**GLAZED DONUT**

**BUSINESS PLAN**

**In partial fulfillment of the requirements**

**For the subject**

**ENTREP3 - Entrepreneurship**

**SUBMITTED TO:**

**Ma. Erica Janine Cometa**

**GROUP MEMBERS**

**Jann Angelo C. Dimaano**

**Alvin Espino**

**Josh Baliwag**

**Neil Mico Culang**

**Juliana Mendoza**

**Date**

**February 12, 2021**

1. **Introduction**
2. **Nature of Business**
3. **Objectives**
4. **Product Description**
5. **Marketing Plan**
6. **Potential Buyers**

- Students

- Elders

- Children

- Worker

1. **Competitors**

- Dunkin Donuts

- Mister Donuts

- Bakery Shops

- Other Donut Shops

1. **Pricing Policy**

|  |  |
| --- | --- |
| **Quantity of the Product** | **Price (Peso)** |
| 1 Box (6 pcs) | Php 120 |
| 2 Box (12 pcs) | Php 240 |
| 3 Box (18 pcs) | Php 360 |

1. **Promotional Strategies**

**Digital Marketing**

- we’ll use social media to provide information for the customers

- create website or any page like Facebook, Twitter, Instagram, or Blog

**Advertising**

- newspapers, television, magazines

- Personal selling or telemarketing

1. **Organizational Plan**
2. **Form of Organization**

**Sole**

SOLE

RELATIONSHIP

PARTNERSHIP

CORPORATION

1. **Organizational Chart**

***CEO***

Jann Angelo Dimaano

***Kitchen Supervisor***

Alvin Espino

***Dining Supervisor***

Josh Baliwag

***Cashier***

Juliana Mendoza

***Cook***

Neil Mico Culang

1. **Production or Technical Plan**
2. **Production Flowchart or Process**

**Step 1 - Preparing the ingredients and materials for Pastillas**

1. **Materials** - 1 Large steel bowl, Wooden Spatula, Plastic Gloves, Measuring Cups,Weighing Scale, Pastillas Molder, Toothpicks, and Round plastic container
2. **Ingredients** - 24 pieces of Condensed milk, 12.5 kg of Powder Milk, Anti Mold, and 5kg of Sugar

**Step 2 - Mixing Procedure**

1. Pour the 12.5kg of Powder Milk into to the Large Steel of Bowl
2. Open 24 Pieces of can of condensed milk and pour it into the Steel of Bowl with powdered milk
3. Put 1 1/2 table spoon of Anti Mold into the Steel Bowl
4. Wear a plastic gloves and Mix all the ingredients until it form into a Pastillas dough

**Step 3 - Molding**

1. Take your Pastillas dough and your Pastillas molder
2. Take a medium size from the pastillas dough and press it to the pastillas molder
3. Remove the excess dough from the molder and press each hole of the molder to remove molded pastillas
4. Put the molded pastillas into the sugar

**Step 4 - Packaging**

1. Get your Toothpick and stab the molded pastillas
2. Put 30 pieces of pastillas with toothpick into the plastic container
3. **Suppliers**

* Super Market

1. **Financial Plan**
2. **Source of Capitalization**
3. **Financial Statements** ***(****Note: This part this will be completed after the discussion of Financial Statements in Module 4)*

***Note: Format***

1. Font -Arial / size- 12
2. Spacing -Double
3. Margins - Left 1.5, the rest is 1" margins
4. Look for the typographical errors, spelling, grammar and sentence structure