and readiness of all equipment before production.- They will also check if each batch meets company standards.- Supervises production staff and maintains the production schedule.
Financial and Marketing Head	1	<ul style="list-style-type: none">- Monitors material costs per production cycle and ensures expenses stay within budget- Handles marketing and promotional activities for the product.- Coordinates with partner stores and distributors for product placement.- Manages inventory by tracking raw materials, packaging supplies, and finished products.- Assists in aligning production output with sales forecasts based on demand.- Maintains records of financial transactions and inventory reports related to production.

Sales and Production Head	1	<ul style="list-style-type: none"> - Leads the mixing, molding, drying, and packaging processes. - Assigns tasks to production staff and monitors workflow efficiency. - Ensures product consistency in size, quality, and packaging. - Conducts inspection of finished products before storage or delivery. - Oversees quality control during every stage of production.
Production Staff	1	<ul style="list-style-type: none"> - Cleans and prepares eggshells for calcium carbonate production. - Measures and mixes all ingredients accurately. - Operates tools and equipment during production. - Performs tablet molding, drying, and packaging tasks. - Ensures sanitary and safety procedures are followed at all times

Table 3.4 shows the labor requirement for the monthly production of EcoSmile Chewable Toothpaste Tablets. The team consists of members with clear responsibilities during each production cycle, ensuring efficiency, safety, and consistent product quality.

E. Machinery/Equipment Requirement

Table 3.5 Machinery and Equipment Requirement

Equipment	Description	Cost	Qty.	Total Cost
 Digital Weighing Scale	Used to measure the weight of the ingredients accurately	₱ 95.00	1	₱ 95.00



 <p align="center">Mixing Bowl</p>	Used as a container to sort dry ingredients and as a mixing container	₱ 72.00	1	₱ 72.00
 <p align="center">18cm Mixing Bowl</p>	Used as a container for mixing wet ingredients	₱ 35.00	1	₱ 35.00
 <p align="center">160ml Mortar and Pestle</p>	Used to grind and pulverize the dry ingredients to a fine powder	₱ 35.00	2	₱ 70.00
 <p align="center">Measuring Cups Set</p>	Used to accurately measure dry and wet ingredients	₱ 137.00	1	₱ 137.00
 <p align="center">Whisk</p>	Used to incorporate and mix the ingredients together	₱ 135.00	1	₱ 135.00
 <p align="center">80 Mesh Sieve</p>	Sieves the dry ingredients to ensure uniformity in their powder form	₱ 599.00	1	₱ 599.00







 Pill Press	Forms the ingredient mixture into a tablet	₱ 664.00	1	₱ 664.00
 Food Dehydrator	Used to dehydrate egg shells, and pressed toothpaste tablets	₱ 874.00	1	₱ 874.00
 Heating Iron	Used for sealing the pouch packaging	₱ 135.00	1	₱ 135.00
 Metal Tray	Used to compile all toothpaste tablets before drying and before packaging	₱ 94.00	1	₱ 94.00
Total Cost for Machinery and Equipment Requirement				₱ 2,910.00

Table 3.5 lists all the tools and equipment necessary for the production of EcoSmile Tooth Tabs. These include devices for weighing, grinding, molding, and drying. Each item contributes to ensuring consistency and quality in every production cycle.






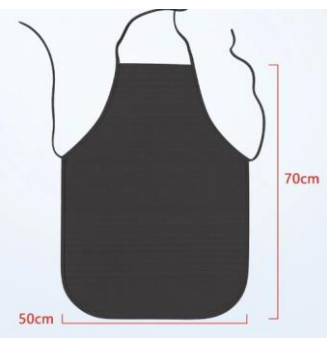
Machinery and Equipment Requirement Depreciation

Table 3.6 Machinery and Equipment Depreciation

Machinery and Equipment	Total Cost	Useful Life in Years	Depreciation
Digital Weighing Scale	₱ 95	5 years	19
26cm Mixing Bowl	₱ 72	5 years	14.4
18cm Mixing Bowl	₱ 35	5 years	7
180ml Mortar and Pestle	₱ 70	5 years	14
Measuring cup sets	₱ 137	5 years	27.4
Whisk	₱ 135	5 years	27
80 Mesh Sieve	₱ 599	5 years	119.8
Pill Press	₱ 664	5 years	132.8
Food Dehydrator	₱ 874	5 years	174.8
Healing Iron	₱ 135	5 years	27
Metal Tray	₱ 94	5 years	18.8
Total Cost of Machinery and Equipment Requirement Depreciation			582.00

Table 3.6 shows the list of machinery and equipment used for production, including their total cost, useful life, and depreciation value. The equipment such as digital weighing scale, mixing bowls, mortar and pestle, measuring tools, and other production devices are shown with their estimated five-year life span. The total depreciation cost of all machinery and equipment amounts to ₱582.00.

Table 3.7 Supplies and Materials Requirement

Equipment	Description	Cost	Qty.	Total Cost
 <p align="center">Disposable Gloves (100pcs)</p>	Used to prevent contamination from bare hands to the ingredients by creating a barrier between the hands and the product	₱ 143.00	20	₱ 2,860.00
 <p align="center">Disposable Face Masks (50pcs)</p>	Used to protect the production staff from potential inhalation of chemicals and to protect the products from saliva contamination	₱ 38.00	10	₱ 380.00
 <p align="center">Laboratory Goggles</p>	Used as a container for mixing wet ingredients	₱ 40.00	8	₱ 320.00
 <p align="center">Waterproof Apron</p>	Used to protect the production staffs' clothes from ingredient messes and spills	₱ 38.00	8	₱ 304.00



 Washable Hairnets	<p>Used to prevent contamination and hair falling into products while manufacturing</p>	<p align="center">₱ 39.00</p>	<p align="center">8</p>	<p align="center">₱ 312.00</p>
 Parchment/Baking Paper (10 meters)	<p>Used to line the trays and dehydrator to protect the Toothpaste tablets after formation and before drying</p>	<p align="center">₱ 38.00</p>	<p align="center">10</p>	<p align="center">₱ 380.00</p>
 Dishwashing Liquid (1Gal)	<p>Used to clean Materials and Equipment</p>	<p align="center">₱ 154.00</p>	<p align="center">2</p>	<p align="center">₱ 308.00</p>
 Multipurpose Disinfectant (3.7 liters)	<p>Used to disinfect surfaces and as main cleaning solution for the Plant</p>	<p align="center">₱ 437.00</p>	<p align="center">2</p>	<p align="center">₱ 874.00</p>
 Ethyl Alcohol (1 gallon)	<p>Used for disinfecting surfaces, and overall sanitation of the production staff</p>	<p align="center">₱ 500.00</p>	<p align="center">2</p>	<p align="center">₱ 1,000.00</p>



 Eco-Friendly Dish Brushes	Used to scrub and clean the Materials and Equipment	₱ 99.00	4	₱ 400.00
 Kitchen Towels (2 rolls)	Used to wipe surfaces and dry materials and equipments after cleaning them	₱ 75.00	6	₱ 450.00
 Broom and Dustpan Set	Used to clean the floors of the production area off of ingredient residues and dusts	₱ 89.00	1	₱ 89.00
 Spin Mop	Used to clean the floors of the production area off of ingredient residues and dusts	₱ 294.00	1	₱ 294.00
 Reusable Cleaning Rags (6pcs)	Used for cleaning countertops and the work station before and after production	₱ 25.00	5	₱ 125.00






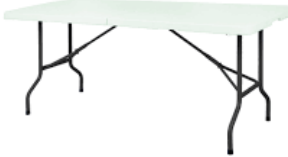
 <p align="center">Spray Bottle (200ml)</p>	Used for Spraying cleaning solutions and Ethyl Alcohol to help with sanitizing the workplace	₱ 47.00	2	₱ 94.00
 <p align="center">Garbage Bags (25pcs/roll)</p>	Used to compile waste materials for disposal	₱ 35.00	10	₱ 350.00
Total Cost for Supplies and Materials Requirement:				₱ 8,540.00

Table 3.7 shows the different supplies and materials needed for production, along with their description, cost, quantity, and total price. It includes essential items such as disposable gloves, face masks, aprons, cleaning agents, and other sanitation tools used to maintain cleanliness and safety in the production area. The total cost for all supplies and materials is ₱8,540.00.

Table 3.8 Furniture and Fixtures Requirement

Equipment	Description	Cost	Qty	Total Cost
 <p align="center">Storage Drawer</p>	Used for storing the supplies, Raw materials, and other equipments.	₱ 1,137.00	1	₱ 1,137.00



 Storage Box	Used for storing the finished products.	₱ 492.00	2	₱ 984.00
 Monoblock Chair	Allows the production staff to sit while conducting their respective jobs	₱ 225.00	4	₱ 900.00
 Foldable Table	It serves as a space for small manufacturing setups.	₱ 307.00	1	₱ 307.00
Total Cost for Furnitures and Fixtures Requirement:				₱3,328.00

Furnitures and Fixtures Requirement Depreciation

Table 3.9 Furnitures and Fixtures Requirement Depreciation

Furnitures and Fixtures	Total Cost	Useful Life in Years	Depreciation
Storage Drawer	₱ 1,137	15 years	75.8
Storage Box	₱ 984	15 years	65.6
Monoblock Chair	₱ 900	15 years	60



Foldable Table	₱ 307	15 years	61.4
Total Cost of Furnitures and Fixtures Requirement Depreciation:			₱262.80

Table 3 .9 provides the depreciation details of the furniture and fixtures used in production. It includes the total cost, useful life of 15 years, and annual depreciation for each item such as drawers, boxes, chairs, and tables. The total depreciation cost for all furniture and fixtures is ₱262.80.


F. Raw Materials Requirement

Table 3.10 Raw Materials Requirement

Materials	Description	Cost
 Calcium Carbonate (Egg Shell Powder)	Strengthens enamel together with fluoride and acts as a mild abrasive to remove plaque	₱ 10.00
 Sodium Bicarbonate (Baking Soda)	A mild abrasive that is used to remove plaque, gently whiten teeth, and neutralize acids in the mouth	₱ 50.00



 <p align="center">Xylitol Granules</p>	<p>A sugar-free sweetener that kills cavity-causing bacteria in the mouth while providing sweet taste, and cooling feeling</p>	<p align="center">₱ 159.00</p>
 <p align="center">Coco Fatty Alcohol Sulfate</p>	<p>A lathering and foaming agent that is safe for sensitive skins and gums</p>	<p align="center">₱ 250.00</p>
 <p align="center">Extra Virgin Coconut Oil</p>	<p>Acts as a natural and safe binder for the toothpaste tablets</p>	<p align="center">₱ 78.00</p>
 <p align="center">Menthol Crystals</p>	<p>Provides a cooling sensation in the mouth</p>	<p align="center">₱ 105.00</p>

 <p>Fluoride gel</p>	<p>Strengthens and remineralizes teeth enamel</p>	<p>₱ 300.00</p>
<p>Total Cost of Raw Materials Requirement:</p>		<p>₱ 952.00</p>

G. Plant/Factory Location

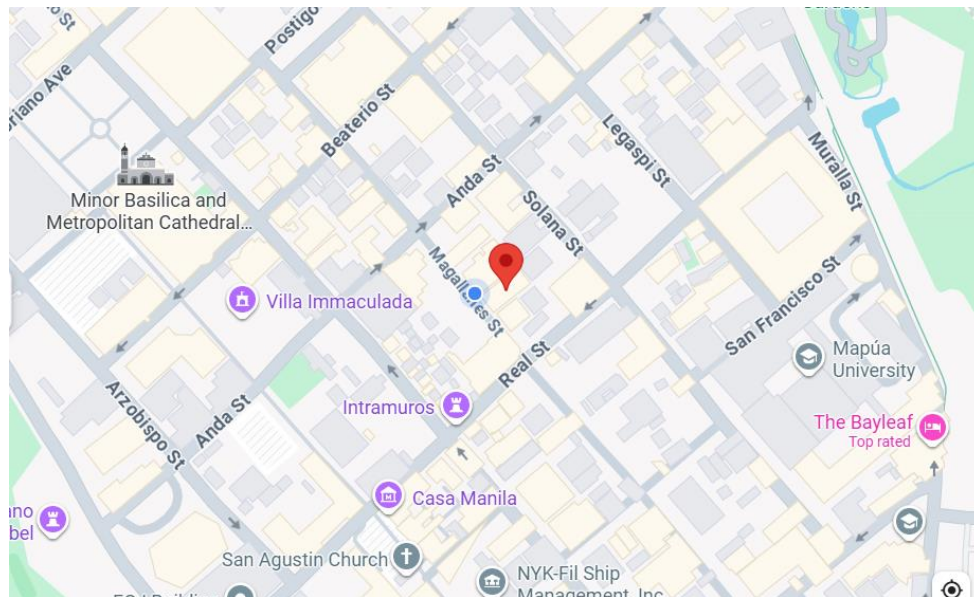


Figure 3.2 Plant/Factory Location

Figure 3.2 shows us the 2D map of the Plant Location of *Project: Planet*. It is located at 456, Magallanes Street, Barangay 655, Intramuros, Manila. Since *Project: Planet* is a startup business with limited capital, the proponents chose a location that's already being managed and resided by one of them. Since production

will be home-based, the location will be in one of the dorm rooms that the location offers. The proponents also made sure that the Plant Layout is relatively near Retailers, Residents, Tourists, and Students which are the potential target market of the business to reduce transportation costs.

H. Plant Layout



Figure 3.3 Office and Factory Layout

Figure 3.3 shows the Office and Factory Layout of *Project: Planet* for producing *EcoSmile Tooth Tabs*. This plant layout prioritizes the flow of activities in manufacturing. It includes a raw materials storage just beside the sink, and a final output storage beside the main door. This ensures that the production flow will save time and effort by creating a layout aligned with the systematic procedure of creating the product. Since it is already being managed by one of the proponents, they agreed to the rent of 2,500PhP per month.



I. Waste Disposal System

Since Project: Planet uses several Ingredients that come in plastic packaging, and mainly compostable ingredients, and some chemical ingredients, the company shall impose a green waste management system. Compostable waste from raw materials like eggshells and kraft paper from packaging will go to the compost pile, and recyclables like plastic packaging will go to the business's recycling partners, and hazardous chemicals will be wrapped in black bags, and be stored outside to await collection. With this type of waste disposal system, the business will ensure that it will stay true to its advocacy by producing less waste, and segregating compostable, recyclable, and hazardous waste.

J. Quality Control System

Project: Planet's Quality control consists of several steps done at different stages of production. The first quality control is done at the beginning of the production process where the raw materials are checked for expiration, and potential contamination, and equipment are also inspected to ensure cleanliness and ample performance before proceeding with the production. The second stage of the quality control system is pre-packaging where the produced batch of EcoSmile Tooth Tabs is inspected for potential flaws and the hardness and drying process is checked, and the last stage is inspection after packaging. Lastly, proper documentation of every batch is kept for traceability.



K. Production Cost

Total Production Per Year

Table 3.12 Production Cost per Year

Table 3.12 Production Cost per Year		
Year	Production Unit per Year	Production Cost per Year
2026	770	₱43,697.01
2027	1,586	₱66,175.56
2028	2,155	₱89,912.96

2. Production Cost Per unit

Table 3.13 Projected Production Cost for 2026

Particulars	Units To Produce	Total Unit Cost	Total Cost Per Year
Total Direct Material Cost	770	₱21.72	₱16,734.66
Total Direct Labor Cost	770	₱30.00	₱23,110.59
Total Manufacturing Overhead	770	₱5.00	₱3,851.77
Total Manufacturing Costs		₱56.72	₱43,697.01

Table 3.13 outlines the projected production cost for the year 2026, listing each ingredient, its function, cost per unit, units to produce, and total cost. Ingredients such as baking soda, coconut oil, xylitol, and packaging materials are included. The total projected production cost for 2026 is ₱43,697.01.



Table 3.14 Projected Production Cost for 2027

Particulars	Units To Produce	Total Unit Cost	Total Cost Per Year
Total Direct Material Cost	1,586	₱21.72	₱34,454.45
Total Direct Labor Cost	1,586	₱30.00	₱47,581.66
Total Manufacturing Overhead	1,586	₱5.00	₱7,930.28
Total Manufacturing Cost		₱56.72	₱89,966.39

Table 3.14 shows the estimated production cost for the year 2027, detailing the ingredients, their functions, cost per unit, and total cost. It includes the same materials as the previous year, such as baking soda, coconut oil, and xylitol, used in toothpaste tablet production. The total projected production cost for 2027 is ₱89,866.39.

Table 3.15 Projected Production Cost for 2028

Particulars	Units To Produce	Total Unit Cost	Total Cost Per Year
Total Direct Material Cost	2,155	₱21.72	₱46,813.38
Total Direct Labor Cost	2,155	₱30.00	₱64,649.37
Total Manufacturing Overhead	2,155	₱5.00	₱10,774.90
Total Manufacturing Cost		₱56.72	₱122,237.65

Table 3.15 presents the projected production cost for 2028, showing the list of ingredients, their purpose, cost per pack, and total amount. The materials include baking soda, coconut oil, menthol crystals, fluoride gel, and other natural ingredients. The total projected production cost for 2028 is ₱122,237.65.



CHAPTER IV

ORGANIZATIONAL PLAN

This chapter shows the organizational plan and structure of Project: Planet from how roles are distributed to accomplish each activities and responsibilities of the company to ensure effective management and smooth operations.

A. Legal Form of Business

The business, Project: Planet, is managed by three individuals who act as the main executives of the business. The proponents involved are Ms. Bernadette Christine R. Española, Mr. Johann Carlo A. Matalog, and Ms. Francine R. Ricaborda. These individuals will share equal authority and responsibility in managing the business operations, fulfilling its objectives and ensuring its growth. The division of profits, responsibilities and capital shall be based on mutual agreements and will be distributed fairly among the individuals.

Table 4.1 Cash Contribution for Initial Capital

Name	Cash Contribution	In Percentage
Bernadette Christine R. Española	10,000	33.34%
Johann Carlo A. Matalog	10,000	33.33%
Francine R. Ricaborda	10,000	33.33%
Total:	₱ 30,000	100%

Table 4.1 shows the cash contributions of the three proponents of Project: Planet for the initial capital. Each individual, namely Ms. Bernadette Christine R. Espanola, Mr. Johann Carlo A. Matalog, and Ms. Francine R. Ricaborda who contributed ₱ 20,000.00 each, making a total initial capital of ₱ 60,000.00. The equal



cash contributions for the business reflect their shared responsibilities, authority, and fair distribution of ownership in the business.

The business is subjected to multiple taxes and licenses, which are:

Table 4.2 Taxes and Licenses

Taxes and Licenses	Description
Barangay Clearance for Business	A barangay clearance is an approval issued by the barangay office indicating that a business complies with the local community requirements and may proceed with applying for the city or municipal business permit.
Mayor's Permit (Business Permit)	The mayor's permit is the city or municipal government's license, authorizing a business to legally operate within that local government unit.
Sanitary Permit	A sanitary permit certifies and issued by the local health or sanitation office that are also part of the local government confirming that the establishment meets minimum sanitation and public-health standards.
SEC (Securities and Exchange Commission) Registration	SEC registration (Certificate Incorporation) legally created corporations and partnerships in the Philippines. It is the national legal registration for corporate entities. As of 2025, the SEC officially removed the need for notarization and hard copies in company registration, making the entire process 100% digital. It has moved towards a fully online, paperless registration process.
BIR (Bureau of Internal Revenue) Registration	BIR registration issues the taxpayer Certification of Registration (BIR Form 2303) and registers the business for taxation.

Table 4.2 lists all the different taxes and licenses required for Project: Planet to legally operate. These include Barangay Clearance, Mayor's Permit, Environmental and Sanitary Permit, SEC Registration, and BIR Registration. Each

permit ensures that the business follows local regulations, safety and sanitation standards, and tax compliance in the Philippines.

B. Organizational Structure

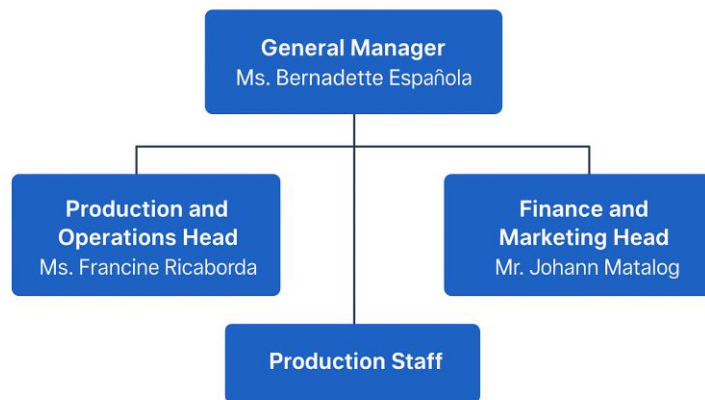


Figure 4.1 Horizontal Organizational Structure

The Figure 4.1 above presents the horizontal organizational structure of Project: Planet. The company employs a horizontal structure to promote collaboration and effective management. The General Manager, Ms. Bernadette Española oversees overall operations, assisted by the Production and Operations Head, Ms. Francine Ricaborda alongside with the Production Staffs who supports the production process under the supervision of the Production and Operations Head and the Finance and Marketing Head, Mr. Johann Matalog.

According to Purrweb (2025), adopting a horizontal structure enables startups to establish a collaborative environment where every member contributes to the



business's strategic and operational goals which lead to enhancing both organizational agility and clarity in management processes.

Each member of the organization plays a specific role based on their skills and competencies.

- The **General Manager** supervises all aspects of the company's operations, ensuring that strategic goals are achieved efficiently.
- The **Finance and Marketing Head** manages the company's finances, handles marketing campaigns, and ensures that all resources are properly allocated.
- The **Production and Operations Head** oversees the manufacturing process, maintains product quality, and ensures that all products meet hygiene and safety standards.
- The **Production Staff** assists in creating, packaging, and inspecting the products to maintain product quality and consistency.

Project: Planet promotes a collaborative and innovative work culture focused on continuous learning, open communication, and sustainability. This environment promotes operational efficiency and supports the business's goal of promoting eco-friendly oral care solutions.

C. Qualification of Officers

The table below outlines the job descriptions and qualifications required for each position in Project: Planet.



Table 4.3 Qualifications of Officers

Job Description	Job Qualification
1. General Manager <ul style="list-style-type: none">- Oversees daily operations, manages staff, monitors budget and production, and ensures alignment with strategic goals. Responsible for making business decisions and maintaining partnerships.	<ul style="list-style-type: none">• Bachelor's degree in Business Administration, Management, or any BA related field.• At least 3-5 years of progressive leadership experience, including managing daily operations, finance, staff supervision, and strategic planning in a related industry.
2. Financial and Marketing Head <ul style="list-style-type: none">- Handles financial planning, budgeting, and auditing. Also manages marketing strategies and promotional campaigns to increase brand awareness.	<ul style="list-style-type: none">• Bachelor's degree in Accounting, Finance, Marketing, or Business Management; certifications or further studies.• Minimum 3 years of experience in financial planning, budgeting, audit, plus experience in marketing strategy development.
3. Production and Operations Head <ul style="list-style-type: none">- Manages the production of chewable toothpaste tablets, ensures quality control, monitors raw materials, and supervises production staff. Responsible for maintaining sanitary and safe production standards.	<ul style="list-style-type: none">• Bachelor's degree in Industrial Engineering, Chemical Engineering, Food Science/Technology, or related field; experience in FMCG or pharmaceutical/consumer health product manufacturing preferred.• At least 3 years of production supervision / management experience; proven track record in quality control, safety & sanitary compliance, including handling raw materials, supervising production staff, maintaining production schedules.• Knowledge of Good Manufacturing Practices (GMP), sanitary standards, regulatory requirements for consumer health/toothpaste products.
4. Production Staff <ul style="list-style-type: none">- Responsible for assisting in the manufacturing process by preparing	<ul style="list-style-type: none">• At least a high school diploma; vocational or technical training in production, manufacturing, or relevant



materials, operating equipment, maintaining cleanliness, and ensuring that the products are produced according to quality and safety standards.



fields is preferred.

- Some experience (1-3 years) in a production line / manufacturing environment; familiarity with sanitary practices, safety protocols, basic quality control.

Table 4.3 presents the job descriptions and qualifications of the officers of Project: Planet. It includes the General Manager, Financial and Marketing Head, Production and Operations Head, and Production Staff. Each position has specific duties and educational or experience requirements that ensure effective management, financial stability, and quality production within the business.

D. Office Supplies and Materials

Table 4.4 Office Supplies and Materials

Supplies and Materials	Description	Unit Cost	Qty.	Total Cost
Sales Invoice Pad 	It records customer sales transactions and serves as a receipt or proof of purchase.	₱ 22.00	4	₱ 88.00
Ballpen 	It is used for writing on paper and daily use.	₱ 10.00	5	₱ 50.00
Garbage Bag Roll	It is used to collect and properly dispose			







	of waste to maintain cleanliness.	₱ 150.00	1	₱ 150.00
Total Cost of Office Supplies and Materials				₱ 288.00

Table 4.4 shows the list of essential office supplies needed for the business operations of *Project: Planet*. These supplies will be used for documentation, record-keeping, and daily administrative tasks. Having complete office supplies ensures efficiency, organization, and smooth workflow within the business.

E. Office Machinery and Equipments

Table 4.5 Office Machinery and Equipments

Machinery and Equipment	Description	Unit Cost	Qty.	Total Cost
	It is used for tracking and managing finances, online marketing, communication, and research.	Already Acquired. (FMV: ₱ 35, 000.00)	1	₱ 35,000.00
	For printing documents and labelling for the product and packaging.	Already Acquired. (FMV: ₱ 4,500.00)	1	₱ 4,500.00
	It is used for easily computing production and sales transactions	Already Acquired. (₱ 150.00)	1	₱ 150.00
Cash Drawer	It is used for	₱ 300.00		₱ 300.00





Box 	recording transactions and handling payments in retail sales.		1	
Trash Can 	It is used as a container for waste segregation. One bin for biodegradable waste and another for recyclable materials.	₱ 80.00	2	₱ 160.00
Total of Machineries and Equipments:				₱ 40,110.00

Table 4.5 shows the necessary office machinery and equipment required for the operations of Project: Planet. Items such as laptops or computers, printers, calculators, cash boxes, and trash bins are included to support daily business tasks like computation, printing, recording transactions, and maintaining cleanliness. These tools will help ensure convenience, accuracy, and efficiency in office management and production activities.

Office Machinery and Equipments Depreciation

Table 4.6 Office Machinery and Equipments Depreciation

Machinery and Equipment	Total Cost	Useful Life in Years	Depreciation Expense
Laptop	₱ 35,000.00	10 years	₱ 3,500.00
Printer with Ink	₱ 4,500.00	10 years	₱ 450.00
Calculator	₱ 150.00	10 years	₱ 15.00



Cash Drawer Box	₱ 300.00	10 years	₱ 30.00
Trash Can	₱ 160.00	10 years	₱ 16.00
Total Cost of Office Machineries and Equipments Depreciation:			₱ 4,011.00

Table 4.6 shows the depreciation expense for office machineries and equipment, which include a laptop, printer with ink, calculator, cash box, and trash bin. Each item has a useful life of 10 years, with total costs ranging from ₱150.00 to ₱35,000.00 depending on the equipment type. The total annual depreciation expense amounts to ₱4,011.00, representing the gradual reduction in value of these office assets due to usage over time.

F. Office Furnitures

Table 4.7 Office Furnitures



Furniture	Description	Unit Cost	Qty.	Total Cost
Office Chairs 	It provides comfort by proper seating of staff while working.	₱ 500.00	4	₱ 2,000.00
Office Desk Table 	It is used as a workspace for writing, using a laptop, and organizing documents.	₱ 500.00	2	₱ 1,000.00
Total Cost of Office Furnitures:				₱ 3,000.00

Table 4.7 lists the office furniture as essential for creating a comfortable and functional workspace. It includes items such as office chairs and desk table, which



provide proper working conditions for staff and management. Having appropriate furniture helps promote productivity, organization, and a professional business environment for *Project: Planet*.

Office Furnitures Depreciation

Table 4.8 Office Furnitures Depreciation

Furniture	Total Cost	Useful Life in Years	Depreciation Expense
Office Chairs	₱ 2,000.00	15 years	₱ 133.33
Office Desk Table	₱ 1,000.00	15 years	₱ 66.67
Total Cost of Office Furnitures Depreciation:			₱ 200.00

Table 4.8 shows the depreciation expense for office furniture, including office chairs and office desk tables used by the business. Both assets have an estimated useful life of 15 years, with total costs of ₱2,000.00 for chairs and ₱1,000.00 for tables. The total annual depreciation expense amounts to ₱200.00, reflecting the gradual loss in value of these furniture items over time.

G. Gantt Chart of Activities

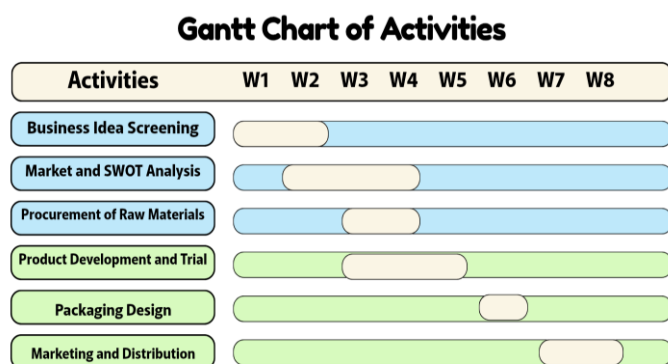


Figure 4.2 Gantt Chart of Activities

The figure 4.2 shows the timeline of the chewable toothpaste tablet business development and focuses on preparation before launching production. It covers idea screening, market and SWOT analysis, formulation, material procurement, testing, packaging, and distribution planning.

H. Administrative Expense

The administrative and selling expenses of EcoSmile Chewable Toothpaste Tablet include all the costs of initial inventory, office supplies and materials, office machineries and equipment, office furnitures, utilities, marketing and costs associated with the administrative aspect especially the legality of the business.

Table 4.9 Projected Operating Expenses for 2026

EcoSmile Tooth Tabs Projected Operating Expenses for 2026	
Particulars	(₱) 2026
Office Supplies and Materials	₱ 300.00
Office Machinery and Equipment	₱ 40,110.00



Office Furnitures	₱ 3,000.00
Utilities Expense	₱ 1,000.00
Marketing Expense	₱ 6,300.00
Taxes and Licenses	
Barangay Clearance	₱ 500.00
Mayor's Permit	₱ 1,000.00
Environmental and Sanitary Permit	₱ 300.00
SEC Registration	₱ 1,000.00
BIR Registration	₱ 500.00
Total Projected Operating Expenses	₱ 54,010.00

Table 4.9 shows the projected operating expenses of EcoSmile Chewable Toothpaste Tablet for the starting operating year 2026. The total projected operating expenses amount to **₱ 54,010.00**, which is composed of office supplies and materials, office machinery and equipment, office furnitures, utilities expense, and marketing expenses, as well as the taxes and licenses.

These expenses also include the estimated costs for securing the legality of the business such as Barangay Clearance, Mayor's Permit, and Sanitary Permit, which must be renewed annually. On the other hand, BIR registration, SEC registration, and other legal requirements will only be incurred during the pre-operating year, as these are necessary for initial business registration and are not renewed yearly.



Unlike the mentioned registration fees, taxes and licenses must be renewed annually. The remaining accounts such as rent expense and payroll and other related expense will continue as part of the regular operations.



CHAPTER V

FINANCIAL PLAN

This chapter presents the Project: Planet's financial forecast for the first three years of operation. The tables provide an overview of the estimation of projected sales and align these figures to the demand and supply study of the company. It highlights financial data to assess the financial performance and stability of the company and help the management team to make better financial and business decisions.

A. Sources of Funding

Table 5.1 Initial Capitalization

Project: Planet	
Schedule of Contribution	
Cash Contribution:	
Espanola	10,000
Matalog	10,000
Ricaborda	10,000
Initial Capital	30,000

Table 5.1 shows that each member contributed ₱10,000 for a total capital of ₱30,000 to fund Project: Planet's startup operations. The owner's contribution will serve as a funding for the pre-operating costs and the whole business costs for the first year of operation.



B. Projected Financial Statement

Table 5.2 Projected Statement of Cash Flows

Project: Planet			
Statement of Cash Flows			
For the Years Ending 2026 2027 2028			
	2026	2027	2028
Beginning cash balance	₱17,560.00	₱23,483.12	₱120,503.79
Operating Activities			
Net Income	9,612.18	69,047.65	109,097.89
Add: Depreciation	693.47	693.47	693.47
Decrease (Increase) In Accounts Receivable	0.00	0.00	0.00
Decrease (Increase) In Supplies	4,524.00	(4,976.40)	(497.64)
Decrease (Increase) In Raw Materials Inventory	(4,806.47)	(769.04)	(382.60)
Decrease (Increase) In Work In Process Inventory	(4,325.82)	(1,124.71)	(456.81)
Decrease (Increase) In Finished Goods Inventory	(3,893.24)	(1,401.57)	(551.28)
Decrease (Increase) In Prepayments	0.00	0.00	0.00
Increase (Decrease) in Accounts Payable	0.00	0.00	0.00
Increase (Decrease) in Percentage Tax Payable	1,715.96	4,925.87	0.00
Increase (Decrease) in Income Tax Payable	2,403.05	30,625.40	0.00
Net Cash Inflow (Outflow) from Operating Activities	5,923.12	97,020.67	107,903.03
Investing Activities			
	₱0.00	₱0.00	₱0.00
Financing Activities			
Additional Investment by Owner		₱0.00	₱0.00
Withdrawal by the Owner	₱0.00	₱0.00	₱0.00
Net Cash Inflow (Outflow) from Operating Activities	₱0.00	₱0.00	₱0.00



Net Cash Inflow (Outflow)	₱5,923.12	₱97,020.67	₱107,903.03
Ending cash balance	₱23,483.12	₱120,503.79	₱228,406.82

Table 5.2 illustrates the Projected Statement of Cash Flows for Project: Planet. Every figure in the statement of cash flows shows the inflow and outflow of cash based on the Operating, Investing, and Financing activities of the business. After computation, the ending cash balance for 2026, 2027, and 2028 is 23,483.12PhP, 120,503.79PhP, and 228,406.82PhP respectively.

Table 5.3 Projected Income Statement

Project: Planet			
Statement of Income Projection			
For the Years Ending 2026 2027 2028			
	2026	2027	2028
Sales	₱76,317	₱166,554	₱239,875
Less: Spoilage allowance	₱0	₱0	₱0
Total Sales	₱76,317	₱166,554	₱239,875
Less: Cost of sales/services/goods sold	₱35,039	₱47,653	₱52,615
Gross profit	₱41,278	₱118,901	₱187,260
Less: Operating expenses			
Supplies Expense	-₱4,524	-₱4,976	-₱5,474
Taxes and Licenses Expense	-₱5,188	-₱6,293	-₱20,370
Rental Expense	-₱6,000	-₱6,120	-₱6,242
Sales and Marketing	-₱12,056	-₱8,754	-₱9,017
Total Operating Expenses	-₱27,768	-₱26,144	-₱41,103
Earnings Before Interest, Taxes, Depreciation and Amortization	₱13,510	₱92,757	₱146,157
Less: Depreciation Expense	-₱693	-₱693	-₱693



Net income before tax	₱12,816	₱92,064	₱145,464
Income Tax (25%)	-₱3,204	-₱23,016	-₱36,366
Net income after tax	₱9,612	₱69,048	₱109,098

Table 5.3 Presents the Projected Income Statement of Project: Planet. The income statement is important to show if the business remains profitable. It calculates the amount of expense a business occurs in relation to its sales and how much income the business generates after deducting all expenses. For Project: Planet, the following Net Income after expenses and tax are 19,620PhP, 82,625PhP and 124,059PhP for the projected years of 2026, 2027, and 2028 respectively.

Table 5. 4 Projected Balance Sheet

Project: Planet				
Statement of Financial Position				
As of the years ending 2026, 2027, and 2028				
EcoSmile ToothTabs	Pre-operating	2026	2027	2028
ASSETS				
CURRENT ASSETS				
Cash	₱ 17,560.00	₱ 23,483.12	₱ 120,503.79	₱ 228,406.82
Accounts Receivable	₱ -	₱ -	₱ -	₱ -
Raw Materials Inventory	₱ -	₱ 4,806.47	₱ 5,575.51	₱ 5,958.10
Work in Process Inventory	₱ -	₱ 4,325.82	₱ 5,450.54	₱ 5,907.35
Finished Goods Inventory	₱ -	₱ 3,893.24	₱ 5,294.81	₱ 5,846.09
Supplies	₱ 4,524.00	₱ -	₱ 4,976.40	₱ 5,474.04
Prepayments	₱ -	₱ -	₱ -	₱ -
Total Current Assets	₱ 22,084.00	₱ 36,508.66	₱ 141,801.04	₱ 251,592.40
NONCURRENT ASSETS				
Equipment	₱ 1,588.00	₱ 1,316.40	₱ 1,044.80	₱ 773.20
Furniture and Fixtures	₱ 6,328.00	₱ 5,906.13	₱ 5,484.27	₱ 5,062.40
Total Noncurrent Assets	₱ 7,916.00	₱ 7,222.53	₱ 6,529.07	₱ 5,835.60
TOTAL ASSETS	₱ 30,000.00	₱ 43,731.19	₱ 148,330.11	₱ 257,428.00



LIABILITIES				
Accounts Payable	₱ -	₱ -	₱ -	₱ -
Percentage Tax Payable	₱ -	₱ 1,715.96	₱ 6,641.83	₱ 6,641.83
Income Tax Payable	₱ -	₱ 2,403.05	₱ 33,028.44	₱ 33,028.44
TOTAL LIABILITIES	₱ -	₱ 4,119.01	₱ 39,670.27	₱ 39,670.27

CAPITAL				
Espanola, Capital	₱ 10,000.00	₱ 13,204.06	₱ 36,219.95	₱ 72,585.91
Matalog, Capital	₱ 10,000.00	₱ 13,204.06	₱ 36,219.95	₱ 72,585.91
Ricaborda, Capital	₱ 10,000.00	₱ 13,204.06	₱ 36,219.95	₱ 72,585.91
TOTAL CAPITAL	₱ 30,000.00	₱ 39,612.18	₱ 108,659.84	₱ 217,757.73

TOTAL LIABILITIES AND CAPITAL	₱ 30,000.00	₱ 43,731.19	₱ 148,330.11	₱ 257,428.00
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Schedule 1 - Equipment	Pre-operating	2026	2027	2028
Cost	₱ 1,588.00	₱ 1,588.00	₱ 1,588.00	₱ 1,588.00
Less: Accumulated Depreciation	₱ -	-₱ 271.60	-₱ 543.20	-₱ 814.80
Book value	₱ 1,588.00	₱ 1,316.40	₱ 1,044.80	₱ 773.20
Schedule 2 - Furniture and Fixtures	Pre-operating	2026	2027	2028
Cost	₱ 6,328.00	₱ 6,328.00	₱ 6,328.00	₱ 6,328.00
Less: Accumulated Depreciation	₱ -	-₱ 421.87	-₱ 843.73	-₱ 1,265.60
Book value	₱ 6,328.00	₱ 5,906.13	₱ 5,484.27	₱ 5,062.40

Table 5.4 shows the Statement of Financial Position of Project: Planet. It features the liabilities, capital, and assets as well as the values of the Equipment and Furnitures and Fixtures of the company. The Statement of Financial Position of the company is important to assess its ability to allot each resource and pay off existing liabilities using either assets or capital. It determines the financial capability of the company to better develop strategies aligned with the goals of the company.



Table 5.5 Projected Retained Earnings Statement

Project: Planet				
Statement of Changes in Partners' Equity				
For the Years Ending 2026 2027 2028				
Espanola	Pre-operating	2026	2027	2028
Beginning capital	-	10,000	13,204	36,220
Add: Additional Investment	10,000	-	-	-
Add: Share in Net Income	-	3,204	23,016	36,366
Less: Withdrawal	-	-	-	-
Ending Capital	10,000	13,204	36,220	72,586
Matalog	Pre-operating	2026	2027	2028
Beginning capital	-	10,000	13,204	36,220
Add: Additional Investment	10,000	-	-	-
Add: Share in Net Income	-	3,204	23,016	36,366
Less: Withdrawal	-	-	-	-
Ending Capital	10,000	13,204	36,220	72,586
Ricaborda	Pre-operating	2026	2027	2028
Beginning capital	-	10,000	13,204	36,220
Add: Additional Investment	10,000	-	-	-
Add: Share in Net Income	-	3,204	23,016	36,366
Less: Withdrawal	-	-	-	-
Ending Capital	10,000	13,204	36,220	72,586

Table 5.5 shows the Projected Retained Earnings Statement of Project: Planet. The proponent's starting contribution of 10,000PhP will be retained the following year on the start of operations and any extra share in the net income will just be added to the capital of the business for the following year and no withdrawals will be made by any of the owners. This way, the capital of the business will rise along with the sales and its operations.



C. Profitability Index

Table 5.6 Liquidity Ratios

Liquidity Ratios			
	2026	2027	2028
Current Assets	36,509	141,801	251,592
Divided by: Current Liabilities	4,119	39,670	39,670
Current Ratio	8.86	3.57	6.34
	2026	2027	2028
Quick Assets	23,483	120,504	228,407
Divided by: Current Liabilities	4,119	39,670	39,670
Acid Test Ratio/Quick Ratio	5.70	3.04	5.76

Table 5.6 shows the Liquidity Ratios of Project: Planet. Since the business operated on a cash basis, the liabilities will come from the tax liabilities of the company. The liquidity ratio shows the relationship between the current and quick assets and the current liabilities of the company.

Table 5.7 Solvency Ratios

Solvency Ratios			
	2026	2027	2028
Total liabilities	4,119	39,670	39,670
Divided by: Total Assets	43,731	148,330	257,428
Debt ratio	9.42%	26.74%	15.41%
	2026	2027	2028
Total equity	13,204	36,220	72,586
Divided by: Total Assets	43,731	148,330	257,428
Equity ratio	30.19%	24.42%	28.20%



Table 5.7 shows the solvency Ratio of the company. Since the company operates on a cash basis, all of the liabilities of the business will come from its tax liabilities. It shows the relationship between the total liabilities and total assets of the business as well as the total equity and the total assets of the business.

Table 5.8 Profitability Ratios

Profitability Ratios			
	2026	2027	2028
Gross profit	41,278	118,901	187,260
Divided by: Sales	76,317	166,554	239,875
Gross profit ratio	54.09%	71.39%	78.07%
	2026	2027	2028
Net profit	₱ 9,612.18	₱ 69,047.65	₱ 109,097.89
Divided by: Sales	₱ 76,316.84	₱ 166,553.87	₱ 239,875.18
Net profit margin	12.60%	41.46%	45.48%
	2026	2027	2028
Net profit	9,612	69,048	109,098
Divided by: Total Assets	43,731	148,330	257,428
Return on Assets	21.98%	46.55%	42.38%

Table 5.8 illustrates the profitability ratios of the business. It analyzes the gross profit ratio, Net profit margin, and the Return on Assets of the business. It analyzes the Relationship between the total Assets, Gross and Net profit, and the sales of the business.



Break-Even Analysis

Table 5.9 Break-Even Sales in Units

Year	2026	2027	2028
Fixed Cost	₱28,461.42	₱26,837.06	₱43,183.43
Divided by: Contribution Margin	₱42.34	₱44.88	₱47.58
Break-even Point/Unit	672	598	908

Table 5.9 shows the total number of units a company must sell to recover all of its fixed and variable expenses without earning profit. For the years 2026, 2027, and 2028, the respective Break-even Point in units is 1,334 units, 1,272, and 1,479.

Table 5.10 Break-Even Sales in Peso

Year	2026	2027	2028
Fixed Cost	₱28,461.42	₱26,837.06	₱43,183.43
Divided by: Contribution Margin	₱42.34	₱44.88	₱47.58
Break-even Point/Php	₱66,587.89	₱62,787.57	₱101,031.29

Table 5.10 shows the Break-Even Sales in Peso of Project: Planet. This shows the total amount of earnings that the company shall generate to be able to recover the fixed and variable costs of the business without generating any profit.

Table 5.11 Return on Investment

	2025	2026	2027
Net Profit	₱9,612	₱69,048	₱109,098
Divided by: Total Investment	30,000	30,000	30,000
ROI	32%	230%	364%



Table 5.12 Payback Period

	Net Cash Flow	Total Investment		
		30,000		
2026	₱5,923.12	0	5.06	
2027	₱97,020.67	0	0.00	
2028	-	-	-	
Year			5.06	years
Month			60.78	months
Days			1580.25	days

List of Assumption Used

- In order to create the financial statements presented, assumptions are made and are listed below:
- The inflation rate is estimated to be around 3% - 6% which became the basis for the price increase due to the increase of the operation and production expenses of the company. Hence, the 6% increase of the selling price annually.
- The target market share for the first year of operation is based on the capacity of the owners to produce the product and is based on the projected supply of the competitor with the lowest sales.
- The basis of the increase of the target market share from 2027 to 2028 is approximately based on the industry growth rate of the Toothpaste Tablet Industry which is believed to have a compounded annual growth rate of 7.19%.
- All transactions of the business will be on cash basis
- The business will not incur any drawings during the first three years of operation
- The projected supply of the competitors is based on the annual growth rate of the Oral care industry which is 4.93%
- Monthly Rental is expected to increase by 2% annually



- Monthly Utilities, Monthly Salaries, and Selling Expense is expected to increase by 3% annually
- Supplies is expected to increase by 10% annually
- The annual income tax is 25%
- The income of the business is expected to be divided equally among the three owners.

D. Schedules

Table 5.13 Rent Expense

Rental Expense			
Year	2026	2027	2028
Monthly Rental	500	510	520
Multiply by: Months	12	12	12
Annual rental	6,000	6,120	6,242

Table 5.13 Schedule of Depreciation and Amortization - Balance Sheet

Schedule 1 - Equipment	Pre-operating	2026	2027	2028
Cost	₱ 1,588.00	₱ 1,588.00	₱ 1,588.00	₱ 1,588.00
Less: Accumulated Depreciation	₱ -	-₱ 271.60	-₱ 543.20	-₱ 814.80
Book value	₱ 1,588.00	₱ 1,316.40	₱ 1,044.80	₱ 773.20

Schedule 2 - Furniture and Fixtures	Pre-operating	2026	2027	2028
Cost	₱ 6,328.00	₱ 6,328.00	₱ 6,328.00	₱ 6,328.00
Less: Accumulated Depreciation	₱ -	-₱ 421.87	-₱ 843.73	-₱ 1,265.60
Book value	₱ 6,328.00	₱ 5,906.13	₱ 5,484.27	₱ 5,062.40



Table 5.14 Schedule of Operating Expenses (General, Administrative, and Selling Costs)

<i>Year</i>	2026	2027	2028
Annual rental	6,000	6,120	6,242
Annual supplies	4,524	4,976	5,474
Annual selling expense	12,056	8,754	9,017
Annual taxes and licenses expense	4,427	5,563	20,370
Subscriptions expense (Adobe, Microsoft Applications)			

Table 5.15 Schedule of Cost of Revenue

Project: Planet			
Cost of Goods Sold Schedule			
EcoSmile Chewable Toothpaste Tablets			
Year	2026	2027	2028
Units produced	847	1,668	2,211
Unit product cost	56.72	60.13	63.73
Total Cost of Goods Sold	48,065	50,949	54,006
Statement of Cost of Goods Sold			
	2026	2027	2028
Raw Materials Inventory, beginning	0.00	4,806.47	5,575.51
Add: Purchases	48,064.71	50,948.60	54,005.51
Total Raw Materials Available for use	48,064.71	55,755.07	59,581.02
Less: Raw Materials Inventory, ending	(4,806.47)	(5,575.51)	(5,958.10)
Total Raw Materials Used	43,258.24	50,179.56	53,622.92
Add: Direct Labor			
Add: Factory Overhead			
Total Manufacturing Cost	43,258.24	50,179.56	53,622.92
Add: Work in Process Inventory, beginning	0.00	4,325.82	5,450.54
Total Goods Put into Process	43,258.24	54,505.39	59,073.46
Less: Work in Process Inventory, ending	(4,325.82)	(5,450.54)	(5,907.35)



Total Cost of Goods Manufactured	38,932.42	49,054.85	53,166.11
Add: Finished Goods Inventory, beginning	0.00	3,893.24	5,294.81
Total Goods Available for Sale	38,932.42	52,948.09	58,460.92
Less: Finished Goods Inventory, ending	(3,893.24)	(5,294.81)	(5,846.09)
Cost of Goods Sold	35,039.18	47,653.28	52,614.83

Table 5.16 Schedule of Supplies and Materials

Project: Planet			
Schedule of Supplies			
Particulars	Quantity	Unit Cost	Total
Sales Invoice Pad	4	22.00	88.00
Ballpen	5	10.00	50.00
Garbage Bag Roll	1	150.00	150.00
Disposable Gloves (100 pcs)	20	143.00	2,860.00
Disposable Face Masks (50 pcs)	10	38.00	380.00
Waterproof Apron	8	38.00	304.00
Washable Hairnets	8	39.00	312.00
Parchment/Baking Paper (10 meters)	10	38.00	380.00
Dishwashing Liquid (1 Gal)	2	154.00	308.00
Multipurpose Disinfectant (3.7L)	2	437.00	874.00
Ethyl Alcohol (1 Gal)	2	500.00	1,000.00
Eco-Friendly Dish Brushes	4	99.00	396.00
Kitchen Towels (2 rolls)	6	75.00	450.00
Broom and Dustpan Set	1	89.00	89.00
Spin Mop	1	294.00	294.00
Reusable Cleaning Rags (6 pcs)	5	25.00	125.00
Spray Bottle (200ml)	2	47.00	94.00
Garbage Bags (25 pcs/roll)	10	35.00	350.00
Total supplies			₱4,524



Table 5.17 Schedule of Fixed Assets

Project: Planet					
Schedule of Fixed Assets and Depreciation					
Equipment	Cost	Quantity	Total Cost	Useful Life	Depreciation
Digital Weighing Scale	95.00	1	95.00	5	19.00
160ml Mortar and Pestle	35.00	2	70.00	5	14.00
Whisk	135.00	1	135.00	5	27.00
80 Mesh Sieve	599.00	1	599.00	5	119.80
Heating Flat Iron	135.00	1	135.00	5	27.00
Metal Tray	94.00	1	94.00	5	18.80
Cash Box	300.00	1	300.00	10	30.00
Trash Can	80.00	2	160.00	10	16.00
26cm Mixing bowl	72.00	1	72.00	10	7.20
18cm Mixing bowl	35.00	1	35.00	10	3.50
Total			1,588.00		271.60
Furniture and Fixtures					
	Cost	Quantity	Total Cost	Useful Life	Depreciation
Storage Drawer	1,137	1	1,137	15	75.80
Storage Box	492	2	984	15	65.60
Monoblock Chair	225	4	900	15	60.00
Office Chairs	500	4	2,000	15	133.33
Foldable Table	307	1	307	15	20.47
Office Desk Table	500	2	1,000	15	66.67
Total			6,328.00		421.87



Table 5.18 Schedule of Fixed Assets Directly Related to Production

Project: Planet				
Schedule of Fixed Assets Directly Related to Production				
Equipment				
	Cost	Quantity	Total Cost	Useful Life
Digital Weighing Scale	95.00	1	95.00	5
160ml Mortar and Pestle	35.00	2	70.00	5
Whisk	135.00	1	135.00	5
80 Mesh Sieve	599.00	1	599.00	5
Heating Flat Iron	135.00	1	135.00	5
Metal Tray	94.00	1	94.00	5
Cash Box	300.00	1	300.00	10
Trash Can	80.00	2	160.00	10
26cm Mixing bowl	72.00	1	72.00	10
18cm Mixing bowl	35.00	1	35.00	10
Total			1,588.00	




Table 5.20 Schedule of Fixed Assets Directly Related to General Administrative and Selling Activities

Project: Planet				
Schedule of Fixed Assets Schedule of Fixed Assets Directly Related to General Administrative and Selling Activities				
	Cost	Quantity	Total Cost	Useful Life
Storage Drawer	1,137	1	1,137	15
Storage Box	492	2	984	15
Monoblock Chair	225	4	900	15
Office Chairs	500	4	2,000	15
Foldable Table	307	1	307	15
Office Desk Table	500	2	1,000	15
Total			6,328.00	



APPENDICES

APPENDIX A: Survey Questionnaire



Project: Planet Survey Form for EcoSmile ChewTabs

Mag-sign in sa Google para isave ang iyong pag-usap. Matuto pa

* Tumutukoy sa kinakailangang tanong

QUESTIONS

Age (Edad) *

☐ Below 18 yrs old

☐ 18-25 yrs old

☐ 25-30 yrs old

☐ 30-40 yrs old

How often do you find yourself in Intramuros? *
(Gaano ka kadalasan sa Intramuros?)

☐ Everyday

☐ 1-2 times a week

☐ 3-4 times a week

☐ 5-6 times a week

☐ 1-2 times a month

When choosing my household's toothpaste, the most important factor I consider is: *
(Kapag bumibili ako ng toothpaste, ang pinakaimportante para sa akin ay:)

☐ Affordability

☐ Packaging

☐ Brand

☐ Convenience

☐ Oral Health Benefits

How much do you spend on your toiletries like toothpaste every month? *
(Magkano ang kadalasang ginagastos ninyo sa mga toiletries katulad ng toothpaste kada buwan?)

☐ Less than 500PHP

☐ 500 PHP - 1,000PHP

☐ 1,000 PHP - 1,500PHP

☐ More than 1,500PHP

Is convenience important for you when traveling with toiletry items like toothpaste? *
(Importante ba sa iyo na mapadali ang pagdala ng toiletry items tulad ng toothpaste kapag bumibiyahen?)

☐ Yes

☐ No

Why do you go to Intramuros? *
(Bakit ka pumupunta sa Intramuros?)

☐ Student

☐ Resident

☐ Work

☐ Travel/Visit

How often do you buy toothpaste? *
(Gaano ka kadalasan bumili ng toothpaste?)

☐ Every two weeks

☐ Every month

☐ Every three months

☐ Every six months

What brand of toothpaste do you usually buy? *
(Ano ang brand ng toothpaste na kadalasan mong binibili?) Maaring pumili ng higit sa isa.

☐ Colgate

☐ Closeup

☐ Happee

☐ Iba pa: _____

Where do you usually buy household's toothpaste from? *
(Saan ka madalas bumibili ng toothpaste para sa pamilya?)

☐ Grocery Store

☐ Convenience Store

☐ Sari-Sari Store

☐ Online



Are you familiar with Toothpaste Tablets? *
(Pamilyar ka ba sa Toothpaste Tablets?)

- ☐ Yes
☐ No

Have you ever tried Toothpaste Tablets? *
(Nasubukan mo na bang gumamit ng Toothpaste Tablets?)

- ☐ Yes
☐ No

How often would you consider using Toothpaste Tablets as part of your oral care routine? *
(Gaano kadalas mong isasama ang Toothpaste Tablets sa iyong oral care routine kung sakali?)

- ☐ Two times a day
☐ Once a day
☐ Three times a week
☐ Never

Do you wish that your toiletries are packed using eco-friendly materials that are not harmful to the environment? *
(Nais mo ba na eco-friendly at hindi nakakasama sa kalikasan ang mga materyales sa pagpakat ng mga toiletries?)

What is the most desirable benefit you would like to receive from Toothpaste Tablets? Please select two. *
(Ano ang pinaka-nais mong benepisyo na matanggap sa Toothpaste Tablets?)

- ☐ Stain Removal
☐ Anti-Cavity
☐ Fresh Breath
☐ Gum protection

Will you consider purchasing Toothpaste Tablets? *
(Nanaisin mo bang bumili ng Toothpaste Tablets?)

- ☐ Yes
☐ No

How much are you willing to pay for Toothpaste Tablets? *
(Sa anong presyo at ilang piraso nais mong bilhin ang Toothpaste Tablets?)

- ☐ 60 tablets (P99- P148)
☐ 120 tablets (P148- P198)
☐ 180 tablets (P199- P268)

How often would you consider purchasing our product? *
(Gaano kadalas ka sa tingin mo bibili ng produkto namin?)

- ☐ Every two weeks
☐ Every month
☐ Every three months
☐ Every six months

What is the most desirable benefit you would like to receive from Toothpaste Tablets? Please select two. *
(Ano ang pinaka-nais mong benepisyo na matanggap sa Toothpaste Tablets?)

- ☐ Stain Removal
☐ Anti-Cavity
☐ Fresh Breath
☐ Gum protection

Will you consider purchasing Toothpaste Tablets? *
(Nanaisin mo bang bumili ng Toothpaste Tablets?)

- ☐ Yes
☐ No

How much are you willing to pay for Toothpaste Tablets? *
(Sa anong presyo at ilang piraso nais mong bilhin ang Toothpaste Tablets?)

- ☐ 60 tablets (P99- P148)
☐ 120 tablets (P148- P198)
☐ 180 tablets (P199- P268)

How often would you consider purchasing our product? *
(Gaano kadalas ka sa tingin mo bibili ng produkto namin?)

- ☐ Every two weeks
☐ Every month
☐ Every three months
☐ Every six months

Do you prefer making a purchase online or in the store? *
(Mas gusto mo bang bumili online o sa tindahan mismo?)

- ☐ Online and Delivery within Intramuros
☐ At a Physical store

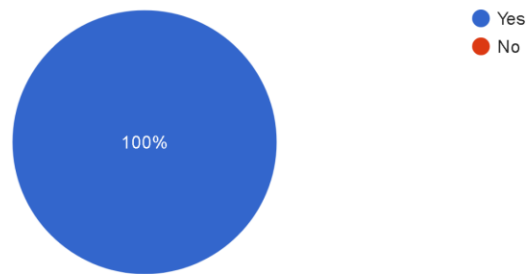
How many tablets per pack are you willing to buy? *
(Ilang piraso ang nais mong bilhin kung sakali?)

- ☐ 60 tablets
☐ 120 tablets
☐ 180 tablets

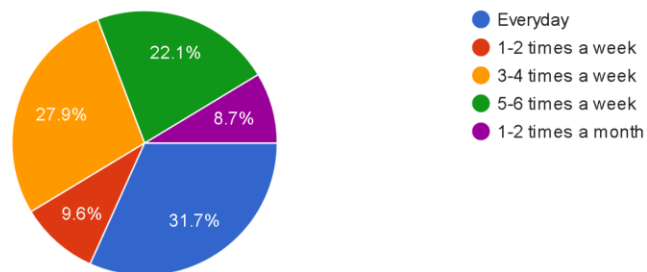


APPENDIX B: Demand Survey Result

Do you give consent in the collection of your data by partaking in this study?
104 responses



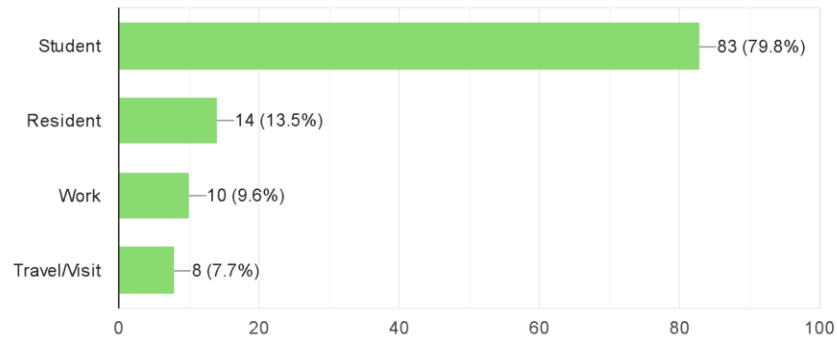
How often do you find yourself in Intramuros? (Gaano ka kadalas sa Intramuros?)
104 responses





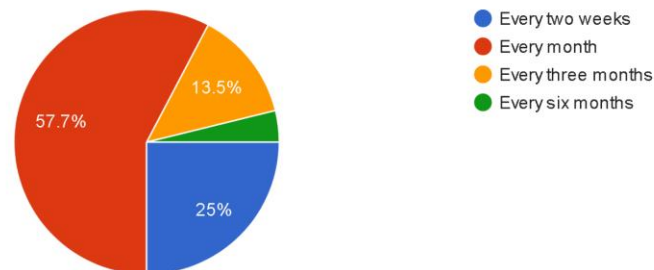
Why do you go to Intramuros? (Bakit ka pumupunta sa Intramuros?)

104 responses



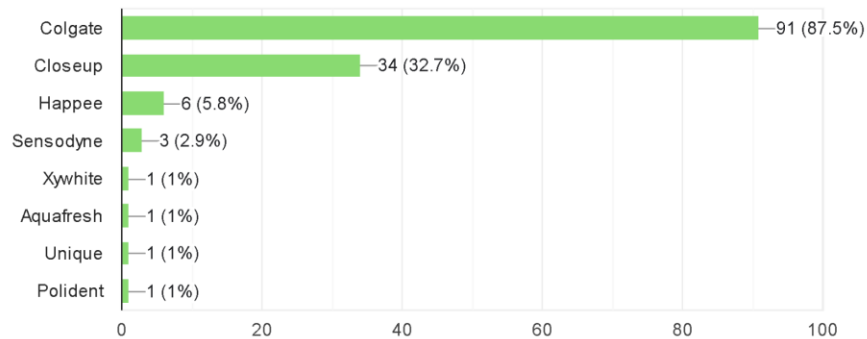
How often do you buy toothpaste? (Gaano ka kadalasan bumili ng toothpaste?)

104 responses



What brand of toothpaste do you usually buy? (Ano ang brand ng toothpaste na kadalasan mong binibili?) Maaring pumili ng higit sa isa.

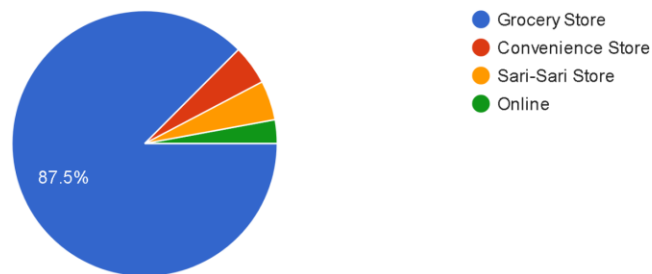
104 responses





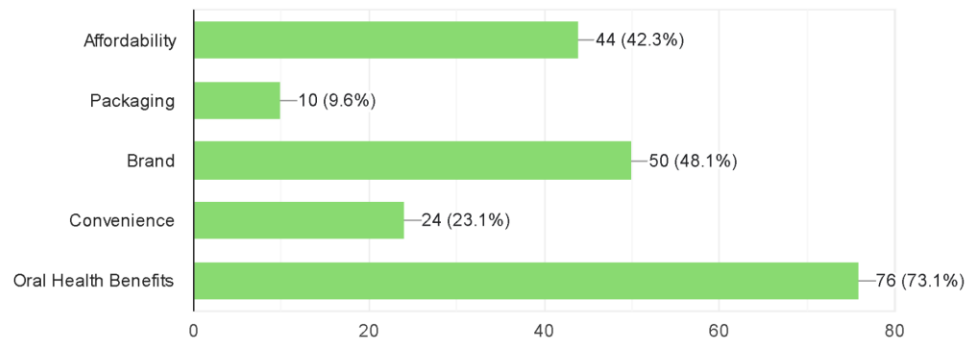
Where do you usually buy household's toothpaste from? (Saan ka madalas bumibili ng toothpaste para sa pamilya?)

104 responses



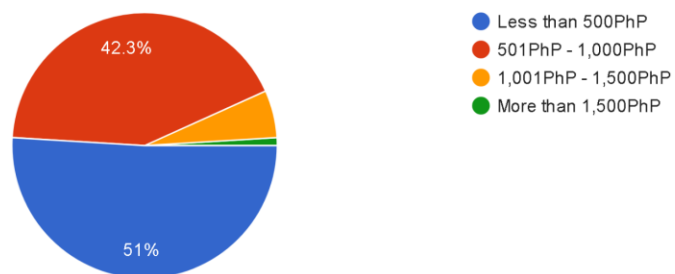
When choosing my household's toothpaste, the most important factor I consider is: (Kapag bumibili ako ng toothpaste, ang pinakaimportante para sa akin ay:)

104 responses



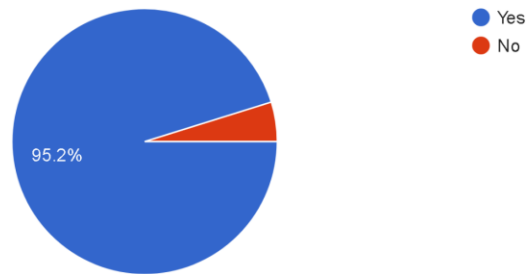
How much do you spend on your toiletries like toothpaste every month? (Magkano ang kadalasang ginagastos ninyo sa mga toiletries katulad ng toothpaste kada buwan?)

104 responses

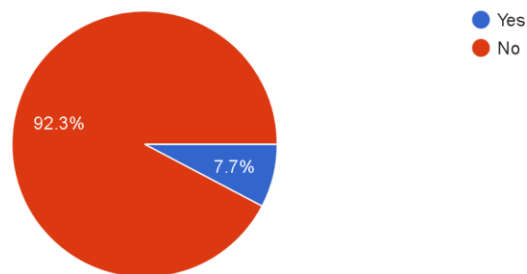




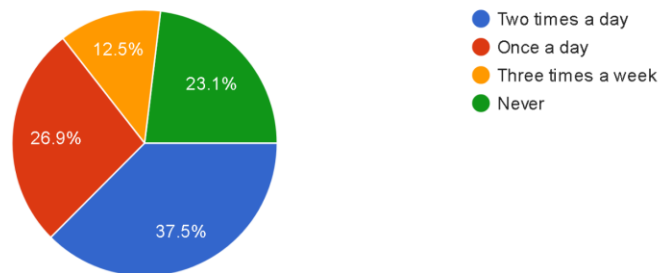
Is convenience important for you when traveling with toiletry items like toothpaste? (Importante ba sa iyo na mapadali ang pagdala ng toiletry items tulad ng toothpaste kapag bumibiyahe?)
104 responses



Have you ever tried Toothpaste Tablets? (Nasubukan mo na bang gumamit ng Toothpaste Tablets?)
104 responses

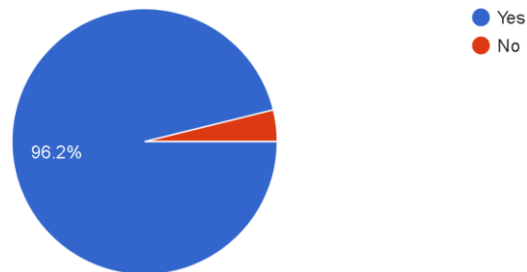


How often would you consider using Toothpaste Tablets as part of your oral care routine? (Gaano kadalas mong isasama ang Toothpaste Tablets sa iyong oral care routine kung sakali?)
104 responses

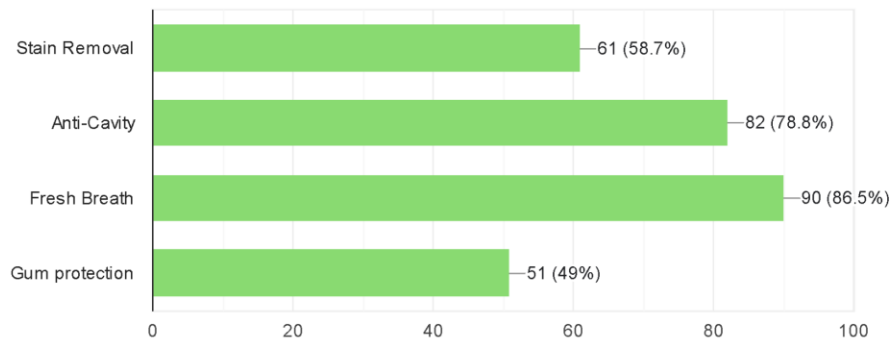




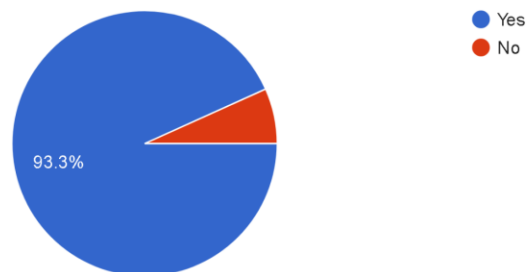
Do you wish that your toiletries are packed using eco-friendly materials that are not harmful to the environment? (Nais mo ba na eco-friendly at hindi...ma sa kalikasan ang pakete ng mga toiletries mo?)
104 responses



What is the most desirable benefit you would like to receive from Toothpaste Tablets? Please select two. (Ano ang pinaka-nais mong benepisyo na matanggap sa Toothpaste Tablets?)
104 responses



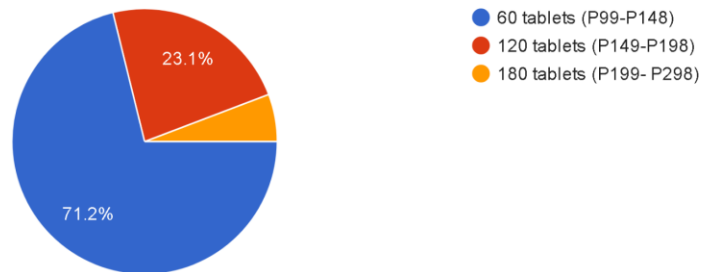
Will you consider purchasing Toothpaste Tablets? (Nanaisin mo bang bumili ng Toothpaste Tablets?)
104 responses





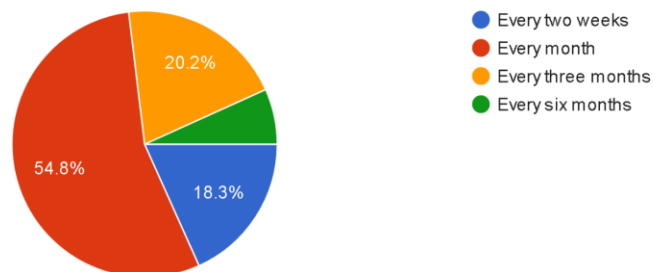
How much are you willing to pay for Toothpaste Tablets? (Sa anong presyo at ilang piraso nais mong bilhin ang Toothpaste Tablets?)

104 responses



How often would you consider purchasing our product? (Gaano kadalas ka sa tingin mo bibili ng produkto namin?)

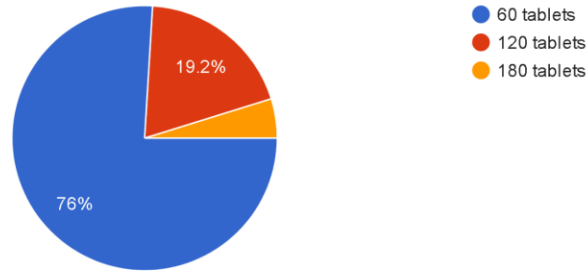
104 responses





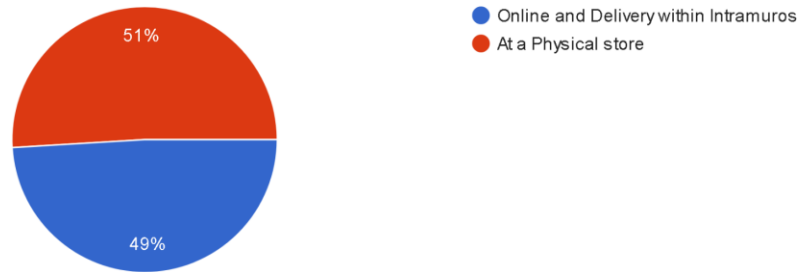
How many tablets per pack are you willing to buy? (Ilang piraso ang nais mong bilhin kung sakali?)

104 responses



Do you prefer making a purchase online or in the store? (Mas gusto mo bang bumili online o sa tindahan mismo?)

104 responses





APPENDIX C: Competitor Survey Questionnaire and Results

PANGALAN AT ADDRESS NG TINDAHAN: Magallanes Store, Magallanes Street

MGA BUMIBILI KADA ARAW: 60 people

ILANG ARAW SA KADA LINGGO BUKAS ANG IYONG TINDAHAN: 7

MGA BUWAN NA MARAMING BENTA:

JANUARY	
FEBRUARY	
MARCH	↓ pag
APRIL	↑ pag
MAY	
JUNE	↑ pag may
JULY	↑ pag
AUGUST	
SEPTEMBER	↑ pag
OCTOBER	
NOVEMBER	
DECEMBER	

Anong brand ng toothpaste ang pinakamabenta sa inyo, at ilan kaya ang nabebenta kada araw?

☒ COLGATE - mas nabebenta
☒ CLOSEUP
☐ HAPPEE

Ilan ang kadalasang benta ng toothpaste kada araw o kada linggo?

3 dozen

Kapag bumibili kayo ng toothpaste para ibenta, ilan at tuwing kailan?

Weekly

PANGALAN AT ADDRESS NG TINDAHAN: Jaron Store Cavillo St.

MGA BUMIBILI KADA ARAW: 50+

ILANG ARAW SA KADA LINGGO BUKAS ANG IYONG TINDAHAN: 7

MGA BUWAN NA MARAMING BENTA:

JANUARY	
FEBRUARY	
MARCH	
APRIL	
MAY	
JUNE	N/A
JULY	
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

Anong brand ng toothpaste ang pinakamabenta sa inyo, at ilan kaya ang nabebenta kada araw?

☒ COLGATE
☒ CLOSEUP - mas nabebenta
☐ HAPPEE

Ilan ang kadalasang benta ng toothpaste kada araw o kada linggo?

Kapag bumibili kayo ng toothpaste para ibenta, ilan at tuwing kailan?

Every 2 weeks

1 dozen - nanunabong mag-restock

2/2 >

PANGALAN AT ADDRESS NG TINDAHAN: Virgie Store Magallanes St.

MGA BUMIBILI KADA ARAW: 30-40 people

ILANG ARAW SA KADA LINGGO BUKAS ANG IYONG TINDAHAN: 7 days

MGA BUWAN NA MARAMING BENTA:

JANUARY	
FEBRUARY	
MARCH	
APRIL	↑ pag
MAY	↑ pag
JUNE	↑ pag
JULY	↑ pag
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

Anong brand ng toothpaste ang pinakamabenta sa inyo, at ilan kaya ang nabebenta kada araw?

☒ COLGATE - mas nabebenta
☒ CLOSEUP
☐ HAPPEE

Ilan ang kadalasang benta ng toothpaste kada araw o kada linggo?

nanunabong stock of 2 dozen

Kapag bumibili kayo ng toothpaste para ibenta, ilan at tuwing kailan?

Weekly / 2 times a month

PANGALAN AT ADDRESS NG TINDAHAN: Morning Tess Magallanes St.

MGA BUMIBILI KADA ARAW: hundreds daw (wholesaler sila)

ILANG ARAW SA KADA LINGGO BUKAS ANG IYONG TINDAHAN: 24/7

MGA BUWAN NA MARAMING BENTA:

JANUARY	
FEBRUARY	
MARCH	
APRIL	↑ kapag
MAY	
JUNE	↓ pag may
JULY	↓ pag
AUGUST	The rest
SEPTEMBER	criminally
OCTOBER	
NOVEMBER	
DECEMBER	

Anong brand ng toothpaste ang pinakamabenta sa inyo, at ilan kaya ang nabebenta kada araw?

☒ COLGATE
☒ CLOSEUP - mas nabebenta
☐ HAPPEE

Ilan ang kadalasang benta ng toothpaste kada araw o kada linggo?

10 ties per week daw

Kapag bumibili kayo ng toothpaste para ibenta, ilan at tuwing kailan?

Weekly : 20 ties



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ETHICS DECLARATION

We, **Ms. Bernadette Christine R. Española, Mr. Johann Carlo A. Matalog, and Ms. Francine R. Ricaborda**, declare that the enclosed **business plan paper** contains a balanced and objective discussion of the various topics covered in our research work, This research paper holds sufficient details and references to permit others to use it as a guide in conducting similar or related research in the future.

We are fully aware that fraudulent or knowingly inaccurate statements constitute unethical behavior and therefore unacceptable. The researchers ensure that they have written original work, and if they have used the works and/or words of others, these were appropriately cited or quoted.

All research procedures were performed in accordance with what is permitted by the school. Appropriate approval was obtained from the subject company/organization of this research paper prior to the conduct of our research work.

All substantive and possible conflict of interests that might be construed to influence the results of this research work are fully disclosed.

3rd Year – Financial Management

3rd Year – Financial Management

3rd Year – Financial Management

October 2025



CURRICULUM VITAE

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2021 - 2023 Senior High Schol - Accountancy, and Business Management
Arellano University - Mabini Campus

WORK EXPERIENCE

2024 - 2025 **Treasurer**
Letran Band - Colegio de San Juan de Letran - Manila Campus

2022 - 2023 **Business Manager**
Senior Executive Association - Arellano University - Mabini Campus

SKILLS

- Data Analysis and Interpretation
- Efficient in Communication
- Proficient in Reading and Writing in English

I hereby certify that the above information is true and correct to the best of my knowledge and belief.

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- Time Management and Prioritization Skill
- Great Interpersonal Skill
- Proficient in using Microsoft Office (Word, Excel)

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Letran Singing Ambassadors - Colegio de San Juan de Letran - Manila Campus

2024 - 2025 **Auditor**
Letran Singing Ambassadors - Colegio de San Juan de Letran - Manila Campus

SKILLS

- Design and Creativity Skills
- Software and Technical Skills
- Marketing and Sales Skills

I hereby certify that the above information is true and correct to the best of my knowledge and belief.

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