

PART I:	Executive Summary of the Business
	A. Name of the Company
	B. Name of the Product
	C. Company Tagline
	D. Mission Statement
	E. Vision Statement
	F. Company Objectives
	G. Core Values
	H. About the Company



PART II:

Organizational Structure

PART III:

3s Framework of the Business

PART IV:

Value Proposition Framework of the Business

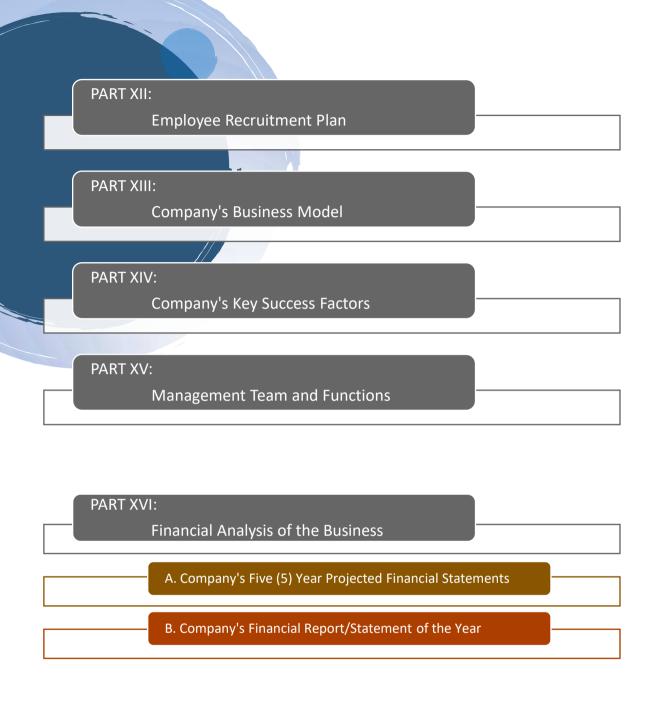
PART V:

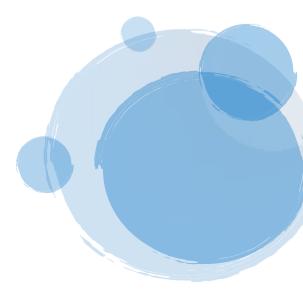
PESTLE Analysis of the Business

PART VI:

SWOT Analysis of the Business

PART VII:  Business Survey of the Company
A. Survey Questionnaire
B. Presentation, Analysis and Interpretation of the Data
PART VIII:  Marketing Strategies Implementation
A. Product Positioning Framework
B. Place Strategies and Location of the Business
C. Pricing Strategies
D. Promotional Strategies
E. Packaging Layout
PART IX:  Brand Awareness Campaign
PART X:  4Ms Analysis of the Business
PART XI: Supply Chain Management Flow Chart





PART XVII: Legal Compliances A. Business Permit / Mayor's Permit B. DTI Business Name Registration C. Sanitary Permit D. Bureau of Internal Revenue Registration E. Barangay Business Clearance F. PhilHealth Registration G. PAG-IBIG FUND Registration H. SSS Company Membership Registration Part XVIII: Instructor's Purposive Letter to Parents Part XIX: Parental Acknowledgement and Approval to the Project



