**“NOUGAT DELIGHT” CANDY BECOMING ESTABLISHED AT SCHOOL IN LIAN BATANGAS**

A Business Plan Presented to the Faculty of Lian Senior High School­ – Brgy. Malaruhatan, Lian Batangas

In Partial Fulfilment of the Requirements for the Entrepreneurship

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**APPROVAL SHEET**

This business plan, titled **“NOUGAT DELIGHT” CANDY BECOMING ESTABLISHED AT SCHOOL IN LIAN BATANGAS,** prepared and submitted by GROUP 8: Gian Carlos D. Austria, Mark Joseph A. Alday, Andrea Mae G. Anorico, Kimberly F. Domingo, and Mark John Mel M. in partial fulfillment of the requirements for the Entrepreneurship, has been examined and is recommended for oral examination.

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Accepted and approved in partial fulfillment of the requirements for the Entrepreneurship.

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-Group 8 members

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**EXECUTIVE SUMMARY**

“Nougat Delight” candy is the new product that Group 8 plans to produce. The adage “learn to accept your mistakes” It is applicable to business, according to general understanding. As a result, the company’s staff’s patience and discipline will be major factor in its success. Serve with a smile, especially with confidence, decency and truth. The target market of the proposed Nougat Delight will be the residents in Lian Batangas which are the students. They are the student who loves sweets. The business will focus on the all school in Lian Batangas. The store wherein customers may buy our product is in our school, LSHS. The brand name will be Nougat Delight which is also the name of the proposed business. The tagline of the business will be stated as: "Experience heaven in every bite". The goal is to tell the customers that our product will enjoy and satisfy their cravings. The business will optimize the social media platforms Facebook and the given flyers to students to create awareness and reach potential customers especially the students. Our product can cost P8-10 each. This will be uses as a marketing strategy by the business. The layout of the proponent's house is designed in an organized manner. Just like in any other office, the house will invest an internet connection with the one proponent's mobile data, laptop, equipment needed.

The company will be registered using a partnership arrangement. General partnerships, often known as partnerships, are agreements between two or more people to share the duties, resources, profits, and legal and financial liabilities of a jointly owned business. The organizational structure identifies the existence of particular positions within an organization and establishes their duties and degrees of responsibility. For the business's initial operation, five (5) people are required. One (1) employee will be hired by the company to serve as the cashier and take orders. The company initially requires two (2) employees to fulfill orders and two (2) for product preparation. A job description is a list of the duties and obligations that come with a certain position. On the other hand, a job specification is a description of the abilities and characteristics required to do a certain job.

The business’ projected start-up cost is 1,250.00 Php which will be invested by the proprietor. The amount will be used to purchase all the needs of the company. By adopting a generalizing business strategy, one makes the company more diverse. The effect of this decision is to make the company more economically secure, especially in periods of economic uncertainty. A term used across fields to indicate when an individual's response or behavior is produced in contexts where it was not directly taught.

**Chapter I**

**BACKGROUND OF THE STUDY**

**Overview of the business**

The confectionery industry has been through drastic changes, first emerging as an important industry in the late 1800s. As time goes, the variety of manufactured sweets such as: chocolates, candies, and chewing gum. This is due to changes of consumer satisfaction; the more the consumers have purchased the product, they soon get used to its taste, therefore causing them to demand for something new. Another factor is the Age factor as kids tend to find candies and chocolates amusing they will soon outgrow the taste.

As years pass, the variety of sweets has been increasing non-stop. Consumers now have multiple choices when it comes to the type of sweets or even the flavor of sweets, the demand for something new is still needed to consider. This gives the chance to introduce a new type of flavor, something that will keep consumers invested even as time pass.

In the 19th Century, Candy became popular but this all dates back to the 17th Century when people from England and America ate boiled sugar candy. Due to sugar becoming more available, people in England and America ate boiled sugar candy mixed with fruit and nuts. After the discovery of the ‘sugar beet’ and the advancement into the mechanical age on the 19th Century, the development of sweet-making also developed rapidly soon being considered as an industry with the assortment of different type of flavors that got to be implemented into the candy mixture.

**Current Situation of the Business**

The nougat bar is slowly losing its popularity especially here in the Philippines due to the lack of staff to take care of it. For the reason that wages are low due to lack of income and salary.

It can be said that the Filipinos are good and energetic when it comes to business, even if they are at loss or have no money, they still find a way to grow their business. But despite everything, there is a cooperation.

According to some Filipinos, many of them said that our business will become unpopular. (Due to the decrease in income and salary.

**Vision**

* To make the business successful and to serve with integrity, and produce more products with new technology.

**Mission Statement**

* To establish a lasting Client relationships with trust and respect, honest and fair.
* To share helpful information on creating.

**General Objectives:**

The study aims to determine the viability of operating “Nougat Delight” in Lian, Batangas from 2023 onwards.

**Specific Objectives:**

* To provide helpful questions for the entrepreneur at each stage of the planning process; And use the SMART format;
* To identify information, requirements needed and sources for each operations of the business plan;
* To maintain the cost and operations under the different locality;
* And to create the strategic and marketing plan of the business

**Industry Background**

The industry of candy is called **Confectionery Industry**. Confectionery is the art of creating foods that are loaded with sugar and carbs. Produced by the candy production sector are breakfast bars, hard candies, gum, candied fruits, fudge, halvah, marshmallows and toffee. In 1500’s, candy industry was born. For the origin of candy, it can be traced to the aged of Egyptians who combining fruits and nuts with honey. Almost as long, Greeks used honey to make candied fruits and flowers. In the 16th Century, the first modern candies were produced, and throughout the 19th Century, the manufacture of sweets grew quickly into a thriving industry. The sweet History of sweets. Honey was the first sweet that humans consumed since the Paleolithic era. The Romans, Greeks, and Chinese made sweets with sesame seeds. Candy is innately linked to positive emotions like happiness, comfort, love, friendship and family. Consuming sugar, even when we aren’t celebrating anything, releases the feel-good neurotransmitters that give us a much-needed boost of joy in our otherwise hectic lives.

**Growth Potential and Outlook in the Future**

With the large variety of sweets, the consumers search for something new such as a new flavor is still high as ever. People still tend to search for something that can satisfy their taste, therefore, the rise of the number of flavors is still going up. With the face to face class coming back, many students tend to use chewing to reduce stress, especially when having a hard time with focusing and school task.

Given the situation, the business has a chance to provide a new taste for consumers that will keep them going back. With the aftertaste like a cotton candy, the sweetness of powdered milk and marshmallow perfectly matched with the taste of roasted peanuts. This product can also last long even when chewed, therefore can be used just like any chewing gum or candy.

**Scope and Limitations**

This study aims to present our product of “Candy Crush” at school in Lian Batangas. Financial considerations demonstrated the business’s potential for profit. The predicted revenue, expenses, and profit for the three years of operation were specifically outlined.

This chapter’s limitations are due to the lack of disclosure to the proponent of certain essential facts, such as a precise computation or estimate the supplies.

The study of supply and demand, as well as the marketing tactics to be use to promote the services of the proposed business, were given in the marketing strategy. The market acceptance of the proposed service was investigated by a survey.

**Definition of Terms**

The following are some terms used extensively in this study:

***Adage –*** Is a statement of truth

***Adequate -*** It is a sufficient for a particular needs.

***Business Plan –*** The Business Plan is a type of document that contains the details and goals of your business.

***Confectionary –*** It is an industry of sweets and candies.

***Drastic –*** Drastic is a term used to describe severe or extreme.

***Entrepreneurship –*** Entrepreneurship is having an ability to organize and develop your own business.

***Halva –*** It is a type of confectionary or candy from Persia and Middle East.

***Neurotransmitters –*** It is a messengers in our body; it transmits the signals around our body.

***Nougat –*** Is a type of chewy candy. It comes from a Latin word “nogat” meaning, “nut bread”

***Revenue –*** Is an income of a business.

***SMART –*** **S**pecific **M**easurable **A**ttainable **R**elevant **T**ime-based

***Strategic*** – Is a long term aims and having a goal of achieving.

***Toffee*** – Is also a confectionary that is similar to caramel.

**Generalization**

“Nougat Delight” candy is the new product that Group 8 plans to produce. The adage “learn to accept your mistakes” It is applicable to business, according to general understanding. As a result, the company’s staff’s patience and discipline will be major factor in its success. Serve with a smile, especially with confidence, decency and truth.

**Chapter II**

**MARKETING PLAN**

This chapter discusses the marketing techniques to be undertaken by the business. It outlines the target market, the 7p’s of marketing that the company will use, and the marketing/selling expenses that will be incurred.

**Objectives of the Chapter**

Generally, the study’s goal is to see if the proposed product services are viable in the market. In line with this specific objectives are:

1. To perform a market research study with the respondents and existing product providers to evaluate the prospective business market share;
2. To determine the proposed business target market;
3. To determine the marketing approaches required for the promotion of the business; and
4. To estimate the associated marketing expenses.

**Research Design and Methodology**

Descriptive Research Studies are those Research studies which are concerned with describing the characteristics of a particular individual or a group of individuals (Kothari and Garg, 2019)

The Descriptive Research Design is used when the purpose of study is to learn who, what, when, where and how of a variable. Descriptive Research method was used in this study.

**Data Gathering Instrument**

Regardless of how certain you are in your new product, a fantastic idea or service, it is always needed to do some more investigation into its practically in the actual world prior to making a significant time or financial commitment. Unstructured interviews and survey questionnaires were used in combination to collect the study’s essential information. In order to determine the viability of the business and gather the necessary data for the study, the generated survey questionnaires will be distributed to the respondents. For the target customer, only one questionnaire was developed.

The customer survey questionnaire was the main tool employed for gathering information from respondents, such is the target market’s readiness and capacity to employ the service offered by the proposed business, the probability of making a new candy request, the price based on the ingredients, and additional service that are offered. The advocate may effortlessly and quickly find out if there is a requirement from a proposed business by sending out the questionnaires to the target market, if people are agree to the idea of the business, if the product made them happy or satisfy their love on sweets; exquisite enough to give the customers wants or requires some improvement. Unstructured interview were also used to ask our target market questions about existing competitor to ask open-ended and specific questions.

**Data Gathering Procedure**

The proponent employed the following techniques in order to gather the required information:

1. After the title was approved, the proponent did extensive research and use a contemporary search strategy on the internet to acquire more recent data regarding the study.
2. The professor validated the created questionnaire, and it was then revised and changed depending on their advice.
3. The proponent had totaled, evaluated, and interpreted the information after receiving the responses from the completed surveys.

**Respondents of the Study**

The chosen market of the study is the Lian Senior High School. Because the location of the proposed business will be located therein. The specific respondents are those students aged from 16-18 years old and above.

**Target Market**

The target market of the proposed ‘Nougat Delight’ candy will be the students of Lian, Batangas which are capable to avail the product. They are teenagers who always craved sweets.

**Product Strategies**

The customers can buy our product by our own address, and to our classroom in Grade 11 Building (3rd Floor, beside MLC) –STEM De Jesus.

To raise brand awareness, encourage customers to buy and to buy again, a company’s name, logo, and tagline will be leveraged.

**Brand Name.** The brand name will be Nougat Delight, which is also the name of this proposed business.

**Tagline.** The tagline will be **“Experience heaven in every bite”** The goal is to persuade customers that our product is heavenly delicious.

**Business Logo.** The Business logo will represent the proposed business and this is the trademark of the “Nougat Delight”.



**Figure 1**

**Nougat Delight Logo**

Figure 1 show the logo that will be used by the proposed business. The nougat bar at the center represents its own product and the peanut is one of the main ingredients of our product. The pink circles represents the perfect and balanced sweetness. The main color is Pink, which is the appropriate color for toddlers, to convince and gain their attentions and it also represent sweetness. Also pink symbolized the happy/positive color that isn’t just feminine, because nowadays, everyone can use the color pink.

**Pricing Strategies**

Our product can cost P8-10. This will be uses as a marketing strategy by the business.

|  |  |
| --- | --- |
| **Company** | **Price** |
| Chocolates | Php26.00-109.00 per piece |
| Cookies | Php 8.00-34.00 per piece |

**Placement and Distribution Strategies**

A company's location is where it decides to base its operations. The location of "Nougats" company can have significant effects on the Business' Performance. The office of the business will be located in Sitio Ligtasin, Brgy. Luyahan, Lian, Batangas. This is chosen location because of the place has an extra space in the house that could be utilized and minimizing the operating cost of the same time. The customers can avail the services of the business by directing messages of our Facebook Page and Instagram.

**Promotion Strategies**

The proponent never underestimates the power of the group creating a new kind of nougat. Due to thinking of new idea about candies, it is challenging, as a result our business must do positioning in 7p's in order to achieve a great outcome. Using social media and flyers is the way to promote our business/product. Any post in the official FB page and giving flyers to our target market— the students, was relevant, meaningful, and has a purpose. It will be difficult to accomplish results on social media and in person if you don't know what your goal are, who your target audience is, and what they want.

**Promotional Mix Strategies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What** | **Who** | **When** | **Where** | **How** | **Budget** |
| Social Media Marketing | The proponent | Will be done in 3 months before | Facebook | The proponents will create a page that you can message | 0 |
| Flyers/cards | The proponent | Will be done in 3 months before | school | We will print cards that will promote the business | Less than 70Php |
| 4 for 20pesos promo sign | The proponent | Will be done in 3 months before | store | We will print signs that will promote the business | Less than 70Php |
| **Total** |  |  |  |  | Less than Php 140 |

**People Strategies**

The company will take care of their own, because the group is assigned with different responsibilities and task. The team will undergo to a monthly practice and testing of our product.

**Process Strategies**

Preparation phase sets the foundation for all work going forward. Business systems are made up of precise procedures that may replicated by the proponent to achieve consistent and measurable results. The

Proponents will have a better understanding of a process and be able to increase its efficiency with the help of this tool. The extent to which that document is shelved until the next planning cycle or becomes a dynamic map of the future depends on the people responsible for overseeing the execution of the plan. Many business owners are experiencing flaws and gaps in their daily operations and many of today's challenges could be solved with the help of business systems. These diagrams are often known as flowcharts or workflow diagrams.

**Generalization**

You can find the whole marketing plan in this chapter. The target market of the proposed Nougat Delight will be the residents in Lian Batangas which are the students. They are the student who loves sweets. The business will focus on the all school in Lian Batangas. The store wherein customers may buy our product is in our school, LSHS. The brand name will be Nougat Delight which is also the name of the proposed business. The tagline of the business will be stated as: "Experience heaven in every bite". The goal is to tell the customers that our product will enjoy and satisfy their cravings. The business will optimize the social media platforms Facebook and the given flyers to students to create awareness and reach potential customers especially the students. Our product can cost P8-10 each. This will be uses as a marketing strategy by the business.

**Chapter III**

**PRODUCTION/OPERATIONAL PLAN**

This chapter focuses into the details of how the company intends to provide the service to clients. It comprises the materials, supplies, and location of the firm, as well as the technology required to bring everything together. Specifically, it presents the service description, service procedure, plant layout and location, machinery/equipment requirement, supplies, leasehold improvement and system requirements.

**Objectives of the Chapter**

The general objective of this study is to determine the technical feasibility of the service to be offered. Specifically, this study will discuss the following objectives:

1. To determine the product to be offered and its product procedures;

2. To identify the business location and conclude on the design and details of the facilities needed for the product;

3. To determine the equipment, materials and supplies needed in the day to day operation; and

4. To outline other operational requirements such as system requirements.

**Product Procedure**

Product Procedure refers to the procedures, techniques, and flow of activities use to avail the product. The customer experience is defined by this process, regardless of whether your company produces products.

Start

End

Pay through GCash.

Pay directly to the proponent.

Customer browses the options.

Go to the nearest proponent to buy the product.

What will they use? Online or Physical Store?

Direct message the available proponent to place an order.

**Figure 1**

**Nougat Delight Procedure**

Figure 1 shows the step-by-step process in availing the product of the business. It starts whether the client is using physical or online platform. If the customer is already decided, he/she can choose whether online or direct payment to the proponents. And lastly he/she can pay to the proponents.

**Business Schedule**

**Table 9**

**Daily Office Operating Hours**

|  |  |  |
| --- | --- | --- |
| **Day** | **Opening Hour** | **Closing Hour** |
| MON-FRI | **9:30 AM** | **5:00 PM** |

It is essential to establish a service schedule in order to effectively serve clients. Table 9 shows the daily office operating hours of Nougat Delight. The office will be open seven hours and thirty minutes (7hrs & 30 mins) hours a day, five (5) days a week from 9:30 AM to 5:00 PM with rest days every Saturdays and Sundays. There will be one (1) hour and forty (40) minutes break for the office personnel at 11:30 AM to 12:30 PM and 3:00 PM to 3:40 PM. Our office won't take any breaks other than that one. The proponent will assume the post during the rest days of the office staff.

**Business Layout and Location**

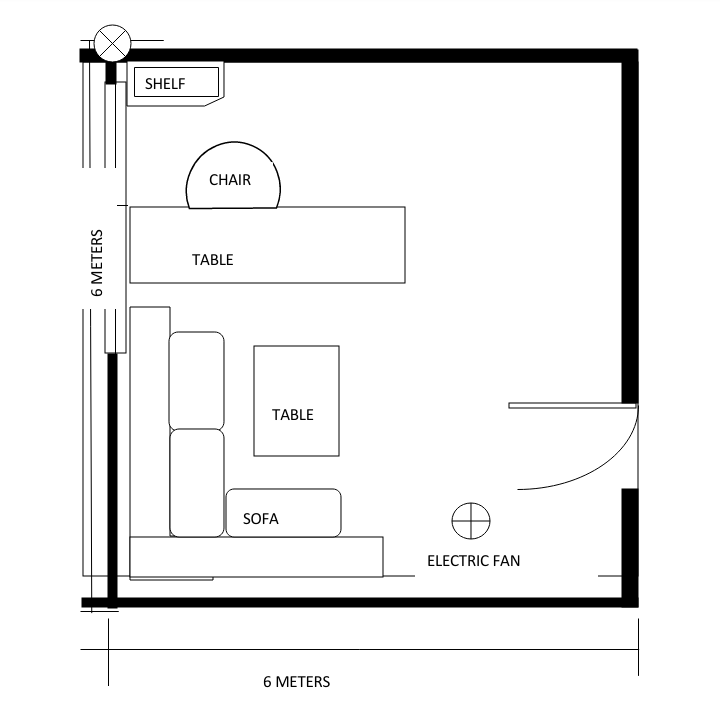
The business will be located at the proponent’s house in Sitio Ligtasin, Brgy. Luyahan, Lian, Batangas. The house has a space wide enough to serve as the office for the business. The space is a wide kitchen but since it is rarely used and contains all the needed equipment it it the most convenient place for the business. The living room of the proponent’s house has a 6m x 6m is also big enough to serve as the main office of the business.

The proponent’s house also has its own internet connection, laptop, and equipment needed on making the product. Thus doing administrative work for the business will not be an issue. Because the laptop and internet connection will mostly be used in running the office. The expenses will be charged to the business. The use of equipment and tools in making the product will also be charged to the business. Due to the business being operated at the proponent’s house and has an Affidavit of Non-Rental submitted to BIR, rent has not been factored in.

**Office Layout**

**Figure 2**

**Mkkn**



**Office Layout**

**Figure 2**

Figure 2 shows the office layout. The space is a 6m x 6m area. An office table with a chair for working area. The sofa is for the waiting area for anyone. The shelf, for storing things that are important. And lastly, the electric fan for the comfort of everyone.

**Machine and Equipment**

A machine is a piece of equipment that employs mechanical power and is made up of several parts, each of which performs a specific function when combined to complete a task. Equipment includes all things required for a particular task. They're assembled in sections. There is a set of them. Since this is a start-up company, it first restricts the purchase of office supplies and equipment to maximize the partners' investments, but once the business is established, it may buy more if necessary. Each item's price is determined using web resources and direct supplier inquiries. These assets have a five- to eight-year projected useful life, and their depreciation will be calculated using the straight-line method with a residual value of 10%.

**Table 1**

**Machinery and Equipment**

|  |  |  |  |
| --- | --- | --- | --- |
| **Particulars** | **Quantity** | **Unit Cost** | **Total Cost** |
| **Kitchen Tools & Equipment** |  |  |  |
| Mixing bowl | 3 pcs | ₱60.00 | ₱180.00 |
| Whisk | 3 pcs | ₱22.00 | ₱66.00 |
| Pan | 2 pcs | ₱159.00 | ₱318.00 |
| Stove | 2 pcs | ₱544.00 | ₱1088.00 |
| Gas | 2 pcs | ₱900.00 | ₱900.00 |
| Measuring Cups | 1 set | ₱89.00 | ₱89.00 |
| Spatula | 2 pcs | ₱13.00 | ₱26.00 |
| **Total:** |  |  | ₱2,667.00 |

*Source: Shopee & Lazada*

The equipment needed for business operations is displayed in the table 11. The electronic appliances in the kitchen are tools and equipment. The mixing bowl is mostly used for mixing components or whipping cream with a whisk. Information tools and equipment also include the spatula for official business use such as mixing, scraping, turning, or spreading substances. Because the included cover also makes them appropriate for keeping other foods and ingredients, multipurpose bowls are now readily available. To estimate the volume of liquid, solid, and semisolid foods, measuring cups will be employed. The last pan is a flat-bottomed frying pan, and gas stoves employ an open flame to cook food both inside the oven chamber and on the stovetop.

**Furniture and Fixtures**

Furniture and fixtures are larger items of movable equipment that are used to furnish an office. Examples are bookcases, chairs, desks, filing cabinets, and tables. This is a commonly-used fixed asset classification that is categorized as a long-term asset on an organization's balance sheet. These assets have a mid-range depreciation period, typically in the range of five to ten years. The balance in this account can be comparatively large for a business that is mostly administrative in nature, such as an insurance company. This means that customers have to go to be able to purchase the product.The purpose of building an e-commerce sales of furniture, customers can order the products without having to come into the store Indah Jaya Furniture, the company was able to overcome the problem of product processing, booking processing thus providing convenience to consumers to get information about products.

**Table 2**

**Furniture and Fixtures**

|  |  |  |  |
| --- | --- | --- | --- |
| **Particulars** | **Quantity** | **Unit Cost** | **Total Cost** |
| File Cabinet | 1 | ₱5,212.00 | ₱5,212.00 |
| Stand Fan | 2 | ₱1,805.00 | ₱1,805.00 |
| Gang Chair | 1 | ₱6,999.00 | ₱6,999.00 |
| Office Chair | 1 | ₱4,150.00 | ₱4,150.00 |
| Office Table | 1 | ₱5,597.00 | ₱5,597.00 |
| **Total:** |  |  | ₱25,568.00 |

*Source: Google, Shopee*

Table 12 shows the furniture needed by the business to conduct normal daily operations. There will be Two layer of File Cabinet a piece of office furniture for storing paper documents in file folders in color White, one wooden Office Table with two 3 file drawers in a color of brown, one ergonomic office chairs in the color of black and one five-seater ergo dynamic silver gang chair. The total cost includes the shipping fee for the delivery of the items.

**Generalization**

The layout of the proponent's house is designed in an organized manner. Just like in any other office, the house will invest an internet connection with the one proponent's mobile data, laptop, equipment needed.

**Chapter IV**

**ORGANIZATION PLAN**

This chapter discusses the type of business structure required for the proposed business, as well as the organizational structure, staffing requirements, policies, and legal requirements. This chapter covers the tasks and obligations of each member of the organization in terms of planning, organizing, staffing, directing, and controlling the organization's aims and objectives.

**Objectives of the Chapter**

The study's main aim is to find the business's management capability by determining the type of business organization, capital contribution, and collaboration of the study's partners, as well as the business's legal process. It intends to discuss the following objectives:

1. To determine the form of business organization and ownership;

2. To determine the organizational structure of the company;

3. To determine the required manpower needed in the organization;

4. To tackle the benefits and compensation that the company will provide:

5. To elaborate the different policies and strategies that the company will implement; and

6. To identify the legal requirements of the business.

**Form of Business Ownership**

The business will be registered following the structure of Partnerships. Partnerships are often called General Partnerships, which two or more individuals agree to share responsibilities, assets, profits, and financial and legal liabilities of jointly-owned business. This means, the firm's debts must be paid by the owners. The owners will be having a claim to the firm's profit. Apart from that, the firm and the owners are identical. If a general partnerships is charged, injured, or deceased, not only the total money invested by the owners will be lost, but all of the owner's personal assets. Because the general partnerships and the business are one and the same, the profit generated by the business will also be used to supplement the general partnerships personal income. As a result, only personal taxes will be charged.

**Organization Structure**

The organizational structure identifies the existence of specific positions inside a company and defines their responsibilities and authority levels. An organizational structure is a diagram of organization that shows what people perform, who they report to, and how business decisions are made.

Proprietor

Cashier

Assistant

Seller

Promotional Representative

**Figure 6**

**Nougat Delight’s Organizational Structure**

Figure 6 shows the organizational structure that will be used by the proposed business. At the front of the store, the cashier will be in control of the money. The seller will be informed of the clients' orders via the assistant. The promotional representative will also be walking throughout the shop's area. They will be identified as "Nougat Delight owners".

**Manpower Requirements**

Five (5) employees are needed for the initial operation of the business. The business will hire one (1) person who will act as the cashier for taking orders. The business initially needs two (2) personnel to serve the orders and two (2) for preparing the products. A job description is a summary of what someone is required to do for a job, such as their tasks and responsibilities. Job specification on the other hand is a list of the skills and qualities that someone needs to have to properly

**GENERALIZATION**

The company will be registered using a partnership arrangement. General partnerships, often known as partnerships, are agreements between two or more people to share the duties, resources, profits, and legal and financial liabilities of a jointly owned business. The organizational structure identifies the existence of particular positions within an organization and establishes their duties and degrees of responsibility. For the business's initial operation, five (5) people are required. One (1) employee will be hired by the company to serve as the cashier and take orders. The company initially requires two (2) employees to fulfill orders and two (2) for product preparation. A job description is a list of the duties and obligations that come with a certain position. On the other hand, a job specification is a description of the abilities and characteristics required to do a certain job.

**CHAPTER V**

**FINANCIAL PLAN**

This chapter discusses Nougat Delight’s financial aspects. In particular, it discusses the source of capital requirements, funding sources, total expected cost, company’s assumptions and its forecasted financial statements.

Objectives of the Chapter

The general objective of the study is to determine the project feasibility of the proposed business. Specifically, it attempts to discuss the following objective:

1. To determine the total project cost;

**Total Project Cost**

The first step in presenting the financial part of the business is determining the project cost. The entire project cost is calculated using expenditures required in the first year of operation, such as the company’s facility, materials, supplies, equipment, staffing requirements, and pre-operational charges such as permits and licenses.

|  |  |
| --- | --- |
| **Pre and Operating Expense** |  |
| Booth Expense | 365.00 |
| Miscellaneous Expense | 15.00 |
| **Total** | **400.00** |

Table 25 shows the total project costs of the business. Fixed asset requirements were based on Chapter III of this study and operating expenses were based on Chapter II and IV of this study. Fixed Asset Requirements are the assets needed for the operations. Operating Expenses such as utilities, compensation and benefits are estimated for two to three days operations. Whereas, advertising, booth supplies and utilities expenses needed before the business starts opening. Cash contingencies serves as the revolving fund of the proposed business.

**Generalization**

The business’ projected start-up cost is 1,250.00 Php which will be invested by the proprietor. The amount will be used to purchase all the needs of the company. By adopting a generalizing business strategy, one makes the company more diverse. The effect of this decision is to make the company more economically secure, especially in periods of economic uncertainty. A term used across fields to indicate when an individual's response or behavior is produced in contexts where it was not directly taught.

**BIBLIOGRAPHY**

**Others:**

**Shopee**

https://shopee.ph

**Lazada**

https://www.lazada.com.ph

**Google**

<https://www.google.com>

**APPENDICES**

**APPENDIX A**

**APPROVAL SHEET**

This business plan, titled **“NOUGAT DELIGHT” CANDY BECOMING ESTABLISHED AT SCHOOL IN LIAN BATANGAS,** prepared and submitted by GROUP 8: Gian Carlos D. Austria, Mark Joseph A. Alday, Andrea Mae G. Anorico, Kimberly F. Domingo, and Mark John Mel M. in partial fulfillment of the requirements for the Entrepreneurship, has been examined and is recommended for oral examination.

**JOHN MICHAEL C. PUA**

Adviser

Accepted and approved in partial fulfillment of the requirements for the Entrepreneurship.

**DR. MYLENE H. LIMJOCO**

Date

Principal

**Appendix B**

**SURVEY QUESTIONNAIRE**

To the Respondents,

We the students of Science, Technology, Engineering, and Mathematics (STEM) from Lian Senior High School, are conducting a Market Research Study on the **“Production and Marketing of Nougat Delight in Lian Senior High School.”** This survey questionnaire aims to gather information or opinions of customers about the mentioned product. Rest assured that all of the data that will be collected will be treated with outmost confidentiality.

Kindly answer the following questions and put a check mark on the box provided for your answer.

**Name (Optional):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Grade and Section:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Product Description:** Nougat Delight is a nougat or a candy that focuses on producing a perfect sweetness with a nuttiness flavor. The chewiness of the candy is also perfect for everyone.

Powdered milk, Marshmallow, Roasted peanuts and one for our flavors serve as its main ingredients.

1. Do you eat Nougat?

□ Yes □ No

1. If yes, how often?

□ Once a day □ Twice a day □ Thrice a day

□ Once a week □ Twice a week □ Thrice a week

1. How many are you willing to purchase based on your answer in question number 27?

□ 1-2 pieces □ 3-4 pieces □ 5 pieces and above

1. Have you ever experience eating homemade Nougat?

□ Yes □ No

1. Are you willing to buy Nougat Delight?

□ Yes □ No

1. In what price do you prefer to buy?

□ Php 20-25 □ Php 26-30 □ Php 31-35

**Comments/Suggestions:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Proponents:** Alday, Mark Joseph A. Guasis, John Nelson S.

Anorico, Andrea Mae G. . Sobrado, Mark John Mel M.

Austria, Gian Carlos D.

**CURRICULUM VITAE**

**Gian Carlos D. Austria**

**Sitio Ligtasin, Brgy. Luyahan, Lian, Batangas**

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[gianaustria135@gmail.com](mailto:gianaustria135@gmail.com)

**EDUCATIONAL BACKGROUND**

* Binubusan Christian Faith Learning Center Inc. (S.Y 2010-2018)
* Lian Institute (S.Y 2018-2022)
* Lian Senior High School (S.Y 2022-2024)

**SKILLS AND ATTITUDES**

* Creativity
* Innovative
* Leadership skills
* Problem-solving
* Arts skills

**AFFILIATIONS**

* Grade 10 English Club Auditor
* Grade 10 TLE Club Secretary
* Grade 11 Mathwiz STEM Representative
* Grade 11 SIGA/GGP Representative
* Grade 11 Journalist
* Grade 12 SSLG Protocol Officer

**ACHIEVEMENTS**

* Consistent Honor Student since Nursery (With Highest Honor) (S.Y 2010-2012)
* Journalist District 1st Placer (Collaborative Writing)
* BFP Digital Artwork Contest 2Nd Placer (2022)
* Received Awards since Elementary School

**Andrea Mae G. Anorico**

**Brgy. Prenza, Lian, Batangas**

**Contact No. 09380584125**

[andreamaeanorico@gmail.com](mailto:andreamaeanorico@gmail.com)

**EDUCATIONAL BACKGROUND**

* Lian Central School (S.Y 2014-2018)
* Lian Institute (S.Y 2018-2022)
* Lian Senior High School (S.Y 2022-2024)

**SKILLS AND ATTITUDES**

* Attention to detail
* Creativity
* Communicate verbally and in writing
* Digital capabilities
* Leadership skills
* Organizational skills
* Problem-solving
* Self-direction

**AFFILIATIONS**

* GRADE 11 STEM – DE JESUS YES-O Representative

**ACHIEVEMENTS**

* Received Awards in Elementary School
* Consistent Honor Student since Junior High School

**Kimberly F. Domingo**

**Matabungkay, Lian, Batangas**

**Contact No. 09361165707**

[domingokmbrly15@gmail.com](mailto:domingokmbrly15@gmail.com)

**EDUCATIONAL BACKGROUD**

* Matabungkay Elementary School (S.Y 2010-2018)
* Matabungkay National High School (S.Y 2018-2022)
* Lian Senior High School (S.Y 2022-2024)

**SKILLS AND ATTITUDES**

* Creativity
* Active listening
* Trust-worthy, Giver
* Self-motivated and Self-disciplined
* Can easily adapt in any kind of environments

**ACHIEVEMENTS**

* Received Awards
* Champion in Badminton
* Consistent Honor Student since Junior High School

**Mark Joseph A. Alday**

**Binubusan, Lian, Batangas**

**Contact No. 09092072680**

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**EDUCATIONAL BACKGROUND**

* Binubusan Elementary School (S.Y 2010-2018)
* Lian Institute (S.Y 2018-2022)
* Lian Senior High School (S.Y 2022-2024)

**SKILLS AND ATTITUDES**

* Great communication skills
* Proficient in English language
* Has an eye for details
* Can work long hours
* Adjustable time schedule
* Great management skills

**ACHIEVEMENTS**

* Consistent Honor Student since Junior High School