

# **PHINMA COLLEGE OF URDANETA**

Nancayasan, Urdaneta City



Accountancy and Business Management

**11 ABM 4**

## **BUSINESS PLAN**

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Presented as Partial Fulfillment of the Requirement for

**ABM001: ORGANIZATION AND MANAGEMENT**

Submitted to:

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ABM Students

First Semester

Academic Year 2021-2022

## **CHAPTER I**

### **PROJECT SUMMARY**

Straw or drinking straw is paraphernalia that is intended for carrying beverages from a glass or container towards the consumer's mouth. Straws are commonly made from plastics A straw is used by placing one end into the consumer's mouth and the other is on the drink or beverage. Drinking straws are often a single-use product most especially plastic straws

However, several countries have banned single-use plastic straws to reduce the plight that has been rapidly rising over the past years.

According to Schnurr et. Al (2018), plastic straws contribute 60-95% of global pollution. As a result of this environmental concern, a new regulation has been implemented, and that is using reusable and biodegradable straws. These straws are often made of silicone, cardboard, or metal but these materials only deduct the single-use plastic pollution for a small-scale due to unaffordable price and also affecting the flavor of the beverage

Hence, the proponents have thought of how to produce a straw-like product with no waste. Thereby, the proponents came up with an Edible straw that has not been widely introduced to consumers and food corporations. Edible straw combined with natural and local flavors are products that will boost the morality of eco-activist to stop using plastics or any other harmful materials that may harm the environment.

## **NAME OF ENTERPRISE**

The name of our enterprise is STEP Enterprise which stands for Step Towards Eco-Economic Production. The proponents came up with this idea as it emphasizes the goal of the company. The “Eco” word in STEP defines the advantages for the sustainability of the future which the company offers through producing Eco-friendly products.

Moreover, this name also stands for Economic cost as what the pronunciation suggests which means economical value as the vision of the corporation is to manufacture and produce cheap goods with quality at par with expensive products.

## **BUSINESS LOGO**

The logo is simple but attractive to the eyes of the people. It says what it looks to be exact. The look of the logo is just composed of black and white representing elegance through simplicity. Also, the proponents have used overlapping letters of STEP, as these letters only have one significant meaning to us and to the being of the company. It merely means that the company, as well as the employees, are the STEP of the society to attain eco-economic production.

## **LOGO OF OUR ENTERPRISE**



## **BUSINESS TAGLINE**

“Wanna eat? Take a sip” – a five-word phrase that seems to be teasing but at the same time encouraging, A tagline that will push the consumer’s mind to think of sipping so they can eat something that has never been produced before. Just by reading the tagline, you will automatically think of something that includes eating and drinking. The goal of our tagline is to encourage customers to buy the goods with a lasting positive impression of the brand. The tagline proposes a tasting frenzy while drinking and eating.

## **PRODUCT DESCRIPTION**

The proponents decided to name the straw product Sip-eat. It is what the researchers thought as the shortest term for, “Have a sip on it and eat.” - Aside from it defining our product in two words, it also somehow sounds like “Sip-it.” It encourages the consumers to have a sip and taste these edible straws

Furthermore, Sip-eat is an edible straw that you can use to drink and also eat at the same time it has a chewy texture that everyone will enjoy. The proponents have come up with different flavors such as coffee, orange, lemon, banana, chocolate, pineapple, and vanilla together with the limited edition of flavors named “Bahay-StrawsaKubo” which includes the following flavors: Luya (Ginger) Honey, Kundol (Wintermelon), Mani (peanut), Kamatis (Tomato), Linga (Sesame). These flavors will give the consumer to choose the appropriate flavor for their drink or their desired aftertaste after drinking. These edible straws will open doors for convenience without destroying natural resources. It will also let the consumers enjoy sipping without any worries about environmental issues.

## SIP-EAT STRAW



## CHAPTER II

### Planning

The proponents presumed that after refining, legalizing, and pursuing the team's established business ideas, along with the instilled mission of serving the customers low-cost quality products without compromising the natural resource; in the next 3-5 years, the STEP (*Step Towards Eco-economic Production*) enterprise have grown successful and became an international business. The proponents foresee the future of STEP enterprise as one of the globally competitive businesses in the industry not only in the Philippines, but also in foreign countries.

Moreover, in the succeeding years, the business has already expanded throughout the Philippines and also across national borders such as Malaysia, Singapore, Hongkong, USA, and Australia. Where the team follows the following criteria of expansion:

- The business has a loyal customer base;
- The demands of products are high;
- The business has been profitable for approximately 2 years;
- The business has a strong team of employees;
- The industry or market is growing;
- The business has a steady and positive income flow.

STEP enterprise has become one of the most beneficial and eco-friendly manufacturers in the Philippines, thanks to the door the well-known product Sip-eat, opened for us.

Sip-eat has become one of the most eagerly anticipated products among the general public, particularly among drinkers. Our product became a high demand due to its benefits not just only to the consumers but as well as to the environment. The business has successfully put up stores at Mall of Asia, SM branches, and Ayala Malls all over the country which was the beginning of the business's expansion. As a result of public demand, the team has negotiated with local as well as international companies that require straws in their drinks, such as Starbucks, Macao Imperial Tea, Coffee Bean, Jollibee, and other local shops. Luckily, all of the companies we have approached agreed to partner with us. With that, we became the supplier of top-notch global businesses.

Due to the sudden rise of our Enterprise, investors from different countries have funded the furthering of the business. Along with the increasing number of investors, the team has decided to legalize every transaction between us and these capitalists, to protect not only our partners but the company as well. Hence the change of business entity has been done. From enterprise, the business became a corporation and is now a global company with headquarters located in the Philippines.

Aside from the expansion of the enterprise among several countries, the renovation of business buildings in the Philippines has already begun. A specific amount of budget was set depending on the renovation needs. Starting from the rental contract of a physical business stall, the team has bought several properties such as commercial buildings for the business store with the headquarters located at Bonifacio Global Fort, Taguig.

Furthermore, as the business grow and expand, the team introduced products like clothes made out of rice straw waste which is abundant here in the Philippines; and Bottles as well as kitchen containers made out of rice husk. The product “Sip-eat” was upgraded. The addition of 0.219 diameters and 0.375 diameter straw sizes has been applied.

Also, innovation such as the making of new sip-eat premium flavors exclusive for countries we have stores has been achieved. For example, the acai-strawberry flavor was manufactured for our branches located in the USA because the customers there specifically Americans are fond of this flavor.

Additionally, the Ziploc container has also been replaced with a glass tube that makes the product more attractive and elegant. The adjustments and innovation of products are based on the needs of the customers from the different branches.

The development of the business cannot only be seen in the product or how big the company is, but also in the improvement on how we serve and provide the needs of our customers. Consequently, the team did some strategic management, insight on effectiveness, and analyzed the factors that may affect our business inside and outside the country to evaluate and monitor environmental factors. Flexible strategies like sending representatives to the different branches, creating a database for quarterly monitoring of cash flow, yearly seminars and pieces of training for employees, checking and monitoring of products monthly were put into action.

Different marketing strategies were also utilized over the past years. We have used content marketing as it attracts and gains audiences by creating videos, articles, and other



media. We also have availed a slot in commercials of GMA and ABS-CBN where a ten-second advertisement starring Andrea Brillantes sipping and eating the straw is played during the station's commercials. We also did event sponsoring where the team targeted environmental events that helped us introduce the business' brand name and eco products to the environmentalists. Influencer marketing has also been applied in our marketing where we give Filipino Influencers our products for them to introduce to their supporters or audience. Some customers who really loved our products took the initiative to promote and discuss what our products are without gaining anything from the company.

In addition, the team has also flourished over time. The organization turned into a big family with over 700,000 workers under our wing. The enterprise is not called STEP for nothing, so we plan to always step towards reaching our goals and objectives for the business and environmental success.

## **CHAPTER III**

### **Organizing and Staffing**

Assigning tasks, arranging tasks into departments, distributing power, and allocating resources across the organization are all part of the organizing process. Managers organize personnel, resources, rules, and procedures during the organizing process to help achieve the plan's objectives. Organizing is a difficult task that frequently necessitates a thorough examination of hiring and gathering employees based on their skills and experience. Managers are required to organize the assets of the firm to execute the strategy efficiently and successfully before it can be implemented.

Because many of the "assets" are employees, understanding specialty and job divisions is critical to this attempt. At this point, staffing is catalyzed.

Staffing is the operation or process of hiring and gathering employees based on their skills and experience. Essentially, the goal of staffing is to assist a job seeker in finding a job while also assisting a firm in finding a quality candidate for an open position.

These two components are inseparable since organizing is deploying staff into different departments whilst staffing is filling up the organized parts of the company. For instance, a company is categorized into Marketing, Finance, Operations, Management, Human Resources after that, the staffing process will make sure that every position in these categories is permeated.

## **Organizational Structure**

A functional structure divides the organization into departments based on their functions. Each is headed by a functional manager and employees are grouped according to their roles. Functional managers typically have experience in the roles they supervise, ensuring that employees are using their skills effectively. With that being said, a functional structure is adapted in STEP enterprise to maximize the department expertise in order for us to achieve our business objectives.

Under a functional organizational structure, employees are classified according to their function in an organizational chart.

The chart below the roles of each position, shows the organizational structure of the CEO, Manager, finance, customer service, inventory, production.) Each department has a head responsible for it, helping the organization control the consistency and quality of its performance. These department heads are very skilled, experienced in the same work, and perform at a high level.

The roles and responsibilities of each position are as follows:

**CEO** - As the top manager, Pamela Mae is typically responsible for the corporation's entire operation. It is her responsibility to implement board decisions and initiatives, as well as to maintain a smooth operation.

**MANAGER-** Marietoni describes how a company organizes its management hierarchy.

In almost all organizations, a hierarchy exists.

**HEAD OF INVENTORY-** As the head of inventory Raine is Responsible for the stock or store of goods. These goods are maintained on hand at or near a business's location so that the firm may meet demand and fulfill its reason for existence.

**INVENTORY WORKER-** As an inventory worker, Aeron's duties include signing off on shipments, counting the number of available products and placing orders for more inventory according to demand, and report to the head of inventory

**HEAD OF FINANCE-** Being the head of finances, Lharyhel is in charge of the organization's finances and ensuring that the company is as profitable as possible. Her role also includes approving or rejecting budgets, forecasting financial results, and assessing risks in financial transactions.

**FINANCE WORKER-** As a Finance worker, Alliah is in charge of overseeing the financial transactions of a company. And tasked with developing budgets, monitoring transactions, and preparing financial reports.

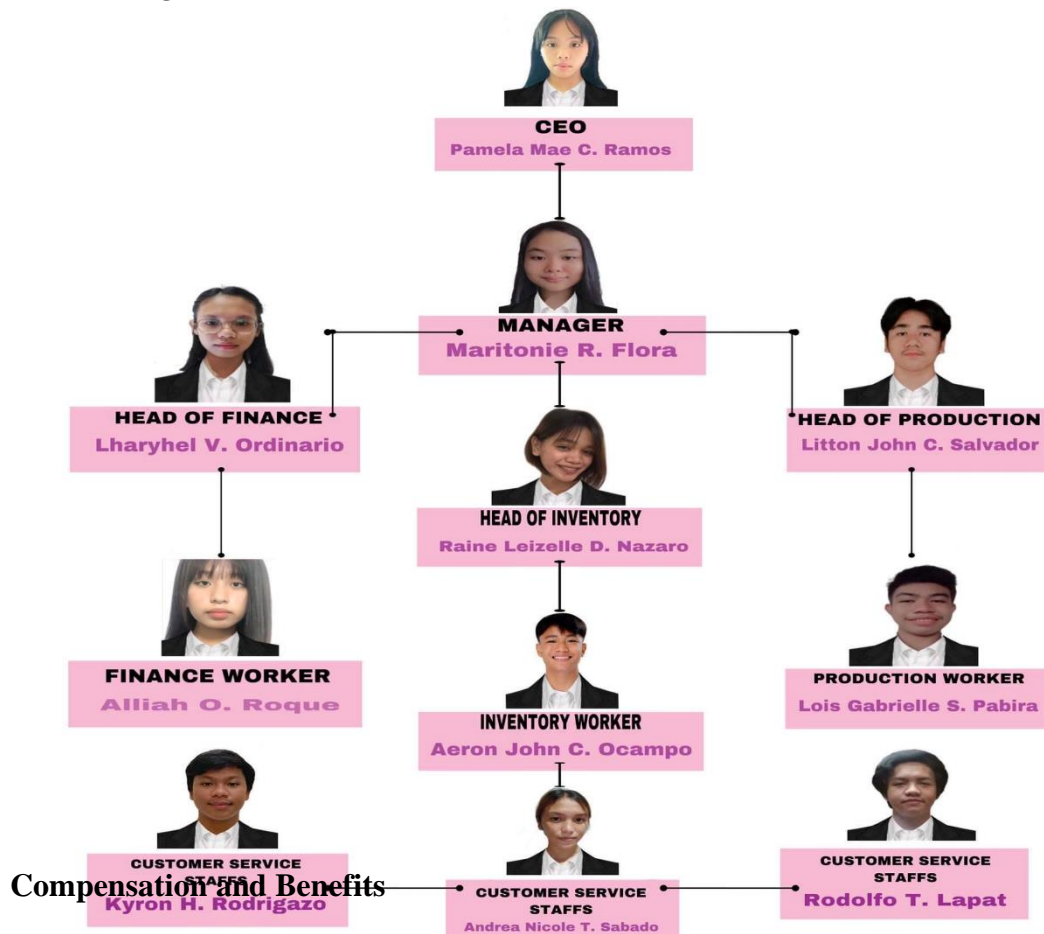
**HEAD OF PRODUCTION-** As ahead of the production, Litton controls the oversees, the planning of production in advance of actual operations. He will have to calculate all the materials, services, and the production schedule lead time necessary for the production function.

**PRODUCTION WORKER** – As a Production worker, Lois is responsible for operating and maintaining equipment in the company's factory and warehouse as well as preparing

items for distribution. His responsibility also involves assembling and checking products parts

**CUSTOMER SERVICE STAFFS** – As customer service staff, they have to keep the customers entertained as well as assist the customers. Kyron, Andrea, and Rodolfo are in charge of Customer service and are responsible for the provision of service to customers before, during, and after a purchase. The perception of success of such interactions is dependent on employees who can adjust themselves to the personality of the guest.

*Chart 3. Organizational Structure*



STEP enterprise offers compensation and various benefits to the employees. These benefits are provided for the needs of the employees aside from their salary, and also to make them motivated and to boost their eagerness on working.

STEP enterprise provides compensation and benefits including:

1. Health care
2. Employee discount
3. Paid time off during sick leaves
4. Overtime wages
5. Retirement benefits
6. Bonus opportunities

## **HEALTH CARE**

We provide health care to our employees as one of the most significant benefits that they can have for working on our company. These health care benefits support employees to pay for their fees when they get hospitalized, which is also helping them to save money and lessen stress. Remember health is wealth so we decided to prioritize health to our employees as their benefits.

## **EMPLOYEE DISCOUNT**

For our employees to be happy and motivated on their work, we give them discount on the products as their benefits for working on our company. This helps them save money and buy the company products lesser than the original prices. We also prioritize our employees' effort and happiness so we decided to at least give this benefit as their reward for working effectively in our company. This benefit is not only for our employees to save money but also to make them feel happy.

## **PAID SICK LEAVES**

Paid time off during sick leaves is provided to the company's employees to show how much we care and give importance to them. This company benefit is only attainable when an employee will have sick leave which will not last for 3 days. The company shows consideration to sick employees with this kind of benefit that they can have on our company. The importance of the mental, emotional and physical health of our employees is what we prioritize that's why we provided them paid sick leave benefits.

However, this is only applied to those employees who have been serving the company for 120 days or 6 months.

## **OVERTIME WAGES**

Overtime wage refers to the amount payable to the worker when he exceeded 8 hours of working. When a worker had overtime at night, he will be having a night pay of 10% differential paid. Also, if the worker is assigned to work during holidays the 15% pay

during regular days will be doubled. But when the holiday falls on his official day of rest, he will be given at least 35% of his regular wage. This compensation is only applicable to those employees who have been regularized.

## **RETIREMENT BENEFITS**

These are the company benefits to the employees when they retire. Including monthly pension, social security benefits, and health insurance.

**Monthly Pension** - this is a regular payment to someone who no longer works in the company who paid for his/her SSS during his/her time in the company amounting to at least 120 monthly before retirement.

**Social Security benefits** - restores a portion of a worker's pre-retirement income based on lifetime earnings.

**Health insurance** - the company offering health insurance as an employee benefit is one of the simplest but most effective ways to reward retirees. Health insurance protects you from unexpectedly high medical costs as well it provides financial security in the event of a serious accident or illness. Even before you reach your deductible, you pay less for covered in-network health care. You can get free preventive care, such as vaccines, screenings, and some check-ups, even before you meet your deductible.

## **BONUS OPPORTUNITIES**

A type of compensation provided by an employer to an employee in addition to their base pay or salary. This usually occurs around the holidays. STEP Enterprises will be giving



50% of their salary as an addition to the remuneration they will have on the month of December. The main goal of this compensation is to boost the employees' morale; to express the company's gratitude; lastly, to express our appreciation for their hard work.

### **Policies & Regulations**

STEP Enterprise set rules and regulations in order to provide a safe workplace for all employees and to achieve a high level of quality in all of the company's products.

The policies that must be obeyed by the employees are as follows:

1. Drug and alcohol policy – The employee should not bring any beverages that contain alcohol and any kinds of drugs in the workplace.
2. Anti-discrimination and harassment policy - No discrimination is permitted to be done by and to the employees based on their race, nationality, sex, age, etc.
3. Work schedule and rest period policy - The employee must follow the established work schedule unless the employee left some work undone.
4. Health and safety policy - actions that must be followed by the employees for safety.
5. Attendance, vacation, and time off policy - Employees must take earned PTO for every absence
6. Equal opportunity policy - Everyone can freely participate in any opportunities or promotions in the workplace

Rules that must be followed within or outside the company parameters:

1. Company-given laptops or phones must not be used for personal utilization
2. Don't be late.
3. Take care of your personal belongings. Any loss of personal things will not be shouldered by the company
4. No pets or excess baggage allowed.

## RESUME



### PERSONAL INFORMATION

**Birthdate:** June 25, 2004

**Age:** 17 y/o

**Height:** 5'6

**Weight:** 63 kg

**Nationality:** Filipino

**Languages:** English, Ilocano  
and Tagalog

### CONTACT INFORMATION

**EMAIL:**

pamelamaeramos2004@gmail.com

**ADDRESS:**

8 Sta. Maria Norte Binalonan,  
Pangasinan.

**CONTACT NUMBER:**

0961-424-8900

## PAMELA MAE C. RAMOS

### OBJECTIVES

An individual with great competencies that have inclination to leading, marketing, and organizing, aspiring to become a part of STEP enterprises where I can utilize my skills and business studies background to the maximum

### SKILLS

- Excellent oral and written English communication skills
- Good leadership skills
- Hardworking and determined
- Eager to acquire new skills
- Efficient, versatile, adaptable
- Can work under minimal supervision and a team player
- Excellent customer service
- Efficient Managerial Skills

### EDUCATIONAL BACKGROUND

- Junior High school graduate  
Juan G. Macaraeg National High School  
Special Science Class of 2020-2021  
With High Honors
- Currently a Senior high school student  
at PHINMA UPANG College Urdaneta

### WORK EXPERIENCE

- Worked at Philippine Society of Youth Science Club
- Worked as vice-president of Millenium Achievers Science Club and became the Most Outstanding Science Club in the Philippines
- Owned and managed pandesalan business, eatery, and mini-grocery store



## RAINE LEIZELLE D. NAZARRO

### PERSONAL INFORMATION

**Birthdate:** May 22,2005

**Age:** 16y/o

**Height:** 5'6

**Weight:** 48 kg

**Nationality:** Filipino

**Languages:** English, Ilocano  
and Tagalog

### CONTACT INFORMATION

**EMAIL:**

leizellenazarro0522@gmail.com

**ADDRESS:**

San Pablo Binalonan,  
Pangasinan

**CONTACT NUMBER:**

0947-693-7885

### OBJECTIVES

I am looking for a company that suits my skills like critical thinking skills and to help me hone my skills and construct a logically sound and well-reasoned argument for the benefit of the company.

### SKILLS

- Team player
- Critical thinking skills
- Can manage my time effectively
- Efficient
- Adaptable

### EDUCATIONAL BACKGROUND

- Juan G. Macaraeg Nation High School- junior high school graduate (2016-2020)al
- Currently a Senior high school student at PHINMA UPANG College Urdaneta



## KYRON H. RODRIGAZO

### PERSONAL INFORMATION

**Birthdate:** November 12, 2004

**Age:** 16 y/o

**Height:** 5'9

**Weight:** 76 kg

**Nationality:** Filipino

**Languages:** English, Ilocano,  
and Tagalog

### CONTACT INFORMATION

**EMAIL:**

kyronrodrigazo343@gmail.com

**ADDRESS:**

Sta. Maria De Pila, Pangasinan

**CONTACT NUMBER:**

0919-644-7440

### OBJECTIVES

I'm looking for a position where I can enhance my business and management skills and my english speaking as well. I also want to reach my full potential at marketing department.

### SKILLS

- Good a establishing rapport
- Friendly
- Approachable
- Excellent oral communication skills
- Adaptable

### EDUCATIONAL BACKGROUND

- JHS Graduate of St. Mary's Integrated School, Inc.
- Currently a Senior high school student at PHINMA UPANG College Urdaneta



## AERON JOHN C. OCAMPO

### PERSONAL INFORMATION

**Birthdate:** April 07, 2005

**Age:** 16 y/o

**Height:** 5'6

**Weight:** 50 kg

**Nationality:** Filipino

**Languages:** English, Ilocano,  
and Tagalog

### CONTACT INFORMATION

**EMAIL:**

aeronocampo07@gmail.com

**ADDRESS:**

Bayaoas, Urdaneta City,

Pangasinan Pangasinan

**CONTACT NUMBER:**

0945-376-9978

### OBJECTIVES

I'm looking for a position where I can enhance my business and management skills and my english speaking as well. I also want to reach my full potential at marketing department.

### SKILLS

- Fast learner
- Team player
- Honest
- Adaptable
- Strategic

### EDUCATIONAL BACKGROUND

- JHS Graduate at BADIPA National Highschool- With Honors
- Currently a Senior high school student at PHINMA UPANG College Urdaneta



## ALLIAH MICAH O. ROQUE

### PERSONAL INFORMATION

**Birthdate:** August 22, 2005

**Age:** 16 y/o

**Height:** 5'1

**Weight:** 47 kg

**Nationality:** Filipino

**Languages:** English and  
Tagalog

### CONTACT INFORMATION

**EMAIL:**

alliahmicahr@gmail.com

**ADDRESS:**

Anonas, Urdaneta City,  
Pangasinan

**CONTACT NUMBER:**

0917-457-3742

### OBJECTIVES

To be a part of your prestigious company in which I can hone my creative mind and contribute in providing a useful and edible products that would help in global conservation and share my knowledge to my coworkers and adapt to their great learning skills.

### SKILLS

- Willingness to learn
- Interpersonal skills
- Professionalism
- Oral and written communication skills
- Fast learner
- Adaptable

### EDUCATIONAL BACKGROUND

- Studied junior high school at Tomas Del Rosario College and St. Michael the Archangel Academy
- Currently a Senior high school student at PHINMA UPANG College Urdaneta





## LOIS GABRIEL S. PABAIRA

### PERSONAL INFORMATION

**Birthdate:** September 01 2005

**Age:** 16 y/o

**Height:** 5'8

**Weight:** 78kg

**Nationality:** Filipino

**Languages:** English, Filipino,  
and Ilocano

### CONTACT INFORMATION

**EMAIL:**

loisgabrielp@gmail.com

**ADDRESS:**

Zone 1 Kinapudno, Brgy Sto.

Domingo Urdaneta City,

Pangasinan

**CONTACT NUMBER:**

0966-967-5914

### OBJECTIVES

I am looking for a position where I can put my interpersonal skills to achieve the goals of a company that focuses on customer satisfaction and customer experience.

### SKILLS

- Fast Learner
- Honest
- Strategic
- Adaptable
- Willing to acquire new skills
- Productive

### EDUCATIONAL BACKGROUND

- Junior high school graduate at Badipa National High School- With Honors
- Currently a Senior high school student at PHINMA UPANG College Urdaneta





# ANDREA T. SABADO

## PERSONAL INFORMATION

**Birthdate:** February 06, 2005

**Age:** 16 y/o

**Height:** 5'2

**Weight:** 42 kg

**Nationality:** Filipino

**Languages:** English, Filipino,  
and Ilocano

## CONTACT INFORMATION

**EMAIL:**

andreasabado06@gmail.com

**ADDRESS:**

Dilan Paurido Urdaneta City,  
Pangasinan

**CONTACT NUMBER:**

0961-233-7895 | 0968-574-4391

## OBJECTIVES

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

## SKILLS

I am good at:

- Organization Skill
- Creative Skills
- Problem-solving skill
- Oral Communication

## EDUCATIONAL BACKGROUND

- Junior high school graduate at Badipa National High School- With Honors
- Currently a Senior high school student at PHINMA UPANG College Urdaneta



# LHARYHEL V. ORDINARIO

## PERSONAL INFORMATION

**Birthdate:** March 09, 2005

**Age:** 16 y/o

**Height:** 5'2

**Weight:** 43 kg

**Nationality:** Filipino

**Languages:** English, Filipino,  
Ilocano

## CONTACT INFORMATION

**EMAIL:**

Lharyhelordinario09@gmail.com

**ADDRESS:**

Pedro T. Orata (Bactad Proper)  
Urdaneta City, Pangasinan

**CONTACT NUMBER:**

0961-233-7895 | 0968-574-4391

## OBJECTIVES

To acquire strong skills in graphic designing with a creative and fruitful mind.

## SKILLS

I am good at:

- Organization Skill
- Creative Skills
- Problem-solving skill
- Oral and Written Communication

## EDUCATIONAL BACKGROUND

- Junior highschool graduate Pedro T. Orata National highschool - With Honors
- Currently a Senior high school student at PHINMA UPANG College Urdaneta



# RODOLFO T. LAPAT

## PERSONAL INFORMATION

**Birthdate:** January 21, 2005

**Age:**16

**Height:**5'4

**Weight:** 43 kg

**Nationality:** Filipino

**Languages:** English, Filipino,  
and Ilocano

## CONTACT INFORMATION

**EMAIL:**

**jacoblapatl@gmail.com**

**ADDRESS:**

**Carmen West Rosales,  
Pangasinan**

**CONTACT NUMBER:**

**0947-693-5911/0933-865-2926**

## OBJECTIVES

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

## SKILLS

I am good at:

- Self-Motivation
- Decision-Making,
- Strategic Planning
- Oral Communication

## EDUCATIONAL BACKGROUND

- Robert B. Estrella Memorial National Highschool - junior high school (2017-2021)
- Currently a Senior high school student at PHINMA UPANG College Urdaneta

## WORK EXPERIENCE

- Had a small business of pastries



# LITTON JOHN C. SALVADOR

## PERSONAL INFORMATION

**Birthdate:** September 3, 2005

**Age:** 16 yrs old

**Height:** 6'3ft

**Weight:** 83kg

**Nationality:** Filipino

**Languages:** English, Ilocano,  
and Filipino

## CONTACT INFORMATION

**EMAIL:**

salvadorlj325@gmail.com

**ADDRESS:**

Cabalitian street, Bersamin

Alcala, Pangasinan

**CONTACT NUMBER:**

0967-302-4372

## OBJECTIVES

I am looking for a position where I can use my set of skills and experience like management skills leadership skills and many more. I'm a very consistent and persuasive person.

## SKILLS

- *Fast learner*
- *Management skills*
- *Leadership skills*

## EDUCATIONAL BACKGROUND

- Graduated from Junior High school at Bersamin Agro-Industrial Highschool - With High Honors
- Currently a Senior high school student at PHINMA UPANG College Urdaneta

## WORK EXPERIENCE

- Worked as a President of the Municipal Council for Protection Of Child
- Became an owner of a small eatery business.



# MARIETONI R. FLORA

## PERSONAL INFORMATION

**Birthdate:** October 24, 2005

**Age:** 15 y/o

**Height:** 5'5

**Weight:** 60kg

**Nationality:** Filipino

**Languages:** English, Filipino,  
and Ilocano

## CONTACT INFORMATION

**EMAIL:**

floramarietoni@gmail.com

**ADDRESS:**

Malilion San Nicolas,  
Pangasinan

**CONTACT NUMBER:**

0967-302-4372

## OBJECTIVES

To obtain a responsible and challenging managerial position in an organization that will enhance my knowledge, skills, and experience to achieve career growth and development through meeting beyond company's business expectations.

## SKILLS

- *Management skills*
- *Critical thinking skills*
- *Problem-solving skills*
- *Keen eye to details*
- *Fast learner*

## EDUCATIONAL BACKGROUND

- Graduated from Red arrow high school-junior high school (2017-2021)
- Currently a Senior high school student at PHINMA UPANG College Urdaneta

## WORK EXPERIENCE

- Worked at the municipality of San Nicolas, specifically in the Mayor's office.
- Became a part of the vaccination team as one of the system encoders.

## **CHAPTER IV**

### **LEADING**

In participative leadership, there is a forum for these ideas to be heard, Participative leadership opens up an organization. In an age where more scrutiny is placed on how businesses operate, this is especially important. Involving employees in decisions means more transparency, Participative leadership facilitates a free flow of ideas. Each employee has something to contribute. While all contributions may not be that valuable or feasible, creating an environment in which they can be discussed invites others to contribute their ideas: things can then be refined, evaluated, and built upon. Thus, the participative leading style has been adapted in STEP enterprise.

There is a saying that a good leader is also a good listener. Through active listening, improvement of leadership skills is assured. This style promotes better communication between people in the organization therefore, ideas of how to achieve the company's goal are continuously generated.

In our company, participative leadership has a positive impact not just on the aspect of the working environment but also helps managers to decide, think, and in producing good results since it promotes collaboration. The employees are given the freedom to collaborate to achieve goals, establish strategies, and assist one another. Their group work boosts morale and improves communication among the team members.

To be involved in the decision-making process for the company, the staff is intimately involved in how the company operates. Participative leadership empowers employees to use their creativity to develop more productive work processes and make the company more efficient.

### **Social Obligations and Responsibilities**

In Step enterprise we believe in the quotation 'Kabataan ang pag-asa ng bayan', that is why our company came up with the idea of helping youths who really want to study but cannot afford and sustain their education.

Our mission is to help them with our program called SSPK or STEP Scholarship para sa Kabataan which aims to assist them in continuing to pursue their dreams and goals. We wanted to spread chances of education to the unfortunate intellects because these youngsters that are full of potential must learn and be given the chance to study in order for them to be fully molded. Our company believes that this program can help to make future leaders for our society and country's improvement and development.

The company is doing this as a way of expressing our gratitude for all the support and help that the people gave to our company's business growth and development. This is also the company's way of sharing its success with people. This program aims to benefit the youth as well as the society, to lessen the case of poverty and illiteracy. Some people are not well enough so we used ourselves to be a blessing to them due to the fact that without them, our company would not be successful. Education is necessary for a country to grow, hence, this program will contribute to the country's future stability.

## **CHAPTER V**

### **CONTROLLING**

In management, controlling is one of the important functions of a manager. Controlling ensures that activities in an organization are performed as per the plans. Controlling also helps the managers in eliminating the gap between the organization's actual performance and goals. Part of controlling is giving out specified instructions to the workers and monitoring how the people of the organization exert effort to attain the company's goal.

In the beneficial aspect, controlling helps the organization to operate efficiently. It makes sure that every part of the organization works on their respective areas to achieve organizational success in a reasonable time. They safeguard against misuse of resources and facilitate corrective measures.

Moreover, controlling opens the door for an organization to improve. It assists the company to function in a SMART way where the goal, instructions, and work are specific; where the strengths, weaknesses, opportunities, and threats are measurable; where the organizational goal is attainable; the objectives and work are relevant with each other; and lastly, the achievement of success is time-bounded.

Controlling is a crucial part of management. Every instruction, decision, and move in the controlling area can affect the whole operation of the company; whether it may be a destructive or constructive effect.



## SWOT ANALYSIS

Swot analysis is a strategic planning technique that evaluates a project's strengths, weaknesses, opportunities, and threats. It involves identifying the business objectives or project's goals and also pinpointing the internal and external factors that are favorable and unfavorable to achieve those goals. Internal and external factors of the company are being evaluated through SWOT analysis.

Internal factors include the Strengths and Weaknesses of the organization system. Meanwhile, External factors include Opportunities and Threats which are related to the surroundings of the organization.

The goal of this analysis is to identify the organization's core strengths and weaknesses, as well as key opportunities and threats posed by the external environment. This study helps the company in developing awareness while also planning for future possibilities.

**Table 1. SWOT Analysis**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• <b>Quality Product</b> - Our product helps to keep customers happy and loyal.</li><li>• <b>Affordability of Products</b> - Our product is not just high-quality but also affordable</li><li>• <b>Eco-friendly</b> - The company offers a product that helps the ecosystem.</li><li>• <b>Trendiness</b> - The company produces trendy products that will catch the buyer's eye</li></ul>	<ul style="list-style-type: none"><li>• <b>Lack of Flexibility</b> - We are still adjusting to the pros and cons of the business.</li><li>• <b>Lack of Reputation</b> - We have not yet established ourselves as a reliable supplier of edible straws.</li><li>• <b>Lack of Market Follower</b> – As we are new, it makes disadvantageous for us to have no market follower which is relative to competitors</li><li>• <b>Lack of Loyal customer base</b> - As we are new, having no loyal customer base which is relative to competitors is the company's weakness</li></ul>

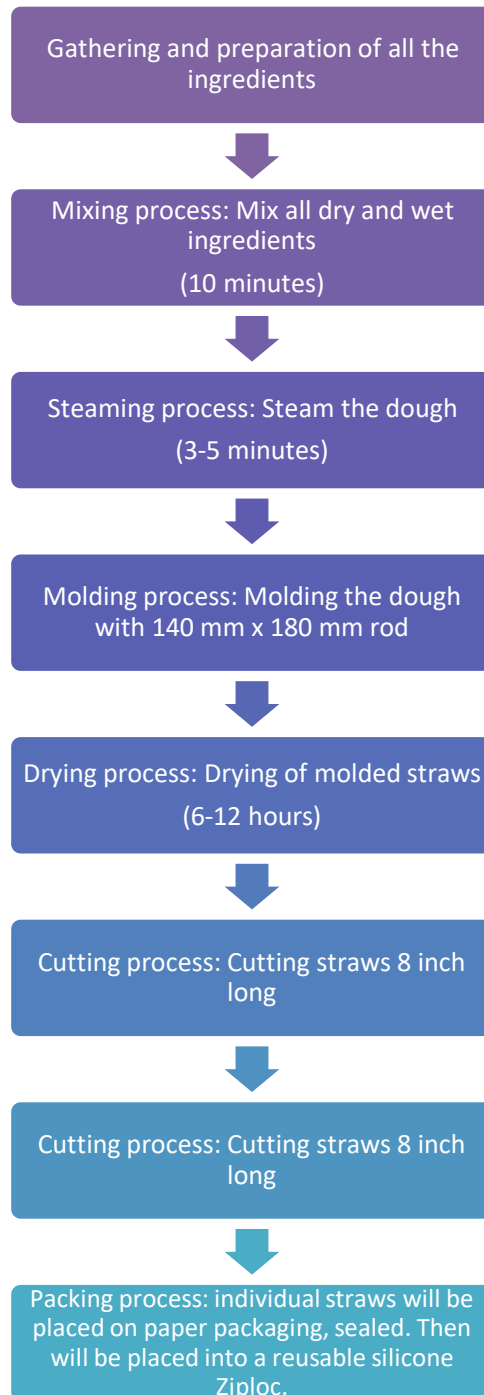
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• <b>Increasing need for an eco-friendly product</b> - As the world deteriorates over time, the need for eco-friendly products is in demand</li> <li>• <b>Expanding Offered Products</b> - The product has the opportunity to expand services to a variety of other platforms.</li> <li>• Partnership with different companies</li> <li>• Development of new and trendy products.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Strong Competitors:</b> companies who are trying to sell similar goods or services to the same people.</li> <li>• <b>Competitors Offer Cheaper Price:</b> Competitive pricing and price matching offers.</li> <li>• <b>Changing Customers Preference:</b> a change in preference for the good irrespective of its taste.</li> <li>• Unpreparedness for opening numbers</li> </ul>

## PRODUCTION PROCESS

In our production process, the processing of our Edible Straw is the conversion of raw materials into food commodities. Our main ingredients are rice flour, grams of tapioca flour, Fruit flavoring (extracted or powdered), water, Leavening agent, Glycerin humectant, Carboxymethyl cellulose stabilizer.

Our edible straw processing includes: First, mixing process where mix all the dry ingredients with the wet ingredients then mix until it becomes a smooth dough. Second, the steaming process, Steaming the dough. Third molding process, 140 mm x 180 mm rod can be used in molding the straw after which the straws will be dried. Then after the straws are dried, cutting them into smaller pieces will take place, and lastly, the packing process where the individual straws will be placed on paper packaging, sealed. Then will be placed into a reusable silicone Ziploc.

**Chart 2. Production Process**



## **STEP Enterprise Policies and Regulations**

Policies and regulations serve as the guidelines of employees and higher members of the company to keep the working environment healthy and competitive.

Policies and Regulations of STEP Enterprise are as follows:

### **Employees Disciplinary Action Policy**

Imposing this policy will maintain a harassment-free and discrimination-free working environment. Anyone who failed to follow this policy will face consequences depending on the gravity of the worker's action.

### **Attendance and Time in – Time off policy**

Employees are required to go to work on time. This serves as their attendance and will be the basis of their working grade. Time-in and Time- off at work will be evidence of the employee's attendance. This also discusses the consequences of failing to work in time.

### **Working Ethics Policy**

This policy includes the guidelines of an employee's conduct inside the working environment. It also includes the expected behavior of the employees within the company parameter.

## **Equal Opportunity**

This regulates the anti-discrimination act of the company. This can also help the employees to feel that they are treated fairly and equally which in return, boosts productivity, performance, and satisfaction.