#### PHINMA UPANG COLLEGE URDANETA

Nancayasan, Urdaneta City

#### Accountancy, Business and Management

#### 11 ABM-5

# ORGANIZATION AND MANAGEMENT PLAN

Presented as Partial Fulfillment of the Requirement for

### ORGANIZATION AND MANAGEMENT

#### Submitted to:

#### ARNEL Z. BAUZON, MBA

**Professor** 

### Submitted by:

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Tim Andrew A. Gonatice

**ABM Students** 

First Semester

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#### Chapter I

### **Project Summary**

Sustainable living is the main value that our company promotes. The environmental impact of sustainable living can help slow climate change. The scientific community generally agrees that we need to reduce greenhouse gas emissions by 80% by 2050 in order to stay below an average temperature rise of 2°C. Your individual sustainable life choices can help reduce greenhouse gas emissions.

Our motive has been to support, educate, and encourage people and groups of a wide variety to make the switch to reusable and zero waste alternatives as a way to lessen the devastating effects that single-use plastic pollution is having on our planet. And so, we are here to promote the use of Bamboo Straw as an eco-friendly alternative.

#### **Name of Enterprise**

The name of our enterprise is "Bamboost!". It is the combination of two words, Bamboo Straw, which is the product that we sell. With our enterprise's name, you can be able to distinguish already that all of the product that we sell are made from bamboo.



But when you read the name of our enterprise it's like having a double meaning because of the word "-boost" and it's actually had a meaning like when you see or read the name of our enterprise it will give you some encouragement to help the environment and that's how it will move you to buy our product which is the Bamboo Straw.

#### **Business Logo**

We make our logo to be as simple as possible but still our business and product can still be distinguished. We want it to have a minimalist look so that it does not hurt the eye of the customers.

Our company's logo is made up of different shade of green as it represents the natural and organic look of our bamboo straw and it is somehow connected to the bamboo's color of appearance. Instead of putting just a line of a bamboo, we spice some things up and we decided to put a bamboo but we shape it like a straw so that they can be able to distinguished that the product that we sell is a bamboo straw. And lastly, the white background represents cleanliness and sustainable living.

## **Logo of our Enterprise**



## **Business Tagline**

"Live Sustainably. Alternative is the Key!"

Our tagline encourages people to live sustainably, by switching to a sustainable and zero waste way of living. We can be the real change, and you can start with us by buying our eco-friendly bamboo straw. It is not only serves as our tagline, but as an insight and a message for all that we can be that change, by using eco-friendly alternatives.

### **Product Description**

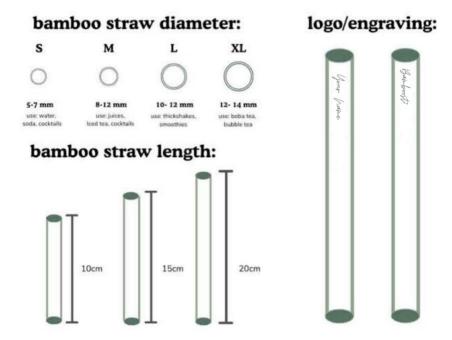
Our main product is bamboo straw and we named it as Kawaii Yan Straw because KAWAII in Japanese language means 'cute' and our product shows a cute, smooth, and minimal design and Yan is Tagalog word but in English means 'that' its referring to the product but then the point here when you're going to read it, it will become KAWAII YAN most of Filipino peoples known the bamboo straw as "Kawayan" in Tagalog and it will easily keep in everyone's mind. Easy to say Easy to remember.

Our Kawaii Yan Straw is environmental-friendly and good for our health because it's 100% natural and chemical-free. And take not also that bamboo have a natural antimicrobial property it means that bacteria are less likely to build up in it. And bamboo straw will also prevent us from ingesting different dangerous toxins.

#### Kawaii Yan Straw



## **Size Chart:**



#### **Chapter II**

#### **Planning**

When we've first thought about our business, we have a strong feeling that it will have a bright future. And for the next 3-5 years, we see our bamboo company growing and being recognized by many; our products being used by many; and our advocacy which is the "living sustainably" being loved by many. Many changes will happen for the next coming years, our main product which is the bamboo straw will be upgraded, many products will be introduced, there will be some innovations with our equipment and we will have our company's first headquarters and many buildings will rise. I see our bamboo company being a successful one for the next 3-5 years.

For the next coming years, we will make sure that we will do some changes with our main product which is the bamboo straw. There will be more variations than before, like having some different colors, different sizes, different designs and customizable. We'll make it durable as possible so you can be able to use it for a very long time. We plan that for the next 3-5 years our business will have its own modern and innovative equipment as this will not only reduce our production cost but also help us maintain a high-quality products and services. We will continue to develop and improve our company's products and services by understanding our customer's needs. We can able to do it by encouraging them to provide us with feedback. Understanding and knowing customer's needs is one of the important steps in order for our business to move forward. Our customers will not only remember our great service but they will also be more likely to refer us to other people.

Our company will introduce many products for the next 3-5 years just like bamboo cutlery sets and bamboo tumbler as these things are also one of the essential things that we usually used every day. For the next 3-5 years, our company will have its own headquarters and offices with so many employees working on it. We can't deny the fact that we need our own spaces as this will help us to work efficiently and with this, we can be able to provide more a high-quality products and services.

Our company "Bamboost!" will continue to grow and provide the people the best quality products and services that they never have. We will be known all over the country and the world, not only because of our high-quality products but because of the great impact that we give to the environment. Our company will have so many branches all over the country as our products and advocacy continue to be noticed by so many people. We see our company which is the "Bamboost!" collaborating with different environmental groups organizations as they appreciate the things that we are doing for the environment.

For the next coming years, our company will continue to advertise and give awareness to the people the importance of switching into reusable and zero waste alternatives as it reduces the devastating effect of single-use plastic in our environment. We'll do it with the use of social media because it is timely and relevant right now in our society. In order for all of this to come true to life, then we need to move and put all this words into actions. And in order for our business to succeed, we need to work and connect with the people around us, we need to make an effort, we need to work hard and always motivate ourselves that we will because we can. How we think on ourselves can create a huge impact on what we do.

### **Chapter III**

### **Organizing and Staffing**

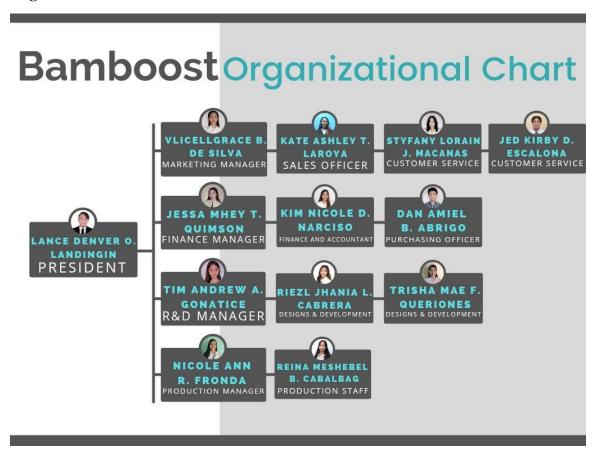
Smooth flow of operations is one of the main goals of every business and one way of doing it is by having a good business organization. Putting the right persons in every specific work is very important as they are the one who keeps the business organized. The more organized your business is, the easier it will be to operate day-to-day, leaving you more time to concentrate on increasing your profits.

The great performance of every company is the result of having a good business organization, from establishing an organization goal, assigning tasks, managing your time, having a good connection with your employees, organizing offices, managing the resources and many more. The importance of organizing is that it will serve as your key for you to be able to implement all of the plan that the company made. In the process of staffing, our company makes sure that their skills and knowledge are properly evaluated. The specific job that they have is based on their ability, knowledge, skills, and specialization because putting them in a work that they aren't capable of will only make everything harder and even worse. And we also make sure that our employees are getting the support that they need as it leads them to maximum productivity and higher performance. And so if the company has its right people keeping the business organized then it will surely achieve that great success.

### **Organizational Structure**

The organizational structure serves as the backbone of a company's culture, it has a direct influence on employee behavior, performance, and motivation. As a result, having a framework in your company is more vital than allowing it to be managed recklessly with no defined structure. The organizational structure of "Bamboost!" is well-evaluated and made precisely. Every individual that made up this company has their own and specific job to do and will do their best in order for the company to maintain its smooth flow of operation.

### **Organizational Chart**



### **Compensation and Benefits**

Employees are a company's most valuable asset. We make sure to take care of our company's people by giving them the proper employee benefits, mandatory or not. These compensations and benefits will also help increase job satisfaction which, in turn, will improve their work performance and positively impact our company.

To make it simple, the compensations and benefits that our company provides are the following:

#### **Insurance Benefit Plans**

The company pays specific amount of money to cover an employee's medical expenses. Accidental losses, disability, abrupt death, and dismemberment are all covered by these policies. Dental checks, biometric screening, and other sorts of medical care are some of other types of medical treatment that are included in these benefits.

#### **Health Care Benefits**

It is the simplest yet the most important benefits that we can provide to our employees and it also shows them that we are invested in not only their overall health, but their future. Our company ensure that all employees are dutifully reported to PhilHealth so that in times of need, they can readily rely on accurate records, especially of their premium contributions.

### **Overtime Pay**

The employee who renders service beyond the schedule indicated in the contract will be given additional compensation equivalent to his regular wage including at least 25% premium.

### **Premium Pay**

A premium pay is an overtime pay for rest days and official holidays. Employee shall be paid an additional compensation from the rate of the first eight hours on a holiday or rest day plus at least 30%. There are three types:

- Regular Holidays these refer to fixed dates like Christmas Day, Independence
  Day, or New Year's Day. However, National Heroes Day and Holy Week are
  considered regular holidays despite changing dates.
- Special Holidays also known as Special Non-Working Holidays, they fall on flexible dates, depending on the circumstance. Examples are ASEAN Summit or regional events like festivals or class suspensions. A day becomes a special holiday if: proclaimed by the President, enacted by the Congress, or 3) declared by LGUs in the specific regions.
- Double Holidays this is a rare occurrence wherein a regular holiday and a special holiday fall on the same day. Example: President Rodrigo Duterte declared August 21, 2018 as special non-working (Eid'l Adha) and regular holiday (Ninoy Aquino Day) at the same time.

### 13<sup>TH</sup> Month Pav

It is an extra paycheck that is typically equal to one month's salary. It is paid in addition to our employee's annual salary. All rank-and-file employees who have worked for at least one (1) month during the calendar year, are entitled to receive 13th month pay regardless of the nature of their employment and irrespective of the methods by which their wages are paid.

#### **Corporate Discounts**

It is a discount offered to employees on the original price of goods or services by our company.

### **Retirement Pay**

Upon the age of 60 years or more, an employee who has served at the establishment for at least five years may be granted a retirement pay equivalent to at least one-half month of salary for every year of service. A fraction of at least six months is considered as one whole year.

#### **Paid Vacation and Sick Leave**

These are benefits where an employee is paid even when he takes time off from work. And our employee's health is our utmost priority. If we let them work even though they're sick, it will directly affect their productivity and efficiency. So offering them a paid sick leave is a great thing as they'll have some time to take a rest and a time for themselves.

#### Resume

# Lance Denver Oclarino Landingin

Seeking a position as a President at "Bamboost!" to utilize my leadership and management skills that will keep the workforce intact in order for the company to achieve organizational goals.





172 Malasin, Pozorrubio, Pangasinan \$\sqrt{09458420038}\$





laoc.landingin.up@phinmaed.com

## **EDUCATION**

Malasin Elementary School – Elementary

2016-2017

Benigno V. Aldana National High School – Secondary

2020-2021

## PERSONAL INFORMATION

Full Name: Lance Denver Oclarino Landingin

Age: 16

Date of Birth: November 25, 2004 Place Of Birth: Pasig City, Manila

Civil Status: Single Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Leadership Skills Decision-making Skills

Management Skills Approachability Communication Skills

Transparency

# Tim Andrew Amarille Gonatice

Appealing for the position as R&D Manager at "Bamboost!" to secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.





426 San Hilario Street, Puelay, Villasis, Pangasinan 09052615538 <u>tiam.gonatice.up@phinmaed.com</u>





### **EDUCATION**

Puelay Elementary School – Elementary

2016-2017

Saint Anthony Abbot Academy - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Tim Andrew Amarille Gonatice

Age: 17

Date of Birth: October 18, 2003

Place of Birth: Villasis, Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Creative

Knowledgeable about designing

Professionalism and strong work

ethic

Oral and written communications

skills

Leadership

# Jessa Mhey Tandas Quimson

Seeking a position as a Finance Manager at "Bamboost!" to provide advice to higher management or corporate officers on how and where our assets are bought and distributed, as well as to prepare detailed financial reports and statements employing a diverse set of abilities.





🖍 Villa Pozorrubio, Pangasinan 📞 09489497391 🖂



jeta.guimson.up@phinmaed.com

### **EDUCATION**

Rosario, Elementary School – Elementary

2016-2017

Benigno V. Aldana National High School - Secondary

2020-2021

## PERSONAL INFORMATION

Full Name: Jessa Mhey Tandas Quimson

Age: 16

Date of Birth: Dec. 22, 2004

Place of Birth: Pozorrubio, Pangasinan

Civil Status: Single Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Leadership. Interpersonal skills.

Mathematical proficiency. Problem solving.

Attention to detail. Communication.

Analysis. Organization.

# Vlicell Grace Bacongol De Silva

Seeking a Marketing Manager role that will utilize my skills to grow a "Bamboost" company that will exceed expectations and sales goals and implement new strategies for our company's success.





San Pablo, Binalonan, Pangasinan 6 09381214895





### **EDUCATION**

Balangobong, San Pablo, Elementary School - Elementary

2016-2017

Batasan National High School - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Vlicell Grace Bacongol De Silva

Age: 17

Date of Birth: July 04, 2004

Place of Birth: San Pablo, Binalonan, Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: Roman Catholic

### **SKILLS**

Good teamwork skills.

Adaptability.

Strong Communication.

Communication skills.

Creativity and writing skills.

# Nicole Ann Ramos Fronda

To work as a Production Manager in a challenging environment where I can prove my capabilities through hard work and enables me to utilize my knowledge and learn new things.





\*#511 Zone 5 Calepaan, Asingan, Pangasinan \ 09196458265





nira.fronda.up@phinmaed.com

### **EDUCATION**

Asuncion Elementary School – Elementary

2016-2017

Bugallon Integrated School - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Nicole Ann Ramos Fronda

Age: 16

Date of Birth: October 9, 2005

Place of Birth: Dagupan City, Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Confidence Problem solving skills

Technical skills Leadership and interpersonal skills

Project management skills IT and numerical skills

Organization and efficiency Communication skills

# Riezl Jhania Ligot Cabrera

To secure a position in Designs and Development at "Bamboost!" to improve my creativity skills that will give investors a description of the product's design, map its evolution in relation to production, marketing, and the firm itself, and build a development budget that will allow the company to achieve its objectives.









rili.cabrera.up@phinmaed.com

## **EDUCATION**

Bobonan Central School - Elementary

2016-2017

Benigno V. Aldana National High School - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Riezl Jhania Ligot Cabrera

Age: 16

Date of Birth: July 9, 2005

Place of Birth: Pozorrubio Pangasinan

Civil Status: Single Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Creative Ability

Communication Skills

**Decision-making Skills** 

# Trisha Mae Francisco Queriones

Seeking a position as Designs and Development to begin my career in a level which can show my skills that will keep the company to achieve organizational goals.





#740 Sitio Bucot, Rosario, Pozorrubio, Pangasinan 09384221032





trfr.queriones.up@phinmaed.com

### **EDUCATION**

Rosario Elementary School – Elementary

2016-2017

Benigno V. Aldana National High School - Secondary

2020-2021

## PERSONAL INFORMATION

Full Name: Trisha Mae Francisco Queriones

Age:16

Date of Birth: February 20, 2005

Place of Birth: Urdaneta City, Pangasinan

Civil Status: Single Nationality: Filipino

Religion: Roman Catholic

## **SKILLS**

Creativity and innovation.

Time management and organizational skills.

Accuracy and attention to detail.

# Kim Nicole Daro Narciso

Seeking a position as Finance and Accountant at "Bamboost" to analyzed and visualized financial data to create and deliver presentations reporting financial performance for senior leadership.









### **EDUCATION**

St. Camillus College of Manaoag Foundation Inc. – Elementary

2016-2017

St. Camillus College of Manaoag Foundation Inc. – Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Kim Nicole Daro Narciso

Age: 18

Date of Birth: September 25, 2003

Place of Birth: Baguio City

Civil Status: Single

Nationality: Filipino

Religion: Roman Catholic

### SKILLS

Technical skills

Organization and efficiency

Problem solving skills

Leadership and interpersonal skills

IT and numerical skills

Communication skills

# Dan Amiel Banda Abrigo

Seeking a position as Purchasing Officer to put my managerial and communication skills to use in charge of purchasing materials for products.





Poblacion District 1, Pozorrubio, Pangasinan \ 09672658203



anba.abrigo.up@phinmaed.com

## **EDUCATION**

Pozorrubio Central School – Elementary

2016-2017

Benigno V. Aldana National High School – Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Dan Amiel Banda Abrigo

Age: 16

Date of Birth: Dec. 28, 2004

Place of Birth: Dagupan City, Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: Jehovah's Witness

# **SKILLS**

Managerial Skills

Communication Skills

Marketing Skills

Management Skills

Planning Skills

Active listening

**Negotiation Skills** 

# Kate Ashley Tomeldan Laroya

To secure a position as a Sales Officer as it utilizes my communication and strategical skills that will surely contribute and will drive the company to success.









klarova2822@gmail.com

## **EDUCATION**

Balangobong San-Pablo Elementary School – Elementary

2016-2017

Juan G Macaraeg National High School – Secondary

2020-2021

## PERSONAL INFORMATION

Full Name: Kate Ashley Tomeldan Laroya

Age: 16

Date of Birth: March 28, 2005

Place of Birth: Balangobong Binalonan Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: Roman Catholic

### **SKILLS**

Interpersonal

Communication skills.

Motivated-driven attitude

Sales-driven attitude

Results-driven attitude

Target-driven attitude.

# Styfany Lorain Jimenez Macanas

To answer customer questions quickly and effectively at "Bamboost!" to provide product/services information, answer questions, and resolve any emerging problems,





\*\*Sterling Village Poblacion Zone 1 Villasis, Pangasinan \$\sqrt{0}\$ 09664382445 \$\sqrt{tyji.macanas.up@phinmaed.com}\$



### **EDUCATION**

Villasis 1 Central School Sped Center - Elementary

2016-2017

Don Ramon E Costales Memorial National High School – Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Styfany Lorain Jimenez. Macanas

Age: 17

Date of Birth: Sept 12, 2004

Place of Birth: Villasis, Pangasinan

Civil Status: Single Nationality: Filipino Religion: Catholic

## **SKILLS**

Persuasive Speaking Skills

Adaptability

Communication Skills

Taking Responsibility

**Effective Listening** 

Empathy

Self-Control

# JED KIRBY DERPO ESCALONA

Seeking for the position of Customer Service at "Bamboost!" to utilize my communication and marketing skill that will build loyalty and trust between customer and business and also feedback can have an impact on the growth of the business.





\* ZONE 3 CARMEN EAST ROSALES PANGASINAN \$\sqrt{09338682805}\$ iede.escalona.up@phinmaed.com





### **EDUCATION**

Carmen Elementary School – Elementary

2016-2017

Rosales National High School - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Jed Kirby Derpo Escalona

Age: 16

Date of Birth: March 24, 2005

Place of Birth: Carmen West Rosales Pangasinan

Civil Status: Single

Nationality: Filipino

Religion: The Church of Jesus Christs of Latter-day Saints

### **SKILLS**

Communication skills

Marketing skills

Negotiation skills

Product knowledge

# Reina Meshebel Bajesta Cabalbag

To secure a position as a Production Staff in a reputable organization to expand my learnings, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.









## **EDUCATION**

Vicente Taaca Memorial School – Elementary

2016-2017

Palina East National High School - Secondary

2020-2021

### PERSONAL INFORMATION

Full Name: Reina Meshebel Bajesta Cabalbag

Age: 16

Date of Birth: January 21, 2005

Place of Birth: Urdaneta City, Pangasinan

Civil Status: Single Nationality: Filipino

Religion: Christian

### **SKILLS**

Experience operating manufacturing machinery.

Teamwork

Good communication skills.

Basic math skills.

Physical dexterity.

Available for shift work.

#### **Chapter IV**

#### **Leadership Style**

You must be an effective leader to make an impact as a leader. And in order to be that way, you must know exactly where you're starting from and where you want to go. Knowing your present strategy gives you a starting point for identifying the changes you need to make. By knowing the leadership style suits you best is an important element of becoming a good leader. Developing a signature style that allows you to shift into various styles as needed will help you become more effective as a leader. Participative Leadership or what we also know as Democratic Leadership is what our organization possessed. Our company values each and every person that builds up this company and with this style of leadership, we will be able to build a chain of ideas that would really be a big help in our company's growth, development, and innovation. And because participative leadership is all about discussion and participation, it will really help a lot in boosting our employee's morale, productivity, and confidence as they will be able to feel that their voices are being heard by the person in-charge, that their voices are being valued by the organization. This style of leadership gives our organization a lot of advantages. It can foster trust and encourage teamwork and cooperation among employees. It promotes innovation and helps employees grow and develop and this will also nurture the leadership skills of each and everyone. We will also be able to look at a bigger picture as we do have so many brains working on together. Understanding how you lead and want to lead will give you a better sense of control over the size and scope of your reach and impact.

### **Social Obligation and Responsibility**

From the very beginning since our company started, the thing that we always value a lot is living sustainably. Just like what our company's tagline said, "Live Sustainably, Alternative is the Key". Our company's mission is not only to earn profit but also to contribute to the development of our environment. We want to promote the sustainable way of living by switching to a zero-waste and reusable alternatives as this will helps in reducing the single-use of plastics in our community.

And so, we created a program called "Project Green Sip" as it promotes the use of a zero-waste product, the bamboo straw, which what we called as the "Kawaii-yan Straw". Our company will conduct this program every six months by giving away 30 sets of our product, wherein each set includes a 3 different sizes of our Kawaii-yan straw. With this program, they'll be able to experience our high-quality product and this will also encourage everyone to use a zero-waste alternatives. Instead of using those plastic straws, they'll now use our Kawaii-yan straw with their milkteas and other varieties of drinks. This program will really contribute a lot in our community as it reduces the single-use of plastics.

#### Chapter V

#### Controlling

Controlling is one of the most basic and an important function, of management and without controlling, management can't ensure the desired results. Controlling determines what is being accomplished and taking necessary corrective measures, so that the performance takes place according to plans. Controlling helps us to monitor the effective planning, organizing, and check mistake and tells us on how new challenges can be met or faced to our company. And with the help of controlling, the organization will be able to ensure those resources being used properly and precisely. Controlling is one of the skills that a manager should posses. With a good controlling management skills, company's coordination and smooth flow of operation will surely achieved and maintained.

#### **SWOT Analysis**

In any business, it is important to innovate and bring new ideas to the table. However, new ideas can seem terrifying because the people are aversive of sudden change. This is why SWOT analysis is done before venturing out to implementing a new business idea. The significance of SWOT analysis is that it provides a good way for companies to examine both positive and negative attributes within a single analysis, determining how best to compete in the market as a whole. By undergoing SWOT analysis, our company can better compete in the industries while passing on benefits such as lower costs and higher quality service to our customers.

### Bamboost's SWOT Analysis Chart:

#### **STRENGTHS**

#### WEAKNESSES

### Company

- Our company's strength is our ability to communicate and work together effectively.
- Unique and creative company's name.
- Our company's advocacy which is living sustainably is what will attract customers.

#### • Product

- Start with our affordable price that everyone can afford to buy.
- Next is the benefits of our product is its organic and totally chemical-free, eliminating the risk of ingesting dangerous toxins.
- And then the product name that can caught the customer's attention.
- Last, the texture of our product that can fulfill your expectation.
- Durable and long lasting of usage.

### • Marketing Strategy

- I would say that our strength is our diverse communication skills. We always enjoyed working with people as we found that it adds a lot of diversity to our working day.
- With the existence of different social media app like Facebook and Instagram, we would like to use this as our platform when it comes to selling and advertising as social media is being widely used in the Philippines.

Our company struggled in product positioning because every company wants to position its products favorably in the minds of consumers, so there is usually a high level of competition. Since our company is just starting, we find it difficult to position our products in a market that has well-established competitors.

- Lack of perspective
- Lack of capital
- Lack of market research
- Management shortcomings
- Business competitors

#### **OPPORTUNITIES**

One of the best strategies to increase sales and profit in our product is by selling our product in unique way that attracts customers' attention. There are various ways to increase sales, one of those is to create a strategy and stick to it.

There are 3Ps that can contribute to our sales strategy and improve business:

First is **Product**, it's one of the simplest eco-friendly acts you can do using Bamboo Straws. This product is hygienic, safe, and 100% organic. People must find this product attractive, including brand name, packaging and production costs.

Next is **Price**, consider where we stand on price in comparison to our competitors and, if necessary, change our pricing to remain competitive. Our product is high quality and affordable.

And last is **Promotion**, we need to plan on how to promote our product. We can advertise our item, particularly through social media, which has proven to be one of the most effective platforms for online product promotion. Our product should be creative that can attract new consumers and help regain the interest of repeat customers.

#### **THREATS**

- Issues with money
- There is a lot of economic uncertainty.
- Attracting and maintaining talent.
- Cyber, computer, technology risks/data breaches.
- Increasing the expense of employee benefits.
- Inflation in production's resources
- Resource deficit
- Market's demand

#### **Production Process**

In the production process of our bamboo straw, we use sustainable bamboo and natural materials. During the harvest and production phase, no chemicals are used. Our bamboo is cultivated organically, without the need for any harmful fertilizers or pesticides, and so growing it doesn't contribute to any unwelcome elements entering ground-water. Our Kawaii-yan Straw are made from organic bamboo, which is 100% biodegradable.

### **Kawaii-yan Straw's Production Process**

Step 1	The first step is to properly dry the bamboo stems in the sun. This gives the bamboo a gorgeous brownish hue and allows you to work with it.
Step 2	After that, we cut them to a length of 20cm (8 inches). We do it by hand to ensure the tips don't shatter or cut, and that they're safe to drink from. We sand them down once they're cut to the correct size to give them a smooth and clean finish, just the way we want them.
Step 3	Removing all of the inner pith from the bamboo by drilling through the center on both sides with your drill. After that, we use metal rod to eliminate any remaining surplus.
Step 4	The bamboo straws are rinsed in water one by one after being chopped and polished, and then boiled for 40 minutes in water with vinegar to completely disinfect and detoxify them.
Step 5	They are then dried for a couple of hours in the scorching sun before being packed in a clean and secure facility.

### **Company's Services**

Kawaii-yan straw are a smart, green alternative to keep in your home. Our reusable straws are made from whole stalks of bamboo: nothing recompressed, nothing added! This makes them simple to maintain by adhering to a few quick and easy steps:

- 1) We advise our customers to boil their bamboo straws in a little salt and vinegar before using them for the first time. This helps to remove any residue, or remove any 'woody' aroma.
- 2) After each use, rinse your bamboo straws under the tap water and often clean the inside using the cleaning brush provided.
- 3) Will bamboo straws retain the flavours of the drink? If you encounter this after drinking strong-flavoured drinks like coffee, we recommend scrubbing the inside of the straw with a cleaning brush and soaking in hot water. This will remove any flavours that you feel are retained.
- 4) Always allow your bamboo straws to dry fully but fear not; they dry very quickly! Store your straws in a well-ventilated place, and never in air-tight containers or jars.
- 5) The bamboo straws can be washed and reused multiple times. Biodegradable and organic, there's no damage done to the environment.
- 6) Aside from keeping your Bamboo Straws dry, keep them well-ventilated as well. Bamboo straws can get moldy, particularly if they are not washed and dried properly, so we advice you to follow the instructions on how to clean your bamboo straws. Bamboo straws will last up to nine months if they get the right care. Our bamboo straws are ideal to use as a drinking straw for hot drinks and cold drinks.

### **Company's Policies and Regulations**

Bamboost is responsible for providing a safe and secure workplace and strives to ensure that all individuals associated with the company are treated respectfully and fairly. Though it is impossible to list all forms of unacceptable workplace behavior, the following are examples of behavior that would be considered violations of Bamboost rules of conduct. Such behavior may result in disciplinary action, up to and including termination of employment.

- 1. Theft or inappropriate removal or possession of company property or the property of a fellow employee.
- 2. Willful destruction of company property or the property of a fellow employee.
- 3. Fighting or threatening violence in the workplace.
- 4. Sexual or other harassment.
- 5. Using excessively abusive, threatening or obscene language.
- 6. Using intimidation tactics and making threats.
- 7. Sabotaging another's work.
- 8. Making malicious, false and harmful statements about others.
- 9. Publicly disclosing another's private information.
- 10. Unauthorized disclosure of business "secrets" or confidential information.
- 11. Falsifying company records or reports, including one's time records or the time records of another employee.
- 12. Unauthorized leaves and absences.