# P S B A

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# ACRONYMS

| | |
|---|---|
| 3 R's | Reduce, Reuse and Recycle |
| AA | Administrative/Support Assistants |
| AC | Accountants |
| App | Applicaton |
| ATM | Automatic teller machine |
| BAFS | Bureau of Agriculture and Fisheries Standards |
| BBQ | Barbecue |
| BDO | Banco De Oro Unibank Inc. |
| BM | Business Manager |
| BPO | Business Process Outsourcing |
| BSE | Bovine spongiform encephalopathy (Mad Cow Disease) |
| BSP | Bangko Sentral ng Pilipinas |
| CMS | Case Management System |
| CNN | Central News Network |
| CPA | Certified Public Accountant |
| DBA | Doctor in Business Administration |
| DNA | Deoxyribonucleic Acid |
| DOH | Department of Health |
| DOLE | Department of Labor and Employment |

| | |
|---|---|
| DOST-FNRI | Department of Science and Technology Food and Nutrition Institute |
| FA | Factor Analysis |
| GE | Genetically Engineered |
| GMO | Genetically-Modified Organism |
| HRM | Hotel and Restaurant Management |
| ICT | Information Communications Technology |
| IT | Information Technology |
| ITP | IT Personnel |
| Ltd. | Limited |
| LTE | Long-term Evolution |
| MBA | Master in Business Administration |
| NGO | Non-Government Offices |
| NIBIT | Net income before income tax |
| NLRC | National Labor Relations Commission |
| NLRC-CMS | NLRC Case Monitoring System |
| OCA | Other current assets |
| OCCP | Organic Certification Center of the Philippines |
| P&E | Property and equipment |
| P.E. | Professional Engineer |
| P.S. | Postscript |

| | |
|---|---|
| PHP | Philippine Peso |
| PIN | Personal Identification Number |
| PM | Project Manager |
| PRD | Product Research and Development |
| PS | Purchase services |
| PSBA | Philippine School of Business Administration |
| PTS | Professional & technical services |
| RAB | Regional Arbitration Branch |
| SEC | Securities and Exchange CommunicatCommision |
| SHM | Strategic Hotel Marketing |
| U-Belt | University Belt |
| USA | United States of America |
| VAT | Value-added Tax |

# ARTICLE 1

## The Editor's Perspective

Dr. Tabassam Raza, Rodolfo L. Arias,
Fenen Jason V. Anuciacion, Jaclyn Vanessa S. Macapagal,
Karen Joy V. Sanches, Philip Michael C. Reyes,
Sheila M. Cochisa, Ian

**Emmanuel Gasolasco,**
**Title:** **Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety**



**Figure 1.1. 3rd International Research Colloquium Poster**

The Third International Research Colloquium of the Philippines School of Business Administration – Manila (PSBA) is another step towards an intelligent search for solutions to the business continuity problems related to disaster impact in changing climate. The theme of this year's Research Colloquium is "**Business Management Resiliency towards Risk Reduction**

**in Changing Climate: Promoting Financial, Industrial and Environmental Safety**".

With the latest researches that will be shared by Graduate School students and international scholars, it is hoped that not only PSBA, but also the entire country will benefit from such kind of events in promoting financial, industrial and environmental safety. This Colloquium is expected to be an event full of learning about the importance of business management resiliency; how climate-resilient is a business organization; and how firms around the world are adapting to the megatrend of the Climate Change.

The frequency and intensity of disasters, both natural and man-made, are on the rise. Their impact on our own well-being, livelihood, and economy, including industries, is ever-increasing. Essentially, the increasing impact of disasters on the numbers affected and on economic and material loss is logically explained by the increasing levels of vulnerability of people, caused by poverty, having to settle in marginal risk-prone areas due to population pressure, environmental degradation, and ill-planned development interventions.

Moreover, Climate Change is emerging as a threat to the stability of the financial system. The finance industry could be forced into making rapid adjustments if they do not gradually expose where their Climate Change risks might lie, which could trigger steep losses. Thus, there is a serious need to strengthen our chances of surviving disasters.

To deal with Disaster Risk Reduction (DRR), the United Nations (UN) and member countries showed their concern by formulating the Hyogo Framework for Action (HFA) in 2005 which set goals to reduce disaster losses by 2015. The HFA states that, "At times of disasters, impacts and losses can be substantially reduced if authorities, individuals and communities in hazard-prone areas are well prepared and ready to act and are

equipped with the knowledge and capacities for effective disaster management". In addition, 2015 was an important year for DRR and Climate Change Adaptation (CCA) in the international level. Following the end of the HFA, the Sendai Framework was developed with seven targets through four priorities for action for the year 2030 focusing on DRR. Further, in December 2015, a conference between 195 countries was held in Paris, France which set goals for Climate Change came to be known as "The Paris Agreement". In addition, in September 2015 at the UN Sustainable Development Summit, a final document for the Sustainable Development Goals (SDGs) was developed, which lists 169 targets over 17 goals, each with its own indicators to measure compliance. The 13th SDG in particular focuses on Climate Action.

At the regional level, the Association of Southeast Asian Nations (ASEAN) has also issued joint declarations and statements on working effectively against Climate Change and for DRR. This includes adopting a protocol or legal instrument to understand more about Climate Change and DRR issues and to engage in joint efforts to address these issues.

In the Philippines, there are laws that promote DRR and CCA as mandated by two major laws: the Republic Act No. 10121, the Philippine Disaster Risk Reduction and Management Act of 2010; and the Republic Act No. 9729, or the Climate Change Act of 2009. These mandates provide the legal basis for policies, plans, and programs to deal with business management resiliency.

In line with this, we need to reinforce our institutional capacity for disaster risk reduction and management and build up the resilience of our communities, including the financial, industrial, and environmental sectors. In recent times where factors contributing towards vulnerability are widespread, the challenges posed to humankind by disasters, whether natural or

man-made, are larger than ever. Disaster vulnerability is a problem we have been facing for over hundreds of years. Indeed, businesses will inevitably be impacted. These impacts include reduced revenues due to operational disruptions and decrease in business activities; increased maintenance costs of damaged infrastructure; shortening of assets' lifetime and decrease in value; and a substantial increase in insurance premiums and retrofitting costs as more infrastructures are damaged and regulations/technology standards evolve.

The main objective of this International Colloquium is to contribute to business continuity and resiliency planning by sharing knowledge acquired through relevant studies and researches within and among DRM planners, business administrators, and implementers in this region of Asia. It is also the intention of the Colloquium to raise the general awareness of the MBA and DBA students of PSBA and the other participants of the Colloquium on this subject. Particularly, this Colloquium seeks to disseminate knowledge and share good practices in terms of following:

1. Introducing various disaster risk financing and insurance schemes for vulnerable groups and/or communities;
2. Sharing of tools and practices in preventing new disaster risks and reducing existing disaster risks especially through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political, and institutional measures that can significantly contribute in preventing and reducing hazard exposure and vulnerability to disaster, increasing preparedness for response and recovery, and thus strengthening resilience;
3. Promoting instruments, tools, methodologies, and approaches to enhance implementation capacity and capability of developing countries as well as middle-

income countries facing specific challenges, including the mobilization of support through international cooperation for the provision of means of implementation in accordance with their national priorities;

4. Providing knowledge on needed measures to reduce vulnerability and to increase capacity to cope with disaster impacts on businesses and overall economy through mainstreaming it into our daily life function in the terms of integrating in the Countries' development Programs, Projects, and Activities;

5. Promoting awareness and understanding on issues related to Disaster Risk Reduction and Management and Climate-related disasters;

6. Disseminating knowledge and sharing innovations in risk reduction towards business resiliency; and

7. Determine the relevance of business resiliency towards risk reductions in changing climate, how it affects the financial, industrial, and environmental safety of different business organizations/sectors, and how these businesses can deal/ cope-up on this changing climate.

Further, the Colloquium will provide students the much-needed space to present their ideas that could form part of the country's reservoir of practices in the hope of mitigating the effects of climate change in business. The participants in this Colloquium will include students in graduate studies, the faculty of PSBA, and speakers from other countries that specialized in this topic.

October 13 also happens to be the International Day for Disaster Risk Reduction which celebrates how communities all over the world are reducing their exposure to disasters. This Colloquium, in turn, is our own observance in building a more

disaster-resilient business community and promoting safer financial, industrial, and environmental sectors.

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# ARTICLE 2

## Dissertation

**Title:** **Marketing Strategies in Selected Five-Star Hotels in Metro Manila: Basis for a Strategic Hotel Marketing Model**

**Author:** Dr. Erwin Clemente Zabala

**Degree:** Doctor in Business Administration

**School Year:** AY 2014-2015

## 1. Introduction

The hospitality industry is one service industry that is enjoying strong growth. The industry includes hotels, lodging places, resorts, theme parks, cruise lines, among others. Hotels cater to people who travel for leisure, relaxation, and in line with their work and business goals.

Hotels are into hyper-competition with each other. They devise ways and means to attract customers such as offering guests comfortable amenities and facilities for example. To have the edge, they adopt marketing strategies in this regard.

The management leadership of hotels recognize the need to innovate, develop strategies, and train human resources to meet the competition. Five-star hotels are consequently up on their toes to maintain their status as the place where most guests want to stay for their lodging

and shelter convenience. In Metro Manila, among the five-star hotels are: Makati Shangri-la, Peninsula Manila, Sofitel Philippine Plaza Makati, Century Park Sheraton-Manila, and Manila Hotel.

Marketing strategies are usually studied using eight variables – the so-called marketing mix. These variables include: product, price, promotion, people, process, performance, and philosophy. The abovementioned five-star hotels' marketing strategies are, thus, examined in this study from the lens of their own hotel managers and personnel as well as from their respective hotel customers/clients. Hotel managers and personnel know best what marketing mix their hotel observes, while hotel customers know what kind of services they experience from the hotel.

## 2. Statement of the Problem

The study sought to answer the following questions:

2.1 To what extent do the respondents assess the degree of implementation of the following marketing variables:
a. Product,
b. Price,
c. Place,
d. Promotion,
e. People,
f. Process,
g. Performance, and
h. Philosophy?

2.2 To what extent do the respondents evaluate the degree of seriousness of the problems/ challenges confronting the hotel industry in terms of:
5. The macro environment,
6. The micro environment, and
7. The organizational constraints?

2.3 Are there significant differences in how the hotel managers/personnel and hotel customers of the abovementioned hotels assess the macro environment, micro environment, and the organizational constraints?

2.4 Are there significant factors to deduce from among the marketing mix variables?

2.5 Based on the findings, what Strategic Hotel Marketing (SHM) can be drawn for the entire hotel industry?

## 3. Significance of the Study

The study is of much interest to the following:

3.1 Hotel stakeholders. It gives them ideas on how to motivate their managers to perform smartly, what to emphasize, and what to expect from their managers;

3.2 Hotel employees. It provides them perspective on management and marketing strategies for hotels to attract more customers and for these

customers to patronize hotels and promote the industry. It also informs them there is an advantage to focus on tried and tested strategies;

3.3 Hospitality industry. The study opens the way for hotel/resort investors and operators to invest and help enhance the tourism industry in the country. The study can identify the strengths and weaknesses of the industry given the challenges it is confronted with;

3.4 Hotel customers. It provides them important information on hotels, restaurants, resorts, tourist spots, five-star hotels, islands, beaches, sports facilities, and the hospitality services offered.

3.5 Hotel and Restaurant Graduates. The study informs Hotel and Restaurant Management (HRM) graduates what skills and competencies are required by the industry. They are apprised that the industry needs graduates who are skillful, competent, with positive attitudes, and can deal with rapid change and demands of the industry.

3.6 Other Researchers. The findings of the study enrich the literature on the hospitality industry, especially on the effectiveness of the strategic marketing schemes of hotels including their implications to the HRM industry.

# 4. Research Methodology

The descriptive-normative design is used with the survey questionnaire as the data gathering instrument. Through items asked in the questionnaire, the researcher extracts from respondents their perceptions on the implemented marketing strategies.

The respondents were made up of two groups: hotel managers/personnel and hotel customers. From the hotel managers/personnel, proportional sampling was used. The total manager/personnel population from each five-star-hotel was taken, added together and then the percentage of each from the overall total hotel population was computed (Slovin's sampling formula).

**Table 2.1. Proportion or Percentage of Hotel Manager/Personnel Respondents from Overall Population per Hotel.**

| Name of Hotel | Population of Hotel Manager/ Personnel | Percentage to Total Population | Number of Samples |
|---|---|---|---|
| Century Park Sheraton Manila | 740 | 20 | 72 |
| Makati Shangri-La | 850 | 24 | 87 |
| Manila Hotel | 694 | 19 | 68 |
| Peninsula Makati | 675 | 18 | 65 |
| Sofitel Philippine Plaza Manila | 690 | 19 | 68 |
| Total | 3,649 | 100 | 360 |

For the hotel customers group, purposive sampling was used with 25 customers selected from each hotel for a total of 125 sample of hotel customers. Overall, the study sampled the perceptions of 360 hotel managers/personnel

and 125 hotel customers for the grand total of 485 respondents.

Respondents to the questionnaire were asked to select a range of response choices using a 4-degree Likert-type scale, ranging from 4 to 1, with 4 as highest value and 1 the lowest value. Cronbach Apha was used to measure the reliability of the assessment tool as to the variables used in the study. Value computed was 0.9798 which assured that the questionnaire was a highly reliable instrument.

The questionnaire was pre-tested to some respondents in one five-star hotel. These pre-test respondents did not participate in the final sample of respondents.

For analysis, the study used weighted means, the t-test to measure differences between the perceptions of hotel manager/personnel and those of hotel customers. Factor analysis (FA) was also used to determine if there are significant factors among the marketing mix variables. FA was used twice to discover the most important factor. The first FA was used for responses of the hotel managers/personnel; the second for the responses of the hotel customers.

## 5. Findings

### 5.1. Profile of Hotels

The hotel profile describes the year the hotel was established, the number of years it has been in business since then, the number of rooms (or its capacity).

**Table 2.2. Year Established, Number of Years in Business, and Number of Rooms per Hotel.**

| Name of Hotel | Year Established | Number of Years in Business | Number of Rooms |
|---|---|---|---|
| Century Park Sheraton Manila | 1985 | 30 | 478 |
| Makati Shangri-La | 1993 | 22 | 696 |
| Manila Hotel | 1912 | 97 | 570 |
| Peninsula Makati | 1976 | 39 | 497 |
| Sofitel Philippine Plaza Manila | 1976 | 39 | 609 |

## 5.2. Profile of Respondents

The respondents profile sums up their characteristics in terms of work assignment, civil status, educational attainment, and nationality. Table 3 presents the respondents profile.

**Table 2.3. Respondents' Profile in Age, Work Assignment, Civil Status, Educational Attainment and Nationality.**

| Profile | Frequency |
|---|---|
| Average age | 30 % are 20 years and below |
| Work assignment | in housekeeping or in front desks |
| Civil status | 56 % are single |
| Educational attainment | 86 % have a college degree |
| Nationality | 58 % are Filipinos |

## 5.3. Perception of Marketing Strategies.

The respondents perceived the hotels' degree of implementation of the eight marketing-mix variables as follows:

**Table 2.4. Total Respondents' Perception of the Degree of Implementation of the Eight Marketing Variables.**

| Marketing Variable | Degree of Implementation | Value of Weighted Means |
|---|---|---|
| Product | Extensively implemented | 3.48 |
| Price | Implemented | 2.83 |
| Place | Implemented | 3.04 |
| Promotion | Implemented | 3.16 |
| People | Extensively implemented | 3.62 |
| Process | Extensively implemented | 3.42 |
| Performance | Extensively implemented | 3.41 |
| Philosophy | Implemented | 3.29 |

It can be said that the five hotels highlighted a marketing mix that centered on People and Product (the services of providing comfortable stay and lodging).

## 5.4. Degree of Seriousness of the Challenges Hotels Are Confronted with.

The challenges were categorized into three: macro-environment, micro-environment, and organizational constraints. Five indicators measured these challenges: traffic situation, warm interaction among Filipinos, increasing costs of goods sold, stringent policies of the government, and terrorist activities. It was found that micro-environment challenges (weighted mean of 3.21) and macro-environment-challenges (weighted mean of 3.13) were deemed moderately serious. Challenges due to organizational constraints were found to be slightly serious (weighted mean of 2.39).

### 5.5. Affirming/Rejecting the Hypotheses.

Null Hypothesis 1 states that no significant differences exist between the responses of hotel managers/personnel and those of hotel customers. In the study, the null hypothesis was rejected and so the consequent interpretation is that between the two groups of respondents, significant differences exist in their responses and perceptions.

Null Hypothesis 2 states that no significant factors exist between the responses of the two groups of respondents in their assessment of the seriousness of the three challenges they are faced with. The t-test values showed 3.573 (traffic situation); 3.404 (warm interaction among Filipinos); 2.757 (cost of goods sold are ever increasing); 2.115 for stringent policies of the government; and 1.915 for fear of terrorist activities, which values indicated that the responses of the two respondent groups significantly differed from each other.

The significant factors which emerged from each marketing variable were as follows, together with their eigenvalues:

- Product had two significant factors, namely, quality image and top of mind recall, with eigenvalues of 4.127 and 1.176 respectively;
- Price had one significant factor, price sensitivity, which has an eigenvalue of 4.406;
- Place had two significant factors, which are differentiated sales marketing and customers

reach, with respective eigenvalues of 4.415 and 1.289;

- Promotion had one significant factor, aggressive promotion, with an eigenvalue of 5.705 (the most significant factor which emerged from the study);
- People had two significant factors, people quality and customer-service priority, with eigenvalues of 4.345 and 1.443 respectively;
- Process gave two significant factors, total quality management and efficiency-driven, with respective eigenvalues of 3.837 and 1.882;
- Performance showed two significant factors, cost-effective performance and financial leverage, with eigenvalues of 2.794 and 1.549 respectively; and
- Philosophy had one significant factor, unique hotel personality, with an eigenvalue of 4.934.

## 6.  Conclusion

All eight marketing variables were found implemented, some extensively implemented, by the five hotels covered in the study. The said hotels also perceived the challenges they are confronted with as moderately to slightly serious. Significant differences existed between responses of hotel managers/personnel and those of hotel customers.

A total of 13 new significant factors emerged from the eight marketing variables, as a result of which, the study proposes a new Strategic Hotel Marketing (SHM) model, as illustrated in Figure 2.1.

**Figure 2.1. New Strategic Marketing Method.**

The first and foremost marketing strategy to capture audience market is **aggressive promotion**. This is the action of intense campaiging of the hotel's services to achieve support, loyalty, and patronage from customers, which may be in the form of rewards systems to customers, discount cards, raffle promos, etc.

The second marketing strategy is forwarding to the public a **unique hotel personality** and identity. This strategy aims to enwrap the hotel with an individuality and personality that only it and no other hotel possesses, something that makes it emotionally attractive to customers.

The other significant marketing variables to be used in a total marketing strategy include:

- **cost-effective performance** (output relative to financial inputs; delivering results with less expenditures);
- **differentiated sales marketing** (this is to be customized to clients);
- **customer-reach** (for a wider and deeper clientele); and
- **price sensitivity** (the best price considering paying ability of customers).

## 7. Recommendations

On the basis of the proposed SHM model, the study recommends the following:

- For Promotion, develop a determined, assertive advertising for customers to come and stay in the hotel;
- For Philosophy, enhance an organizational culture steeped with the values, beliefs, norms, attitudes of unity, as well as communality of vision and direction;
- For Performance, implement seminars, other forms of training to elicit from managers/personnel high levels of motivation which translates later to high performance;
- For Place, reinforce effective channels in marketing for a broader and deeper customer reach;
- For People, reinforce the organizational health of members in relationships, with emphasis on trust, alignment of personalities, and physical, behavioral, and emotional health;

- For Product, consistently offer quality, differentiated service that leads to hotel loyalty and patronage, thus encouraging sustainability in occupancy;
- For Price, use price sensitivity and its measures as medium to create a balance between affordability and quality service in order to increase sales; and
- For Process, adopt the Six Sigma culture.

For a larger effort towards marketing, the hotels need to do:

- Focus on exciting strategies through a strong Facebook/Instagram presence; promotion of a loyalty program to reward faithful customers; sending out information bulletins via email newsletters and other social media; and partner with other businesses for complementary projects and activities in which two birds are killed in one stone.
- Coordinate with the community and local government to help minimize negative issues; extend civic help through environmental clean-up drives, security brigade, outreach projects for marginalized people; and create a popular brand-image;
- Conduct research and update data-gathering on what customers are most interested in, as seen in social media platforms, and promotional materials; then on the basis of the data, build up a popular brand-image to give a singular individuality and personality to the hotel and its

services, one that significantly differs from other hotel competitors.

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# ARTICLE 3

## Business Plan 1

**Proponents:**

Chona Austria
Lysa Banquiray
Rhett Dela Cruz, CPA
Mariella Masiglat
Cherrynel Petallar

**Professor:**

Antonio M. Lopez, MBA
2nd Semester AY 2017-2018

## EXECUTIVE SUMMARY

### Name of the Project: ECPark A Mobile Parking Application.

1. **Objective of the Project**

  Venture Parking may have been a daily struggle for many people. Over the years, the technology used to manage parking transformed. Spring-loaded mechanical parking meters led to digital parking meters. Ticket-based machines were introduced, which can sometimes take cash or even credit cards to allow someone to park without carrying a pocket full of change.

ECPark is prepared to enter the market with the next step in parking management solutions. Using the innovative technology, the traffic congestion will be minimized. No longer will people be required to wait in long queues to enter and exit parking lots. Parking places can be found digitally. Parking as an industry becomes more profitable, and parking a car becomes less of a chore. The 8-million-peso business for start-up recourses the growing need of traffic modulation in the Philippines.

Using the 115 survey responses from wide-clustered participants, the conceptualization and feasibility of the project is developed and tested. As a market strategy, focal point targetsare malls within Metro Manila. The future upgrades, developments and expansions related to both application and organization are also plotted according to its financial capability.

The mobile parking application aims to address societal, economical, and environmental issues which are derived from parking difficulties not only in the Philippines but all over the world.

## 2. Location of the Project

Location:        Maria Orosa Street corner Engracia
                 Reyes Street, Ermita, Manila

Area in sq. meters:                172.11 sq. meters

Rental Rate per sq. m.:                PhP447.39

Monthly Rate:                PhP77,000.00

Common Area Maintenance Charges:      Php4,233.60

Add 12% VAT:                  Php9182.38

Total Monthly Rate Inclusive of VAT:   PhP85,702.18



**Figure 3.1. Location of the project.**

## 3. Legal Structure

The business will be registered as a Limited Company through the Securities and Exchange Commission (SEC) under the name of "ABADEMAPA Ltd.". It comprises five incorporators who run the business and limits the amount of liability

undertaken by the company's shareholders. The company is structured as Ltd. initially to minimize the risk and to possibly appreciate the capital. In the future, when it is already qualified or the business sees it fit, it will be re-registered as an Incorporated company.

## 4. Brief Description of the Project

### 4.1. History and Position to Date

The proponents are Masters in Business Administration (MBA) students from Philippine School of Business Administration (PSBA) Manila who are taking up Project Research and Development (PRD) subject under Dr. Lopez.

According to a report of CNN Philippines, as per Ericsson Mobility Report, there are 40 million Filipino smartphone users today which will be doubled to 90 million by 2021. This is due to the increasing affordability of smartphones and improvements in technology. Mobile data is forecast to grow even faster. Only 5 percent of all mobile phones are currently capable of accessing the much-faster LTE (long-term evolution) speeds, the report said. Young Filipinos are the heaviest users of mobile internet in the country to access the internet and run multiple applications, making it an ideal mobile communication device.

Based on the preliminary market research the chaos on parking in Philippines is now facing a huge problem by drivers who usually takes an hour for hunting to find parking space. The idea of mobile

parking application is to give solution on the parking issue in the crowded metropolis where company will offer a platform for drivers to over-look the situation of parking areas near to their destination and find parking spot by the ease of this application.

The ECPark is conceptualized to contribute to the well-being of the ordinary Filipinos as well as the businesses nestled in congested cities with the consumers' convenience in reserving parking spaces especially in malls by using our mobile parking application.

## 4.2. Mission

We are the leading mobile parking application in the Philippines committed to providing sure, secured, stress-free parking in the metropolis that will create value and enrich the lives of our customers, employees, shareholders and the communities we serve.

## 4.3. Vision

ABADEMAPA Ltd. aims to be the most admired mobile parking reservation application in the country in terms of:
- Customer Service- We provide excellent quality service to our customers.
- Convenience- We ensure stress-free parking through reserved parking slots.
- Innovation- We continue to innovate our product and services to keep up with the fast-changing technology.

- Customer Loyalty- We strengthen customer satisfaction by sure and reserved parking slots in the super malls.

**4.4. Logo**



**Yellow and Black Arrows** - The yellow and black arrows signify the yellow and black color of entrance gate barrier in parking areas.

**Vehicle** - The photo signifies the car/vehicles that would reserve using the ECPark Mobile Application.

**Figure 3.2. ECPark logo.**

**4.5. Product Capacity or Project Size/Scale**

4.5.1. Business Prospects

ECPark is straightforward and simple and so is the targeted consumers. The proponents identify that anyone who owns a car and is driving around Metro Manila are the target market. Most of these car owners are business people with busy schedule and require a car to take them to places they need to be at a scheduled time.

Secondary customers are parking companies or operators. The application is also going to be attractive to parking management companies because the

ABADEMAPA Ltd, the entity behind ECPark, hooked the application with a database management tool that collects information about the user to seamlessly perform the booking process

### 4.5.2. Product and Services

ECPark is a mobile application which allows users to search, select and pay for available parking slot to mall destinations or nearest areas in Metro Manila. It aims to provide convenience for drivers and reduce stress in looking for parking in malls. The application can be accessed through any mobile device that has internet connectivity.

It is a pre-booking system for parking which enables car owners/drivers to park with convenience. The mobile application responds to the growing attention to the long-existing park wars most especially in the metropolis.

The mobile application automates navigation and booking for available parking slots any time and any ECPark partner malls parking provider in Metro Manila thereby reduces time in going around parking areas of different establishments. It is a platform for drivers of personalized vehicles to overlook the situation of parking areas near their destinations and find parking slots by the ease of an application which avoid chaos in parking areas. Furthermore, it aims to solve vehicle parking issues by providing instant information about the parking slots available near customers' destination. It is easy to use, reliable, cost

efficient, time saver and helps in decision making.

The problems that the proponents are trying to solve are as follows: parking congestion, delays resulting to personal losses, lack of structured parking and wastage of fuel and time.

### 4.5.2.1. Key Features

- Unique Barcode Widget for scanning on the EC Park machine
- First Booked, First Reserved basis
- Cash/ Debit/Credit Card Payment
- Simple interface
- Available in both Android
- Options to choose particular parking space during reservation
- Integration between the mobile application to the parking management system of the mall/establishment's parking areas to ensure that the slots available for reservation are not invaded
- E-receipts in the application

### 4.5.2.2. Advantages/Benefits

- Easy payment
- Automated process of parking reservation
- Located in Malls
- Worry-free parking slot
- Saves time from queuing and waiting
- Aids in planned event

- Corporate parking guaranteed
- Allows reserved and pre-pay parking.
- Sure and stress-free parking slots in areas in the metropolis
- More efficient and environment-friendly cities since constantly looking for parking space will be eliminated
- Save gas consumption
- Reduce carbon emissions

### 4.5.2.3. Client/User Flowchart



**Figure 3.3. Client/user flowchart.**

In the above flowchart, there is the presence of status report and application update where adding of features and updates to the application are being made. Furthermore, there is also the presence of the audit report wherein all data entry in the database such as booking, registered users and financial status will be

audited.

## 4.6. Market Feasibility

### 4.6.1. Target Markets

Market research analysis is conducted by the proponents in order to gather information on the target market. One of the problems spawned by a growing metropolis which further spurred by sustained economic growth is parking. For this mobile application, the proponents primary target markets are those people who travel a lot, who work and live in the city and who experience traffic congestion. This mobile application will save a lot of time when searching for parking slots by locating it in seconds using GPS for the person using the application.

The secondary target markets which will be tied up with the parking management in different areas are classified as follows:

- Airport Parking – This area is characterized by extreme flow of vehicles where travellers are being accompanied.
- Hospital Parking – Patients' families and friends expect hospital management to guarantee an available parking slot for an emergency situation.
- Hotel Parking – Domestic and international guests are expecting for an efficient and comfortable parking facilities.
- Shopping Center Parking – To date, a modern

shopping center attracts demanding crowds of visitor where usually drivers experience the tremendous circling for available parking slots.

- Fair/Event parking – Drivers experience lack of parking availability when they arrived at the area. At peak time, the main task is to guarantee that the traffic on entrance and exit will flow smooth and evades drivers for long waits.
- Park and Ride – For domestic and international flights, it is convenient for them to go at the airport using private vehicles. However, availability is uncertain because of huge demand. Through using the mobile parking application, they can reserve parking slots
- The industry analysis indicates that there is a significant need for this type of product and that there exists an opportunity to penetrate the market with our novel solution.

### 4.6.2. Competitors

Parking applications in the Philippines may sound unique; however, there are several factors of parking applications that already exist. When entering a market with a new or innovative product or service, it is crucial to screen and analyze the competition. As stated, this industry is flooded with potential solutions trying to meet the need of consumer for a simple, effective management and payment solution. A competitive assessment in business-planning tools is to identify potential competitors which will help to make good business decision. By taking into account of the

presence of competitors and its impact, this will help the proponents to set their marketing strategy. An assessment typically creating a list of competitors and profile that includes information such as: marketing strategy, strengths and weaknesses, product and services they sell.

Through web research and search at Google Play Store, the proponents are able to single out three (3) mobile parking applications. All of which have an objective to enhance the parking experience in Metro Manila.

### a.) ParkNinja

It markets itself as "The Philippines' first mobile application for parking reservation and navigation". The application also has a website (http://parkninja.ph) which indicates that it has received a copyright for the Park Ninja logo in 2015. It is developed by Globe Telecom according to Google Play Store.

The application locates the user through enabling the location feature in an android phone. It creatively uses the ninja character to mark the available parking slots nearby. It also lists locations such as malls, parks, and other venue even if it does not offer slots in the specific place. It has long but irrelevant list. The parking application loads up for a long time without yielding results. The homepage is a Google map with the user's current location indicator. The search bar is at the top of the interface where the user

wants to choose as a destination. The results are alphabetically arranged and when selected, the screen displays a picture of the place, park site, address, operating hours, hourly rate, and distance. Once successfully reserved, the application generates a QR code which serves as the digital receipt which contains the park site, slot name, name of user, contact number of user, plate number., reservation date, and time (range). The service of this application is paid through credit card.

### Review

Park Ninja does not seem to be operating currently. It only has 1,000 downloads and the feedback it commonly receives are complaints about the application not working like it should be. One customer said that she was only charged but did not actually have a successful attempt in reserving a slot. Another stated that none of the slots are available. Using the application, one of the members had the same experience when none the park sites have slots.

### b.) Dibz Parking

Dibz Parking (dibzparking.com) is developed by Dibztech Inc. with a tagline, "Convenience at Your Fingertips." Almost similar to Park Ninja but this application is also available in AppStore and not just Google Play Store. The copyright is recent because it is dated 2017. The application has 1,000 downloads as well. It has partnered up with Waze, WeCube, Tag, Novotel and Faster Capital. The features and services

as quite similar with the ParkNinja except that in the future, this will also offer added valet service as an option. Dibz Parking also enables users to be a resident partner who can let his parking slot reserved. Payment will also have to be through credit card and it generates receipts with QR code.

### Review

The application asks for many permissions that bothers the potential users. It allows Facebook linkage for easy registration and for personal information. It is not as user-friendly because it changes screen to screen to search for park sites and choosing type of service. It may also not be operating actively so far because it has less publicity and not to mention the low number of downloads. A number of feedbacks are complaints about malwares, bugs and error crashing.

### c.) Fetch

This application is a bit different than the first two applications. In the website (http://www.fetch.com.ph/), it is described as an "on-demand valet parking service that exists so you never stress about parking again". The application is only available in iOS AppStore. It sends a personal valet to the user's location who will take the car from there and park the user's car in a secure lot. The valet will send a picture to the user after it is parked. It has an additional paid service which gives the user a choice to ask the valet to return the car to him. The rate of this service is Php45 plus Php15 per additional hour. It is also only

available within Bonifacio Global City in Taguig City. (www.philstar.com:8080/motoring/2017/03/29/168545 3/app-fetch-your-car-and-solve-your-parking-problems)

Unlike in the Philippines, parking applications have already an international presence. This type of application is widely used not only in places such as mall, hotels, parking areas but it also has tapped the airport parking area. To mention a few applications, the market has Easy Park, Just Park, Best Parking, and ParkMe.

## 4.7. Financial Feasibility

Developing a mobile application is a complex process, involving several steps and stages of development, testing and app deployment. This process is not only onerous and tiresome, but can also prove to be very expensive for app developers – especially so, if they are not already established names in the market. Developers who can successfully find funding for their project are at an immense advantage, as it lets them work with a free mind, without having to worry about the expenses they would have to incur on their app.

Coming up with an investment source is not easy, but there are ways and resources available to get started. ABADEMAPA Ltd. being a limited company, directors and shareholders have limited liability for the company's debt, thus other sources of funds would be helpful in the development of ECPark mobile app.

As a venture, ABADEMAPA Ltd. will possesses a great deal of engineering talent and outsource to create the mobile app. Our initial investment will be amounting of 8,000,000.00.

## 4.8. Social Acceptability

According to Greenpeace Philippines, climate change is the greatest threat that the world is facing. It is already killing hundreds of thousands of people a year and if left unchecked will put hundreds of million others at risk.

Today, the Philippines is reeling under the impacts of climate change. Although the effects of this catastrophe—stronger typhoons, rising sea levels, and corresponding effects on Filipinos, the national economy and the environment—are not inescapable, they are projected to continue and worsen, unless effective steps for mitigation and adaptation are not implemented immediately. Catastrophic climate change is inevitable. And people cannot escape on the fact that it is caused by human activities, including the burning of fossil fuels and deforestation. Greenhouse gas emission from transportation primarily comes from burning of fossil fuel from cars, trucks, ships, trains, and planes. Over 90 percent of the fuel used for transportation is petroleum based, which includes gasoline and diesel.

Aside from reducing the stress of people in looking for parking space, ABADEMAPA Ltd., through its mobile parking application, help cities in

bringing an environment-friendly and greener place by minimizing congestion and reducing emissions since constant searching for parking space will be eliminated through reservation of parking slots. The time saved in searching for parking space is equivalent to the reduced carbon footprint.

In line with this, ABADEMAPA Ltd, in partnership with Greenpeace Philippines, supports the initiatives and projects of Greenpeace Philippines in reducing carbon emissions contributed specifically by cars as a social responsibility to other Earth and to the common good of the Philippines as a nation.

# ARTICLE 4

## Business Plan 2

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**Professor:**
Antonio M. Lopez, MBA
2nd Semester AY 2017-2018

## EXECUTIVE SUMMARY

### Name of Project: Web-Based Tool on Food Selection for Consumers: Nutri Watcher

### 1. Objective of the Project

Technology has greatly evolved for the last 50 years. From transportation, comfort, entertainment, information, computing, and military use, health care has also evolved with continuous breakthroughs for limitless purposes. The use of the internet has also evolved from a single secured room to a global network of communication. From mere purpose of computing, the internet has become an essential tool for information, education, and business.

The definition of health care has also evolved

from the hospital to home-based to real time. Health care is not solely limited to cure of diseases but proactive prevention of health-related problems. Proper diet has always been one of the key issues of good health.

In this regard, our group has chosen to formulate a business and based on the principles of proper diet and latest tools in information technology. Our group has decided to capitalize on the current technology plus provision of diet. We have named our company Choose Right Ltd., which is devoted to contribute to society through health applications.

Our Project Proposal is hereby entitled: **Web-Based Tool on Food Selection for Consumers: Nutri Watcher**. It is the primary service to be offered by our company and intends to capture great market share from Luzon area to provide service to our customers.

## 2. Location of the Project



**Figure 4.1. Location and details of the project.**

## 3. Legal Structure

The proponents have agreed that the legal structure of the business shall be Partnership.

## 4. Brief Description of the Project

### 4.1. History and Position to Date

Choose Right Incorporated, was conceptualized and formed by a group of MBA students from the Philippine School of Business Administration, Manila It is composed of five professionals namely: Engr. Ariel Deinla, Engr. Luther Apalis, Ms. Aime Lauson, Ms. Jiennikka Raymundo and Mr. Bo Bui. The name "Choose Right" came from the idea that "everyone shall be entitled to freedom of choice".

### 4.2. Mission

4.2.1. To increase awareness of the specific benefits of monitoring healthy eating habit in relation to chronic disease and general health.

4.2.2. To be the company of choice for advertising healthy diet and promoting healthy lifestyle.

4.2.3. To be the leader in launching the health application in the Philippines.

4.2.4. To be a mechanism in boosting awareness to value healthy lifestyle towards a

productive and healthy people in the society.

## 4.3. Vision

The leading company in providing innovative solutions to healthy lifestyle that promotes locally manufactured products and provides services that would address awareness and continuing effort on healthy lifestyle.

## 4.4. Logo



The Choose Right Limited Nutri Watcher® emblem has the following meaning:

1. The Green Background represents the healthy transformation of the lifestyle of the user.

**Figure 4.2. Nutri Watcher® logo.**

2. The Bowl of fruits represents the entity that consumes the food being suggested by Choose Right's proprietary application, Nutri Watcher®.

3. The Retracting Tape Measure represents the tracking, monitoring and improvement of the well being of the user because of the habitual intake of the suggested food by Nutri Watcher®.

## 4.5. Product Capacity or Project Size/Scale

### 4.5.1.  Business Prospects

Choose Right Ltd. aims to target the following business prospects primarily online customers and suppliers to be able to generate income. As a starting business, the company aims to target Filipino consumers using mobile and computer applications that includes, persons with or without health issues. Our company also provides IT services to Filipino suppliers which intend to use our platforms as means for advertisement of their line of food products. Thus, the system enables multi source of revenue for the company.

Our long term strategy focuses on adding more value to our company and stakeholders through continuous innovation and improvement of our services.

### 4.5.2.  Product and Services

Nutri Watcher is a proprietary health and fitness web and mobile based application (app) created by Choose Right Ltd. that aims to help an individual to be mindful of their health and lifestyle.  The web application name comprises of the words "Nutri". It was derived from the word Nutrition which means the act or process of nourishing or being nourished, while the word "Watcher" means that monitoring is being done on the user. The application is a web based visualization tool which focuses in healthy lifestyle of an individual. Relatively this web and mobile based

application will help an individual fitter and healthier with less cost and hassle-free monitoring of eating habits. This will give an opportunity for Filipino food manufacturers to promote their products as the application primarily concentrates on Filipino products.

### 4.5.2.1. Features:

- Company Name: "Choose Right"
- Industry: Web-based Services
- Form of Business: Partnership
- Type: Services / Consulting
- Service is open to the million population of Filipinos online
- Food selection of the program is based mainly on the kind of diet, calories required and budget of the customer.
- No fees are required from the customer for a certain period of time which is 30 days.
- Web-based program provides advice to the online customer on choosing the right kind of foods applicable to his/her diet program at real-time.
- The foods presented are fresh and available from on-line suppliers.
- Monitors your diet.
- Suggests food intake for the desired weight.
- Suggests you where to buy the foods you need in the market.

### 4.5.2.2. Advantages:

- The concept of food recommendation/suggestion is new in the market.
- Possible Expansion abroad because of the service is available online.
- Potential partnership with government (DOH, DOST-FNRI), BPO and other suppliers of nutrition products.
- It is for Free. You can download it on playstore.
- Hassle free. You don't need to go to a nutritionist to consult for your health.

### 4.5.2.3.  Benefits:

**Table 4.1. Benefits of the project.**

| COMPANY | KEY BENEFITS |
|---|---|
| 1. Income is generated from advertising fees from suppliers. <br> 2. Efficient supply management system <br> 3. Access to specific market <br> 4. Access to information on the market share based on geographical location.. | 1. Improved health <br> 2. Awareness of lifestyle <br> 3. Awareness of food intake <br> 4. Motivates users to consume healthy products and form new eating habits. <br> 5. Keeps you fit and healthy because it monitors your food intake. <br> 6. Not time consuming. |

## 4.5.2.4.    Production Process

Choose Right Ltd., through its application, the Nutri Watcher is engaged in services industry and therefore it will use Direct to End Users model for channel distribution. The services provided by this firm will be directly received by the client via application or website. The information of the firm will be stored in the cloud and managed by the IT of the firm. Likewise, it will also keep its local back-up.



**Figure 4.3. Production process of the project.**

## 4.5.3.  Customer Value Proposition

As embodied in our values statement, "Choose Life, Choose Right", Choose Right Ltd. values self-entitlement, healthy living, and freedom of choice.

**"Choose Life, Choose Right"**

We continuously seek means to promote healthy

lifestyle among mobile phone and computer users, and marketing tool for our suppliers through our IT products and services. We believe that only by providing quality products and services can sustainability exist both in our company and in our stakeholders.

## 4.6. Market Feasibility

### 4.6.1. Target Markets

The target market of Choose Right Ltd. will be composed of the following individuals who use mobile and/or web based applications on a regular basis. It is safe to assume that they are already familiar with the basic access of such technology and are eager to lead a healthy lifestyle. The target market will be composed of the following:

Table 4.2. Target markets of the project.

| TARGET MARKET | | DESCRIPTION |
|---|---|---|
| CUSTOMERS | Persons with health issues | Consumers with on-going medications, physical rehabilitation, currently or recently confined in hospital, light to serious medical condition. |
| | Physically fit persons and/or involved in sports or physical activities | Consumers who are active in sports and/or other physical activities as leisure or profession. |

| TARGET MARKET | | DESCRIPTION |
| --- | --- | --- |
| | Residents of Target Barangays within the Business of Makati, Ortigas, and University "U" - Belt | As part of Choose Right's intensive marketing strategy, we will gradually dominate the strategic population of the National Capital Region. |
| | Aging persons | Consumers who belong to the old age group (60 yrs. old and up) |
| **SUPPLIERS** | Suppliers and/or distributors of health foods (as finished product) in the Philippines | Suppliers and/or distributors of health foods in various forms (as finished product) such as but not limited to: packed, baked, cooked, canned, sealed foods. |
| | Suppliers and/or distributors of health foods (as raw/uncooked product) in the Philippines | Suppliers and/or distributors of health foods in various forms (as raw/uncooked product) such as but not limited to: fresh vegetables and fruits, fish, meat, poultry. |

### 4.6.2. Competitors

Based on the market research, Nutri Watcher will be competing with against established various applications concerning health, weight and wellness.

As we have researched the availability of applications online specifically and can be downloaded on playstore there were so many that you could choose from. But an application that is programmed with the

availability of resources here in the Philippines is none. Because of this, there is an unexploited market that the proponents can dominate.

### 4.6.3. Competitive Edge

Nutri Watcher's competitive edge is its ability to offer and recommend foods that are available in the Philippines. In the current set-up Filipino people download application for food journaling which is patterned in countries such as USA, India, and the like. They suggest the client to eat blueberries, grapefruit for losing weight. On the other hand, Nutri-watcher suggests food that is available in supermarkets, and some convenience store in the Philippines which costs reasonably. Another is that we have professionals hired for consultation that will assist our clients with their concerns.

## 4.7. Financial Feasibility

The following financial assumptions are used and adopted in this business plan to estimate and project the financial feasibility of the business proposal:

1. Revenue - Sales is the backbone of every business plan and can be forecasted by multiplying the company's 60% of 1 Million Potential Subscribers multiplied by Php 20.00 Registration Fee per Month or Membership Fee itself.

2.   Personnel Costs - Amount attributed to employee assigned to the project. Basically, the salary of our Project Manager (PM) , IT Personnel (ITP) , Business Manager (BM), Accountants (AC) and Administrative/Support Assistants (AA). Annual increases are P5000.00, P4000.00 and P3000.00 respectively.

3.   Professional & technical services (PTS) - are expenses incurred for professionals (i.e. nutrionist), while purchase services (PS) are expenses for janitorial security and messengerial works. PTS, PS, advertising are escalated annually.

4.   Utilities – costs incurred comprises payable to utility companies. Utilities, telecommunications, meeting and conferences and donations & contributions are increased to assumed by 2% annually.

5.   Rent Expense – cost to be paid for the right to use a commercial property that is estimated at Php 300,000 and Php 312,000 for the first two years and for the 3RD to 5th year respectively.

6.   Property and Equipment (P&E) - Physical, tangible assets that is expected to generate economic benefits for a company. Depreciated using the straight line method.

7.   Generally, all P&E are estimated to have economic useful life of Five (5) years.

8.      Income Tax rate is 30% of net income before income tax (NIBIT).

9.      Other Current Assets (OCA) – Pertains to prepayments, office supplies and others.

## 4.8.  Social Acceptability

For Choose Right Limited, our goal is not just to earn profit for the benefit of the owners and the company. We have the responsibility to our employees, our clients, suppliers, government, and the environment. This is our way of giving back to society. Corporate Social Responsibility is an integral part Choose Right Limited's business operation.

Since our establishment, it has become our mission to increase awareness of the specific benefits of monitoring healthy eating habits to avoid chronic disease and push to a healthy lifestyle for the community, our employees as well as promoting a greener environment. Our intensive marketing campaign in barangays also encompasses corporate social responsibility.

As Choose Right Ltd. advocacy is considering a healthy lifestyle and a healthy workplace, we want the employees to enjoy a 15 minute coffee break in the morning as well as in the afternoon, vacation, maternity and sick leaves. These also includes training and development for them to make them updated with the trends related to their task as well as support them if they want to pursue further studies so that their work

time schedules can be adjusted without compromising his responsibilities in the office.

Choose Right Ltd. gives importance to our clients and suppliers. In our application, our clients will not just keep healthy but will give them convenience while they are busy of their day-to-day living as career men and women without compromising healthy eating habits. This will also help promote locally produced products and support our farmers and companies here in the Philippines.

As part of a community, Choose Right Ltd. intends to have a greener environment. The company will organize a Run for a Cause for the benefit of restoring forests and partner with NGOs who cares for animals especially endangered species that could only see here in the Philippines. A Semi- Annual Tree Planting Activity will also be conducted by the company and its employees.

# ARTICLE 5

## Business Plan 3

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**Professor:**
Antonio M. Lopez, MBA
2nd Semester AY 2017-2018

## EXECUTIVE SUMMARY

### Name of Project: International Organic Restaurant

## 1. Objective of the Project

The market for organic products has been in demand nowadays due to illnesses and bad effects of using chemicals and pesticides to our food. Eating organic foods is one way of avoiding the blend of poisons present in commercially grown food. Despite the high cost of organic foods, growth in this market can be seen due to rising health concerns among consumers, awareness of health benefits of organic food, increasing income levels, improved standard of living, and government initiatives aimed at encouraging widespread adoption of organic products. Organic ingredients are also using to be able to maintain its natural health benefits to customers.

Eating healthy, going green and buying organic have become a popular lifestyle choice for many newly-converted health buffs.

The rise of the "green movement" has led to the sprouting of weekend markets in the city, frequented by heads of household who want healthier and less chemically-contaminated food on their table. Stalls in the market proclaim their food to be "organic," but weekend shoppers should beware.

Aileen de Guzman, raw food chef and health advocate, warns: "A lot of weekend market vendors only say they sell 'organic' when in fact, their produce is conventionally farmed, meaning they make use of chemical fertilizers and pesticides."

Genuine organic food means only natural substances have gone into the product. For fruits and vegetables, only natural fertilizers have been used. Organic poultry and meat are made from chicken, cows or pigs that have been fed only natural feeds and have not been injected with hormones.

These conditions are what make organic food expensive. Without chemical fertilizers, fruits and vegetables take longer to grow and the yield is not as much as if they were spurred by chemicals. Organic fruits and veggies can only be harvested when they are seasonal, as compared to their chemical-helped counterparts that grow all year round.

## 2. Location of the Project

We will be in the booming, and rapidly expanding location at the center of Eastwood, Libis, Quezon City. The outlook for the future of Eastwood is constantly evolving community and quite promising. Developers continue to rise business establishments like condos, shopping malls and top offices. The combinations of these elements will provide the city with a year-round economy.

## 3. Legal Structure

Sunny Green Restaurant which offers an organically produce cuisine operated by Ymizelu Foods Corporation is a non-stock corporation, composed of 5 shareholders all of which are Filipino citizens, is established under the Philippine Corporation Code and is regulated by the Securities and Exchange Commission (SEC) of the Philippines. Ymizelu Foods Corporation is separate and distinct from its shareholder's wherein it protects the owner's individual assets from that of the company, whose liability in a corporation is limited to the amount of their share capital. Ymizelu Foods Corporation is also protecting its customers by purchasing the raw materials to the Organic Farm Producers registered under the Department of Agriculture – Bureau of Agriculture and Fisheries Standards (BAFS) and National Meat Inspection Service for imported organically meat products.

## 4. Brief Description of the Project

### 4.1. History and Position to Date

Sunny Green is a business idea proposed by a group of MBA students particularly in Philippine School of Business Administration – Manila namely; May Ann Melody Rosales, Mae Chzenette B. Narzabal, Malou C. Oren and Myra Len F. Villaruel, as part of their requirement in Project Research and Development subject. It was well researched through survey on the location, available statistical data from Philippine Statistics Authority, Department of Bureau of Agricultural and Fisheries Standards and other sources relative to the study, to ensure the feasibility of the business.

### 4.2. Mission

4.2.1. Sunny Green aims to provide great place to eat with an exciting flavor of food that is good for the people who is health sensible

4.2.2. Sunny Green wants to give our clients the health facts of organic foods and communicate the factuality to the public.

4.2.3. To establish near neighborhoods of Metro Manila that will serve every family a fresh and local organically grown foods from a trustworthy supplier in a pleasant restaurant environment.

4.2.4. To have a rewarding place to work for the employees and have a fair return to the owners.

## 4.3.  Vision

Top of mind international organic restaurant that will be widely acceptable for the Filipinos and other nationalities as well.

## 4.4.  Logo



SLOGAN

"Taste of Culture"

TAG LINE

"Taste of four corners of Asia"

**Figure 5.1. Sunny Green logo.**

## 4.5.  Product Capacity or Project Size/Scale

### 4.5.1.  Business Prospects

Sunny Green will let our clients feel the glimpse of the Asian countries through its ambience and cuisine. Sunny Green is a casual dining restaurant serving organic menu for health-conscious customers. We have a wide range of organic menu to choose from the appetizers, main course, desserts and drinks; like tea and fresh fruit juices.

### 4.5.2. Product and Services

#### 4.5.2.1. Features

Sunny Green is an Asian concept offers thirty-eight types of traditional organic cuisine from four selected countries like; Thailand, Singapore, China and Vietnam, in each menu, we offer five sets of cuisine per country is allocated in the category; such as appetizer, main courses, desserts and drinks.

Sunny Green also offers a juice bar section that is incorporated in the menu. We offer the most refreshing ways to enjoy organic fruits, a beverage made with pureed fruit; water, and with a touch of organic sugar and some herbs; for bottom less.

The concept of juicing was very popular in different countries especially here in the Philippines. It is very refreshing, will quenched the thirst of every customer especially the health-conscious people because it is all-natural fruits, vegetables & herbs or a combination of both.

#### 4.5.2.2. Advantage

The chosen cuisines are the traditional food from selected countries of Asia. Sunny Green embodies the health benefit of eating fresh foods that have a lot of scientific benefits in human body.

Our fresh juices make different from other juices, is that we offer to the market the natural fruit,

vegetable juices enhanced with herbs and other spice that will satisfy all health and wellness conscious customers.

### 4.5.2.3. Benefits:

Organic produce contains fewer pesticides. Chemicals such as fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat.

Organic food is often fresher because it doesn't contain preservatives that make it last longer. Organic produce is often (but not always, so watch where it is from) produced on smaller farms near where it is sold.

Organic farming is better for the environment. Organic farming practices reduce pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Farming without pesticides is also better for nearby birds and animals as well as people who live close to farms.

Organically raised animals are NOT given antibiotics, growth hormones, or fed animal by-products. Feeding livestock animal by-products increases the risk of mad cow disease (BSE) and the use of antibiotics can create antibiotic-resistant strains of bacteria. Organically-raised animals are given more space to move around and access to the outdoors, which help to keep them healthy.

Organic food is GMO-free. Genetically

Modified Organisms (GMOs) or genetically engineered (GE) foods are plants whose DNA has been altered in ways that cannot occur in nature or in traditional crossbreeding, most commonly to be resistant to pesticides or produce an insecticide.

What then is the benefit of organic food?

"You can get more nutrients from them. They taste better and don't introduce unnatural substances into your body," says Aileen.

## 4.5.2.4. Product & Service Lifecycle



**PRODUCT**

B. Fresh products will be stored in the freezer and chiller to maintain the freshness.

C. Day to day monitoring of the product inventories to make sure that the products are fresh.

**SERVICE**

A. 10-15 minutes serving time upon order

**Figure 5.2. Product and service lifecycle diagram.**

### 4.5.2.5. Production Process

The ordering point, storage and food preparation is very crucial in restaurant business because the end products depend on these factors. Every other day is the re-ordering point of organic vegetable and seafood to avoid spoilage while the meat can be order every two weeks. All other ingredients are on monthly basis.

As part of quality control, the vegetable and dessert can be placed in a different station or in the chiller to maintain its freshness with a 10 degree Celsius while the meat are pack in the vacuum sealed and is stored in a freezer with a 5-15 degree Celsius. The part of the meat and sea food is pre-cooked and blanched to meet the shelf life.

## 4.6. Market Feasibility

### 4.6.1. Target Markets

**Professionals**

Sunny Green will have an atmosphere that encourages people to bring dates and to have their families arrive. These groups are generally very successful but balanced and won't be spending as much on drinks but rather to eat a good food and ambience too.

Sunny Green does want to be a social place where people meet each other and develop a network.

## Business Process Outsource (BPO) Employees

Most of the BPO employees experienced hectic schedule and toxic working environment and to lessen their stress they usually hang out with friends after work hours and look for healthy but tasty food.

## Residents of Eastwood City

Modern lifestyles and busy schedules of the residents of Eastwood City they will prefer to dine in a restaurant where we offer different cuisines and healthy foods of their families.

## Shoppers

Eastwood City is a haven for luxury buyers and bargain hunters. After the tiring day of shopping they can look for a place to dine with their families, officemates or friends.

## Food Enthusiasts

A foodie seeks new food experiences as hobby rather than simply eating out of convenience or hunger. Food crawlers / foodie will look for this restaurant for them to try different cuisines while staying healthy because of the organic foods we offer.

4.6.2.  Competitors

**THE FARM ORGANICS**

- THE FARM Organics Restaurant showcases the Organic Beef Products of The Farm Organics, certified by the Organic Certification Center of the Philippines (OCCP).
- They have been raising their own cows in their 1,000-hectare farm in Masbate since 1976. The cows are free to roam and graze around the property. They grow them naturally, without the use of any antibiotics, growth hormones or artificial drugs.
- They serve really good organic steaks for less than P1,000 and also have healthy burgers like Paleo Burger and Vegan Mushroom burgers.
- Note: They were the first to use The Farm branding since 1976. This is different from The Farm Spa at San Benito.

**JUJU EATS**

- Juju Eats is the first dedicated salad joint in the country. From the same people who introduced JuJu Cleanse's delicious juices, this new venture presents salads with the aim to encourage people to eat their greens.
- This store offers a selection of organic salads with over 50 toppings and 12 dressings. There is a variety of signature

salads to choose from as well as a Do-It-Yourself option that lets you customize and build your own original salad.

## GOURMET FARMS

- Gourmet Farms was born in 1988, the first organic farm in the country. We started supplying hotels, restaurants, and cafes with fresh produce. Most of them are still our clients today. We also started manufacturing local medicinal herbs.
- In 2000, they put up Gourmet's Café, a venue where consumers come to eat delicious, healthy, organic food. Eventually, the demand grew beyond their restaurant could accommodate. Kitchen Exclusives was established, a subsidiary of Gourmet Farms that manufactures, sauces, dressings, dips, and ready-to-eat food items.
- We are present in hundreds of stores and outlets all over the country.

## THE WHOLESOME TABLE

- The Wholesome Table is an organic restaurant that aims to help you change the way you eat – one plate at a time.
- The wholesome table restaurant believes in going back to basics in preparing the kind of comfort food that you're used to eating, except we make them with healthier ingredients, always with love and good

intentions.

- Restaurateur Bianca Araneta-Elizalde and husband Juan Elizalde share a wholesome experience with its diners in the hopes of inspiring them to follow a healthier lifestyle. With food made only from fresh, natural and organic ingredients, The Wholesome Table inspires a change in the way people live, with every plate they have.

## BACKYARD KITCHEN + BREW

- Backyard Kitchen + Brew is a farm-to-table bar and grill concept from Chef Edward Bugia (of Pino, The Burger Project and Pi Breakfast and Pies fame). It serves traditional comfort food with a modern twist, as well as a wide selection of beverages and craft beers. Some of its bestsellers are the Tinapa & Quinoa Salad, Thrice Cooked Crispy Pork Cheek, and the flaming Chicken Lollilop.

## ADAÄM & YVES ORGANIC BISTRO

- Adaäm & Yves is an all-day brunch bistro that serves a cleverly curated selection of local and international breakfast favourites, made entirely from fresh, premium, and sustainably-sourced produce. It's comfort food without the guilt. Foodie favorites include the Cornelius Vanderbeef, Brooklyn Borough, and the Pink Floyd. P.S. They

serve ostrich meat here.

## POULET MANILLE

- Poulet Manille is new French restaurant that opened in SM Aura specializing in healthy and organic free-range chickens available in classic, truffle, and Southwest BBQ flavors. It's a concept from the people behind Smith Butcher & Grill and Lulu.

## SPRING BY HA YUAN

- A colourful and hip Chinese restaurant in the heart of Makati serving heirloom recipes with a modern twist. Unlike other traditional Chinese restaurants, Spring by Ha Yuan only serves healthy and all-natural organic meats in their dishes. Their specialties include Maki Mi, Steamed Buns, and their Roast meat selections.

## 4.7. Financial Feasibility

There is no single way in forecasting sales of a business. It is often very creative. In our case, analyzing our capacity to accommodate customers while studying market behavior through past experiences of existing restaurant became our tool to forecast sales. As shown in Table 5.1, from our proposed restaurant location with thirty (30) seater capacity, we come up with a maximum of five (5) turn-over per day. To compute sales forecast (Table 5.2),

we first determine average price per category of food products and the number of customer can consume per serving (pax). We use the conservative number of turnaround per day, three (3), then, computed transaction count per turnover by dividing thirty (30) seat capacity to pax per category. Sales per day are computed by; Price per category X Transaction count per turnover X No of turnover per day.

**Table 5.1. Seat capacity and turnover per day.**

| Seat Capacity | 30 |
|---|---|
| Max No. Of Turnover /day | 5 |

**Table 5.2. Sales forecast.**

| Average price per category | | | No.of turn overs per day | Transaction Count per turn over | Sales per day | Sales per month (30 days) | Sales per year |
|---|---|---|---|---|---|---|---|
| Type | Price | Pax | | | | | |
| Appetizer | 191.25 | 3.00 | 3 | 10.00 | 5,737.50 | 172,125.00 | 2,065,500.00 |
| Salad | 148.25 | 3.00 | 3 | 10.00 | 4,447.50 | 133,425.00 | 1,601,100.00 |
| Soup | 296.67 | 2.00 | 3 | 15.00 | 13,350.00 | 400,500.00 | 4,806,000.00 |
| Main Course | 437.50 | 3.00 | 3 | 10.00 | 13,125.00 | 393,750.00 | 4,725,000.00 |
| Rice | 260.00 | 5.00 | 3 | 6.00 | 4,680.00 | 140,400.00 | 1,684,800.00 |
| Tea | 85.00 | 1.00 | 3 | 30.00 | 7,650.00 | 229,500.00 | 2,754,000.00 |
| Fruit Drinks | 130.00 | 1.00 | 3 | 30.00 | 11,700.00 | 351,000.00 | 4,212,000.00 |
| Dessert | 149.00 | 3.00 | 3 | 10.00 | 4,470.00 | 134,100.00 | 1,609,200.00 |
| | | | | | 65,160.00 | 1,954,800.00 | 23,457,600.00 |

## 4.8. Social Acceptability

Follow the 3 R's of sustainability: reduce, reuse and recycle. Reduce waste. Reuse furniture and flooring. Recycle paper, plastics, glass, and aluminium. Reduce the use of energy by turning off the electric equipment and water faucet when not in use.

Promote "Green Products" to consumers specifically the organic food which avoid the use of chemicals and have relatively less damaging impact on health and in the environment.

Join the movement of saving the environment through using eco bags and paper bags instead of non-biodegradable materials.

Maximize the use of waste materials by separating the kitchen waste by category to give to the farmers the biodegradable food ingredients to serve as natural fertilizer.

## 5. References

https://www.rappler.com/life-and-style/18384-organic-food-101

# ARTICLE 6

## Information Technology Project Proposal 1

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## EXECUTIVE SUMMARY

### Name of Project: Adding Biometric feature in existing Teller Machine System BDO Unibank Inc.

## 1. Introduction

Banco De Oro Unibank Inc (BDO) has been ranked 1st and the largest full service universal bank in the Philippines since 2008 in terms of total resources, capital, consumer loans, total deposits and assets. The bank is part of the group of companies under SM Prime Holdings headed by business tycoon Henry Sy, the patriarch of the Sy Family and the richest man at 911 according to Forbes. A leading conglomerate, its businesses includes retail and mall operations, property development and financial services with BDO as its financial institution. BDO has one of the largest

distribution networks, with more than 800 operating branches and over 2,300 ATMs nationwide. An automated teller machine was first introduced in 1960 by City Bank of New York on trial basis, the concept of this machine was for clients to pay utility bills and get a receipt without a teller. As we know that over the past five decades, consumers have been largely depending on ATMs for their banking needs to make cash withdrawals, credit card cash advances and check their account balances as well as purchase prepaid cell phone load. However, the financial crime rises repeatedly in recent years, a lot of perpetrators tamper the ATM terminal and steal users credit card and password by illegal means once stolen the criminals will draw all the cash in the shortest time and will bring enormous financial lost to the client. Authentication methods for ATM cards have changed a little since their introduction in 1960's. Typically the authentication methods for ATM design involve a trusted software device. The card holder (PIN) Personal Identification Card is usually the means of verifying the user. The security limitations of ATM are mostly derived from the security pitfalls of the magnetic media.

## 2. Rationale and Significance

According to *Bangko Sentral ng Pilipinas* (BSP) there are 1,272 incidents of automatic teller machine (ATM) fraud involving Php 220 million were recorded in 2014 and increasing every year. These are fraud activities happen in Automated Teller Machine (ATM):

a.    Card Skimming

This is done by using a card reader that can capture the data in the magnetic strip of a card. One bold move done by these criminals includes installing a card reader right on top of the ATM's card slot. With this device, data will automatically capture once a card is inserted. Such card readers, measuring 1" x 1" are being sold in the internet for a very low price and with complete instructions. This scheme, though, is more popular in credit cards because the 'take' is higher compared to ATM cards.

b.    *Salisi Gang*

When the cardholder is about to retrieve his/her ATM card right after withdrawal, one of the gang members will cut-off, get the card coming out of the card slot, and replace it with a similar looking card. All of these will happen in just a split second. The unsuspecting cardholder, without realizing what had just happened, will get his/her card and leave immediately. The gang member, who had already seen the PIN during withdrawal, will then use the stolen card in other ATMs and try to withdraw the remaining balance before the card is reported as 'stolen'.

c.    Fake Assistance

"May I Help You?" is another ATM fraud employed by notorious elements preying on the elderly and those new in having an ATM card. Once these perpetrators spotted one, they will appear to be very

helpful and offer assistance to the unsuspecting cardholder but in reality, these perpetrators are already memorizing the card number and PIN. With the card number and PIN, the gang can easily transfer the funds to their own bank account using the internet or mobile phone or a clone ATM card.

These activities need a definite solution to minimize these crimes and increase the trust of the public in using an ATM machine. Therefore, our team proposed a Biometric system, as additional feature in Automated Teller Machine, to help the cardholders of BDO access their AT cards without any worries about their accounts and to enhance its ATM security features. The proposed Biometric system includes basic features of biometric machine and how it works in the Automated Teller Machine (ATM).

## Objectives

The scope of this project is to enhance the security of the existing ATM system by integrating the fingerprint of the user into the bank's database as to further authenticate it. By facilitating, capturing and comparing fingerprint upon using also the ATM cards itself. This is achieved by modeling and building an ATM system which as a finger print scanner. In this project we are using biometric security measure in the ATM system. User has to register by giving his/her fingerprint in pilot branches linked with its account. If this is verified properly then the user continues with the transaction user can withdraw, check balance, transfer money and pay bills through ATM machines

bounded by biometrics enhanced security feature.

## 3. Project Requirement and Layout

### 3.1. Software

Table 6.1. Software requirements of the project (Source: Fulcrum Biometrics).

| ITEM | REQUIREMENT | SPECIFICATION | ESTIMATED COST Php |
|------|-------------|---------------|--------------------|
| 1 | A finger Based Authentication Framework for ATM | Data entry Module Software acquisition | 1,700,000.00 |
| 2 | Installation and Training | Installation of biometric device to existing ATM machines to 30 pilot Branches, installation of finger print capturing device | 2,200,000.00 |
| **Total** | | | **3,900,000.00** |

### 3.2. Hardware

Table 6.2. Hardware requirements of the project (Source: Fulcrum Biometrics).

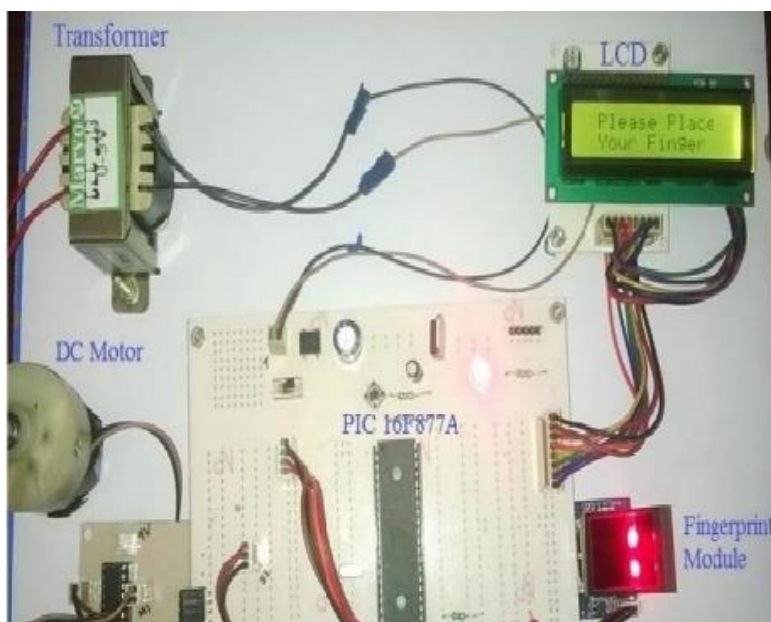| REQUIREMENT | SPECIFICATION | QUANTITY | ESTIMATED COST Php |
|-------------|---------------|----------|--------------------|
| Finger Print Scanner devices | Futronic FS80H | 30 units | 40,000.00 |
| Cables and Connectors | USB 2.0 | 30 units | 30,000.00 |
| **TOTAL** | | | **70,000.00** |

**Figure 6.1. Setup of fingerprint-based ATM authentication System.**

## 3.3. Technical Staff

**Table 6.3. Technical staff required for the project.**

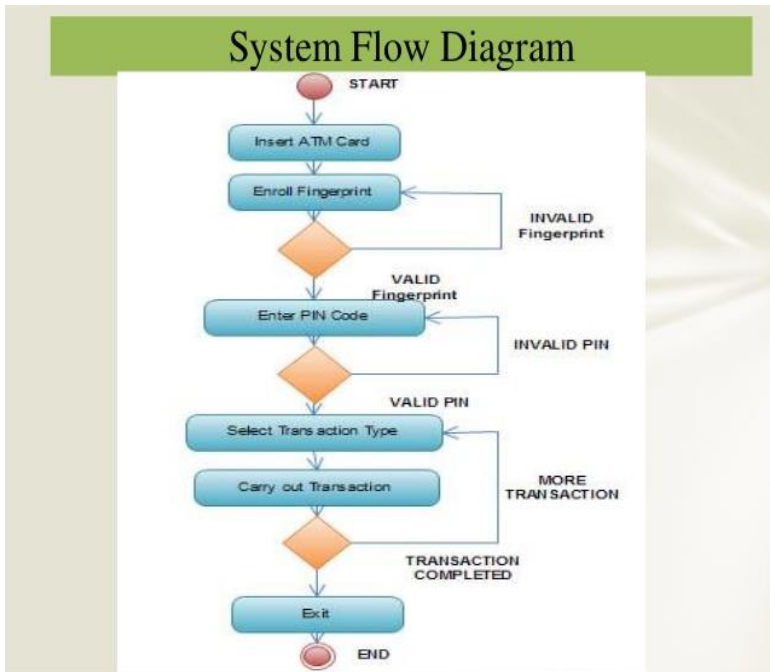| PERSONNEL | FUNCTION | COMPENSATION Php | TOTAL COST Php |
|---|---|---|---|
| 2 | ASSIGNED I.T | 40,000.00(2) | 80,000.00 |
| 2 | I.T TECHNICIAN | 40,000.00(2) | 80,000.00 |
| **TOTAL** | | | **160,000.00** |

### 3.4. System Flow Diagram



**Figure 6.2. System flow diagram of the project.**

## 4. Proposed Plan and Activities

Timeline: Two (2) months

A. Presentation of the proposed set-up with its prototype when needed

B. System Administration
- Installation of Biometric devices to 30 pilot branches
- Installation of finger print capturing device 30

pilot branches
- Installation of system software used for biometrics

C. Training and Marketing
- Training of employees on its product specification,
- Application
- Product launch to clients.
- Implementation

## 5. Plan to Recover the Cost

Once the BDO management approved this Biometric system, to enhance their ATM to all branches and offsite, The BDO can recover the cost within (1) year and 2 months to install the Biometric system in almost 30 pilot BDO branches with ATM machines

Once the Biometric machine is implemented, these are the following charges which the cardholder's can impose:

| Type of Transaction | Charges |
| --- | --- |
| Cash withdrawal | ₱2.00 for every transaction |
| Balance Inquiry | ₱2.00 for every transaction |
| Payment thru merchant | ₱2.00 for every transaction |
| Type of Transaction | |

A. Cash Withdrawal

   200 transactions

₱2.00 x 200 = ₱400 x 30 = ₱12,000.00 per month x 12 = ₱144,000.00

B. Balance Inquiry

   40 transactions

₱2.00 x 40 = ₱80 x 30 = ₱2,400.00 per month x 12 = ₱28,800.00

C. Payment thru merchant

   15 transactions

₱2.00 x 15 = ₱30 x 30 = ₱900 per month x 12 = ₱10,800.00

Summary:

| A. Cash Withdrawal | ₱ 144,000.00 |
|---|---|
| B. Balance Inquiry | ₱ 28,800.00 |
| C. Payment thru merchant | ₱ 10,800.00 |
| Total projected income for one year period | ₱ <u>183,600.00</u> |

To get the net projected income for one year

in 30 pilot branch                          ₱183,600.00

| | |
|---|---|
| Multiply by 30 pilot branches | x 30 |
| | ============ |
| | ₱5, 500,800.00 |
| Less: | |
| Total Estimated Proposed Amount | ₱4, 130, 000.00 |
| | ============ |
| **Net projected income for one year period** | **₱1,370,000.00** |

## 6. Social Responsibility

That millions of Filipino communities are vulnerable to the effects of disasters, natural and human-induced, and that there is need to help them rebuild their lives are the focus of the activities of BDO Foundation the Bank's corporate social responsibility arm. Upon its probable success and recovery of the cost pertaining to this enhancement the institution will donate .75 centavos to BDO Foundation in each transaction fees and will not be shouldered by the clients but will be coming from the service fees collected from each transaction narrated on chapter 5. The proceeds of these donations will be added to help in implementation of the institutions social responsibility.

# 7. References

Fulcrum Biometrics, Jaydeep Shamdasani et al Int. Journal of Engineering Research and Applications www.ijera.com ISSN: 2248-9622, Vol. 4, Issue 4 (Version 5), April 2014, pp.74-78 [Accessed 9.12.15]

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# ARTICLE 7

## Information Technology Project Proposal 2

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## EXECUTIVE SUMMARY

### Name of Project: Centralized Case Filing System, National Labor Relations Commission, Quezon City

### 1. Introduction

The National Labor Relations Commission (NLRC), an attached agency of the Department of Labor and Employment (DOLE), is the government agency mandated to promote and maintain industrial peace through the speedy dispensation of the labor justice and development of effective dispute settlement machinery.

### 2. Present Setup

The NLRC oversees fifteen (15) Regional

Arbitration Branches (RABs) nationwide, which, on the other hand, directly handles various labor and labor-related cases within their respective jurisdictions.

In order to effectively streamline the management, monitoring, support and disposition of cases filed with the Commission and its various RABs, as well as optimize the various infrastructure that supports the Commission's various programs, the NLRC implemented a new information infrastructure called the NLRC Case Monitoring System (NLRC-CMS) which is internet based, with client-server versions.

The NLRC-CMS aims to address the strategic information communications technology (ICT) concerns of the Commission.

Currently, the NLRC RABs has been effectively using the NLRC-CMS with regards to case handling, filing, updating, editing and electronic raffling. But the problem comes with the location of the client complainants of the Commission. If the person came from DOLE to file a case and was told to file it at NLRC, the person needs to file it according to the RAB or division where their company is located. A person cannot file a labor case at any RAB of NLRC unless the location of the employer being sued is within the jurisdiction of the RAB.

If an employee is working in Manila, but his company is based in Laguna, he still needs to go to Laguna to file the case against his employer. He

cannot file a case at the nearest RAB of NLRC which is NLRC-NCR. Filed cases on the CMS of NCR is limited to the cases filed within the NCR from 2006 up to present. The complaint officers cannot view the cases filed at the different RABs of the Commission.

## 3. Rationale and Significance

In support of the Commission's objective to enhance the existing internet-based NLRC-CMS that is comprehensive, efficient, and reliable and operates within a highly secure environment, we are proposing the following deliverables: Case filing should be available for all through online access in different locations and a transaction number will just be given to the assigned RAB based on the employer's location.

NLRC has only fifteen (15) Regional Arbitration Branches (RABs) in the country with twenty-four (24) Labor Arbiters and four (4) complaint officers in each RAB. Each week, an estimate of 96-150 filers exists and the filing process is required to be done at the RAB where the head office of the employer is located.

The significance of the proposed issue is to help improve customer service by providing a more efficient, timely and cost effective way of filing, faster turnaround time and reduced processing cost. Through this NLRC will be able to cater to customers in a wider range wherein filing is easier and accessible anytime on the web. It shall be designed to have legal resources such as decisions of the Supreme Court and the Court

of Appeals, among others, be made available through the Virtual Library, which includes case templates, to facilitate and reduce the research time and assist arbiters in their decision-making and decision-writing process.

The online case filing includes automatic case raffling to the different Labor Arbiters of a specific RAB, depending on the location of the employer. Once completed, the complainant will take note of the Case Number. The same Case Number and Case Details will appear on the Pending Cases account of the Labor Arbiter with whom the case was raffled. Online case filing is 24/7. The online complainant will have to go to the assigned RAB at least one (1) hour before his system generated scheduled hearing. The scheduled hearing is three weeks from the date of filing to give way to the serving of summons through the Manila Post Office.

We aim to provide a more transparent, convenient, easy and speedy system by which to monitor, access and retrieve accurate and up-to-date data on cases being handled by the various RABs and divisions of the Commission nationwide, within a secure hosting and network environment and 24/7 online system.

# 4. Project Requirement and Layout

## 4.1. Software

Table 7.1. Software requirements of the project.

| Item | Requirement | Specification | Estimated Cost |
|------|-------------|---------------|----------------|
| 1 | On-line case filing | Data entry module, Transaction / Reference number, Automatic scheduling of Appointment for final case filing | Php 375, 000 |
| 2 | Centralized case tracking system | All the cases filed from the different RABs should be seen by the complaint officers before encoding and administering a case. | Php 23, 000 |
| 3 | Automatic scheduling of Cases once raffled. | | |

**Source:** Oracle and Wikipedia for the estimated prices

## 4.2. Hardware

Table 7.2. Hardware requirements of the project.

| Item | Requirement | Specification | Quantity | Estimated Cost |
|------|-------------|---------------|----------|----------------|
| 1 | Personal Computer | Xitrix LCD monitor, and mouse with mouse pad, Windows XP Professional, Version 2, Intel Core, i5 - 2400 CPU @ 3.10GHz, 3.09 GHz, 3.49 of RAM | 420 Sets | PHP 23,100,000.00 |
| 2 | Printer | Brother Laser printer, Duplex | | 4,875,000.00 |
| 3 | Hub | | | |

**Source:** Oracle and Wikipedia for the estimated prices
* Quantity of CPUs based on 15 RABs, 24 LA and 4 Complaint Encoders on each RAB
* Quantity of Brother Laser Printers are based on 15 RABs, 24 LA and 1 Complaint Unit
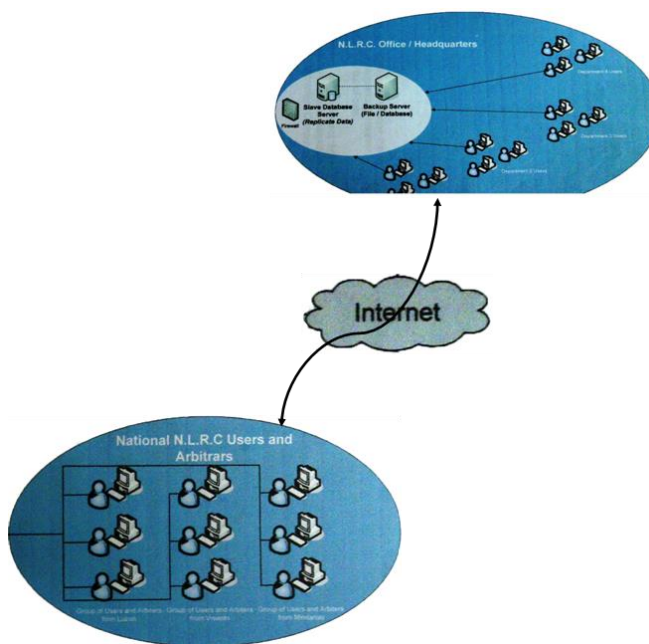
## 4.3. Proposed Project Layout



**Figure 7.1. Proposed project layout.**

In this proposed layout, the internet is in the center of the RABs and the Head Office, where the server is located. Currently, each RAB has the same Case Management System (CMS). We are proposing the interconnection of the said Case Management Systems of the different RABs.

The servers, websites, and Case Management System are secured because the Commission has an existing subscription from a private firm with regards to the security of the CMS.

# 5. Proposed Plan and Activities
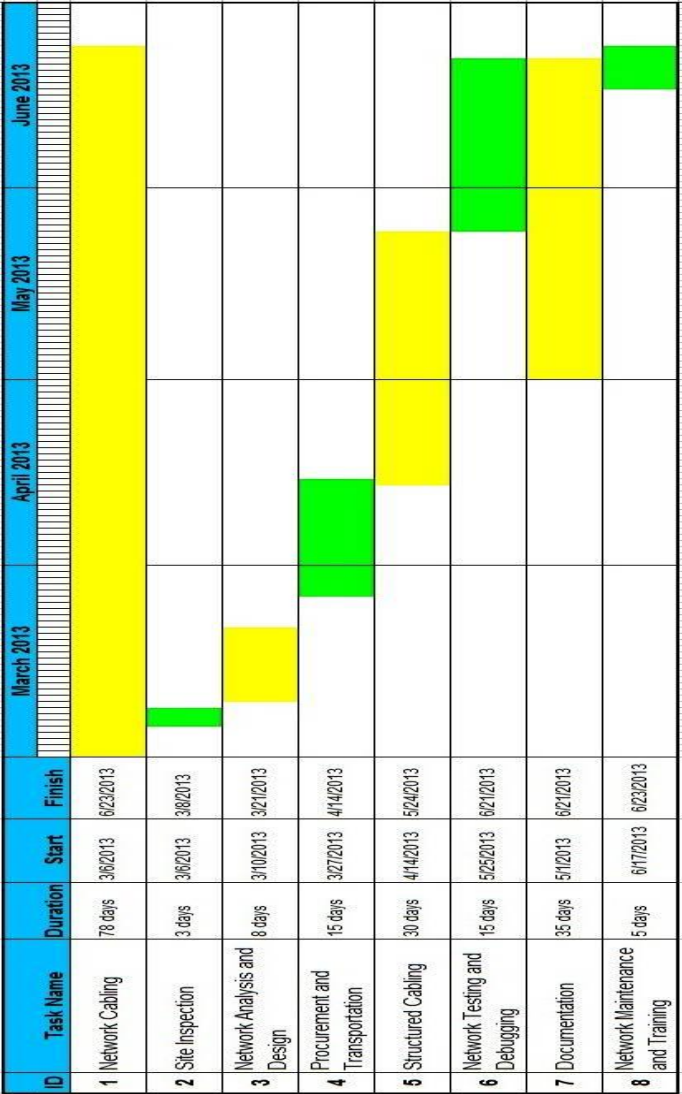
Timeline: Seventy-eight Days



| ID | Task Name | Duration | Start | Finish |
|----|-----------|----------|-------|--------|
| 1 | Network Cabling | 78 days | 3/6/2013 | 6/23/2013 |
| 2 | Site Inspection | 3 days | 3/6/2013 | 3/8/2013 |
| 3 | Network Analysis and Design | 8 days | 3/10/2013 | 3/21/2013 |
| 4 | Procurement and Transportation | 15 days | 3/27/2013 | 4/14/2013 |
| 5 | Structured Cabling | 30 days | 4/14/2013 | 5/24/2013 |
| 6 | Network Testing and Debugging | 15 days | 5/25/2013 | 6/21/2013 |
| 7 | Documentation | 35 days | 5/1/2013 | 6/21/2013 |
| 8 | Network Maintenance and Training | 5 days | 6/17/2013 | 6/23/2013 |

Figure 7.2. Proposed schedule for the project.

## 5.1. Site Inspection

To determine if the existing network cables is still durable and if it can handle the new system.

## 5.2. Network Analysis and Design

Determines the percentage of cable length which will be assigned to each building to be interconnected. The basis for such decision will come from the following:

- The amount of processing performed by the departments residing in the building;
- The number of workstations assigned in the building;
- The volume of transactions requiring network access that will be transmitted and received by the building.

## 5.3. Procurement and Transportation of Hardware

This activity will be responsible for the purchase, inspection and delivery of the required hardware materials and equipment needed for the proposed project.

## 5.4. Network Testing and Debugging

It aims to ensure that the data network backbone is ready for full-scale operations. Tests to ensure the connectivity within rooms and if the other RABs can

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see the filed cases, or other data needed to screen a complainant upon filing a complaint.

## 5.5.  Documentation

It shall be performed all throughout the proposed project activities, and shall be responsible for producing various manuals, diagrams, and guidelines necessary to complete the proposed project.

## 5.6.  Network Maintenance Training

This activity shall be responsible for training NLRC-designated personnel who shall be tasked to maintain the data network backbone.  This activity can be considered as "already started" during the Structured Cabling activity when the NLRC personnel actively participate in the proposed project.

Among the topics to be discussed during the activity are preventive maintenance techniques, use of network diagnostic software, troubleshooting techniques and equipment replacement.

## 6.  Plan to Recover the Cost

The Commission has an approved budget of Php 39,000, 000 for this proposed project from the Department of Budget and Management which gives us no reason to recover the costs, provided the capital outlay is properly reflected with supporting documentary requirements.

In line with this, the Commission is expected to provide above satisfactory service to the public.

## 7. Social Responsibility

To continually promote the Commission's effort to maintain industrial peace and to deserve public trust as a quasi-judicial agency by way of fair, speedy, equitable disposition of labor cases at lesser cost, the proposed Centralized Case Filing System brings the Commission one notch higher by using IT as a tool in drawing the agency closer to its members. Online case filing system will provide a transparent, convenient, easy and a more systematic process of providing services to its members while realizing the agency's mission and vision.

Aware enough to its social responsibility, the Online Case Filing System will go through a process of review of the Commission's equipped staff to secure confidentiality and protect both workers and management rights. In addition, data gathered will go through a secure hosting and network environment.

Finally, NLRC will now be within its member's reach that is ready to provide its service in a most easy, quickest, least expensive, time saving and more effective way which is in line with the Commission's Vision and Mission.

## 8. References

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# ARTICLE 8

## Information Technology Project Proposal 3

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## EXECUTIVE SUMMARY

### Name of Project: Grocery Home Delivery System

## 1. Introduction

Groceries are a basic need. However, going to the grocery store can be a major time drain considering people's busy schedule and the traffic situation in Metro Manila. A trip to the store can easily take hours out of one's day - one must physically go to the store, wander around, wait in line, then commute or drive home and get stuck in the traffic. Although most consumers prefer to shop at traditional grocery stores, today's busy lifestyle means the possibility of ordering grocery online is becoming an attractive option to more and more people.

With the growing popularity of app-powered

home delivery services, supermarkets have included online ordering as a function in their websites. In addition to this, customers have the option of either picking up in store or having it delivered to their home. Delivery order and tracking can be implemented through the supermarket website as well as via a special mobile app.

Online grocery shopping potentially reduces the inconvenience of grocery selection by eliminating trips to physical stores. For consumers, whose shopping behavior is full of dull, fill-in and pantry-stocking trips, online grocery home delivery service has interesting potential to remove drudgery. It enables consumers to shop much more quickly by occasion or for targeted fill-in trips, precisely when a trip to the grocery store is most difficult.

## 2. Rationale and Significance

Prior to the advent of supermarkets and chain grocery stores, home delivery of groceries was a common occurrence. Milk was delivered fresh each morning on the doorstep and other groceries were delivered from the corner grocery. Home delivery of groceries has mostly disappeared as huge supermarkets drove small stores out of business. However, recent retail landscape has seen rapid change in the past years with the advancement of internet and mobile technologies. Home delivery service is now back providing customized and personalized shopping experience.

Hence, we propose for a Grocery Home Delivery System, which is an Uber for grocery delivery. Customers can fill their virtual basket with all the things they need and have them delivered to their address within 2 hours or when they want them with a minimal fee. The use of this system guarantees its users a stress-free grocery shopping at their favorite supermarket from any device. Users can either use their mobile phones or desktop by simply downloading the application. And from there, they will be few clicks away from receiving their actual orders.

## 3. Project Requirement and Layout

### 3.1. System

Table 8.1. System requirements (hardware, software, and technical staff).

| Item | Quantity | Amount |
|---|---|---|
| **Software Requirements:** | | |
| Operating System: Windows 10 | 2 | 6,391.80 |
| Antivirus software: Nod 32 Smart Security | 1 (5 units) | 2,250.00 |
| *Software Sub-total* | | **8,641.8** |
| **Item** | **Quantity** | **Amount** |
| **Hardware Requirements:** | | |
| ACER ASPIRE E5-4716: PROCESSOR TYPE: i5 Processor Speed 1.70 GHZ Memory 4GB Memory Technology DDR3L SDRAM Hard Drive Capacity: 1 TB Screen Size 35.6 cm (14") Display Screen Technology: CineCrystal Graphics: 2GB GeForce® 820M power by Nvidia® | 2 | 67,980.00 |
| Printer: EPSON L360 | 1 | 8, 650.00 |
| | | |
| *Hardware Subtotal* | | **76,630.00** |
| **Technical Staff** | | |
| Salary per month: | 6 months | 9,820.00 |
| | **TOTAL** | **58,920.00** |

### 3.2. Project Lay-out

Unlike other grocery delivery services, the company does not stockpile products in its own store or warehouse; rather, it lets customer shop in major grocery stores like Puregold, SM Supermarket and S&R through its website, if available, and then sends your order to one of its employees. This employee will be the customers' "personal shopper" who goes to the store, picks up everything on the customers' grocery list, and then delivers it to their doorstep. The advantage of this service is that you can order your grocery and home essentials from variety of stores; and even order items at membership stores like S&R, even if you are not a member.

## 3.3. Application Design and Process

The first step to fully enjoy the online shopping convenience is to download the app called "Grocery Home Delivery" via apple store and google store using IOS and android phones respectively.
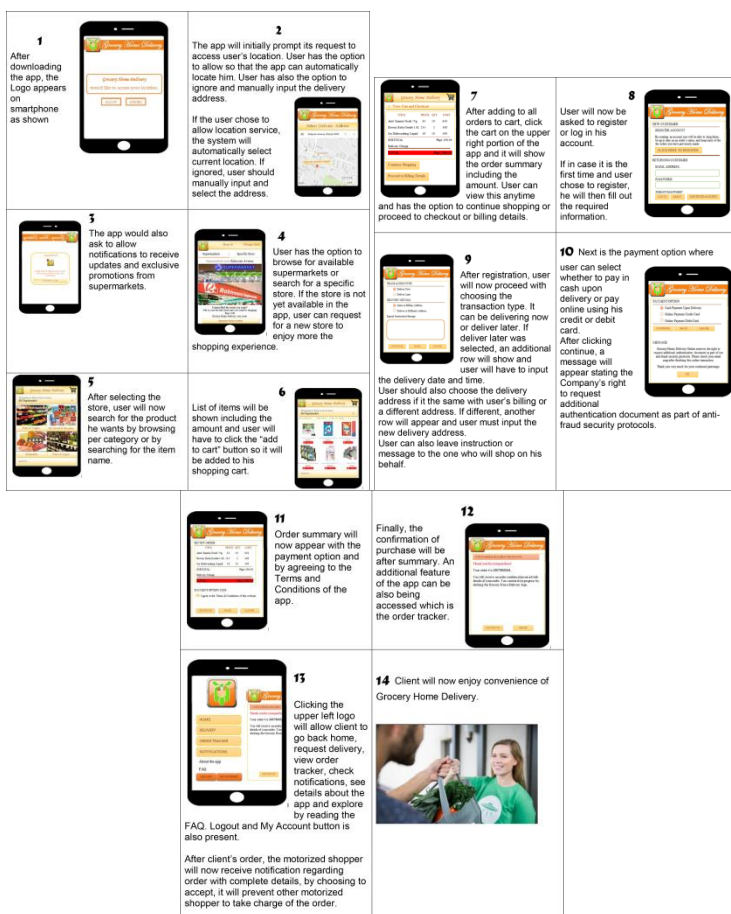


Figure 8.1. Application icon.

**Figure 8.2. Application process.**

## 4. Plan to Recover the Cost

The business will start small scale by opening its services to Makati area first but there is a plan to expand distribution networks across Metro Manila and other major cities in the country.

The idea is to test run the business for a period of 6 months to 1 year before expanding the coverage of the business. Revenue sources will be from delivery charges, surcharge on store price and fees from partner supermarket/grocery stores to be the provider for their delivery services.

## 5. Social Responsibility

We believe that in doing business, we are called not only to provide our clients with outstanding service, but to look after the welfare of our employees and to serve our community as well. Hence, a profit sharing arrangement will be made available to our staff based on their performance for a period of three years or more. The company will likewise provide pro-bono services to chosen charities.

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