

LA SALLE GREEN HILLS
S.Y. 2025-2026
Entrepreneurship



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Date of Submission

DECLARATION OF GENERATED MATERIALS

We acknowledge our use of ChatGPT for grammar checking and similar purposes.

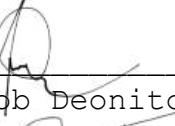
The prompts we used include "check grammar" and related prompts.

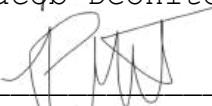
The output from ChatGPT was adapted and modified for our final response.

As Lasallians, we believe that honor is a way of life in La Salle Green Hills and that our words and deeds impact the lives of others.

We, therefore, pledge to hold ourselves to the highest standards of honesty and integrity in all that we say and do and will actively and consistently uphold the Honor Code and help others to do so.

We further affirm that we have not given nor received any unauthorized help on this assessment and that all work is our own.


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Acknowledgments

We extend my heartfelt gratitude to the incredible individuals and organizations whose support and contributions have been instrumental in shaping this business plan.

1. Mentor/Advisor - [Mentor/Advisor Name]

Position, Company

Your wisdom, guidance, and unyielding support have been the cornerstone of this endeavor. Your insights have elevated the vision and strategy of this business plan to new heights.

2. Industry Experts - [Name(s) of Industry Experts]

A special thanks to [Name(s)] for generously sharing their industry knowledge. Your valuable feedback has enriched our market analysis and strategic planning, making this plan more robust and informed.

3. Financial Advisors - [Name(s) of Financial Advisors]

We express our gratitude to [Name(s)] for their expertise in financial planning. Their insights have been pivotal in crafting realistic financial projections and ensuring the financial viability of our business plan.

4. Family and Friends

To my family and friends, your unwavering support, encouragement, and understanding have been my pillars throughout this demanding journey. Your belief in our vision has been a constant source of inspiration.

5. La Salle Green Hills

We acknowledge La Salle Green Hills for providing the resources, facilities, and an environment conducive to the research and development of this business plan.

6. Other Contributors

A sincere thank you to anyone else who has played a role, big or small, in the creation of this business plan. Your contributions have not gone unnoticed and are deeply appreciated.

This business plan is a collaborative effort, and it would not have been possible without the unwavering support and commitment of each individual and entity mentioned here.

Thank you all for being an integral part of this journey.

De Borja Samantha Gail.

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Pascasio Jacob Deonito F.

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Executive Summary

Excessive plastic waste causes problems for Filipino cassava farmers and the environment, for that reason, Casama Inc. was established to address it. Casamat, the company's first flagship product is the first cassava-based, oil-absorbent kitchen mat in the Philippines. It is not like the common mats that are made from synthetic polymers. Casamat is eco-friendly, biodegrade, durable, and affordable. It helps reduce kitchen oil waste, prevents clogged drains, and provides consumers a sustainable alternative while directly supporting local farming communities. To highlight, there is also a current increasing demand for eco-friendly products, the support of the government through environmental laws, and great concern for sustainability.

Casamat will be priced at 200 pesos per unit and will be distributed throughout Metro Manila supermarkets, eco-stores, and online platforms. Promotional campaigns will be done through social media, storytelling about farmers, and in-store promotions to raise awareness and build trust from customers. Casama Inc. will also be partnering with local cassava farmers from Pililia, Rizal to source steady raw materials, at the same time empowering communities. Casamat's edge is combining oil absorption with eco-friendliness, making it unique compared to competitors like Scotch-Brite, Sanicare, and microfiber towels. Also, our strengths are abundant cassava supply and alignment with green laws. But there are also weaknesses like consumer unfamiliarity and production costs.

THE BUSINESS PROPONENTS: Organizers with their Capabilities and Specific Contributions

Organizers' Names/Photo	Capabilities and Specific Contributions
 Ponce Xavier Gabriel Y.	<ul style="list-style-type: none"> - Human Resources Management - Financial Plan - Market Analysis
 Pascasio Jacob Deonito F.	<ul style="list-style-type: none"> - Business Concept - Target Market - Starting Capital - Capital expenditures - Capital expenditures - Production cost - Marketing and Operating Expenses - Total expenses - Monthly sales forecast - Simple income statement
 Tariman, Shamira L.	<ul style="list-style-type: none"> - Business Goals: Vision, Mission, Objectives - Marketing Strategies (4Ps) - Organizational Chart - Production Cost

	<ul style="list-style-type: none"> - Corporate Social Responsibility - Suppliers
<p>Gil Precious Marie G.</p>  <p>De Borja Samantha Gail.</p>	<ul style="list-style-type: none"> -Production process with quality control -Hiring Plan -Executive summary

Chapter I. Introduction

Business Concept

Our business was inspired by the struggles of Filipino cassava farmers and the growing threat of climate change. During idea generation we aimed to create a product that supports local agriculture while addressing environmental issues. Casama Inc. aims to create more sustainable alternatives to household products in the Philippines, as the country is responsible for over 24% of the world's plastic waste. Using cassava, an abundant root crop that is affordable and climate resistant, Casama Inc. developed the first-ever oil-absorbent multipurpose kitchen mat that reduces kitchen oil waste, prevents clogged drains, and provides households with an eco-friendly option while supporting local farmers.

Business Model

The idea stemmed from a common problem wherein current kitchen mats nowadays are not eco-friendly, as most use plastic polymer as a layer. Hence, we decided we would use cassava, an abundant resource in the Philippines that's not only cheap and durable but also oil-absorbent. Our business aims to offer a reliable alternative to current items in the market. Our value proposition is that we offer a sustainable alternative that's cheap and reliable and is 100% biodegradable. Our customer segments are general eco-friendly consumers who are environmentally conscious, hotel and corporate clients who shift their business to adapt to current eco-friendly practices, and places that have strict regulations when it comes to using plastic polymers. Our channels include direct sales through bazaars and fairs and e-commerce, which includes our own website and social media pages. Our revenue streams are direct product sales to customers, bulk orders from big corporations, and custom designs for higher prices. Our key resources are the cassava producers in Pililia, Rizal, our production facilities that process the raw materials, and other marketing tools and assets. Key activities involve the processing of the cassava to make it into a viable material for production, designing and producing it, marketing it, and distribution and logistics. Key partnerships are farmers who will provide a constant cassava supply, cooperatives who are focused on selling eco-friendly products and environmental NGOs who may help boost product engagement. Lastly, cost structures involve raw materials, labor costs, equipment, packaging, marketing, and logistics.

Business Goals: Vision, Mission, Objectives

Vision- To be the leading sustainable cassava mat producer in the Philippines.

Mission- To be the leading edge of green home innovations for the benefit of society.

Objectives:

- Ensure consistent high-quality production that meets or exceeds industry standards.
- Strengthen brand presence through effective marketing and customer engagement.
- Achieve market competitiveness through investment in product research and development to enhance durability and design.
- Support community development by providing sustainable livelihood opportunities to local farmers in the Philippines.

Corporate Social Responsibility

Casama Inc. integrates its core as a social enterprise, focusing on sustainable agriculture and climate action. Through the Pililia Farmers Agriculture Cooperative (PFAC), we empower cassava farming communities of Pililia, Rizal, by providing secured incomes through direct purchasing at fair prices.

Our activities aim to help farmers and encourage the use of a sustainable multi-purpose oil absorbent mat made from cassava. Offering biodegradable products, we reduce plastic consumption in the Philippines and avoid environmental degradation caused by non-biodegradable kitchen products. In doing so, Casama Inc. aims to improve the health of communities, preserve natural resources, and develop a culture of sustainable living among consumers.

Primary CSR Focus Area: Farmer Livelihood and Sustainability

Partner Organization: Pililia Farmers Agriculture Cooperative (PFAC)

Community: Cassava farming communities in Pililia, Rizal

Objectives: Provide stable livelihood for farmers through direct sourcing, promote eco-friendly household products, and reduce plastic waste in the Philippines.

Chapter II. Market Analysis and Operations Plan

Macro-environmental Analysis

PESTLE ANALYSIS:

POLITICAL FORCES

1. Governments often subsidize the use of staple crops in agribusiness thus, grants and tax breaks may be taken advantage of.
2. Many laws are in favor of using eco-friendly products instead of the plastic ones.

ECONOMIC FORCES

1. Rural outsourcing of Cassava may increase economic activity in the area which creates jobs for farmers.
2. The growth of a cassava market may also create a new market for cassava thus possibly helping the economy.

SOCIO-CULTURAL FORCES

1. Ethical considerations as buyers support farmer livelihood.
2. Growing concern of toxic materials that are used in polymer mats.

TECHNOLOGICAL FORCES

1. Cassava combined with other materials to create the most durable yet eco friendly prototype.
2. Product tweaks such as being absorbent, washability, and biodegradation.

LEGAL FORCES

1. REPUBLIC ACT NO. 9003 that aims for producers to be responsible about the lifecycle of their

products.

2. ISO 17088 for biodegradability testing of the product.

ENVIRONMENTAL FORCES

1. Cassava is renewable thus the environmental impact of the product isn't so adverse.
2. Biodegradable and durable, longevity and end of life pathways are ensured.

Micro-environmental Analysis

SWOT Analysis

Strengths	Opportunities
<ol style="list-style-type: none"> 1. Cassava is an abundant resource in the Philippines. 2. Cassava is easy to transport and store. 	<ol style="list-style-type: none"> 1. Growing demand and customer base for eco-friendly products. 2. Alignment with current green laws and policies.
Weaknesses	Threats
<ol style="list-style-type: none"> 1. Filipino consumers may not be familiar with cassava-based products. 2. Possible high production costs 	<ol style="list-style-type: none"> 1. Unpredicted weather conditions and crop diseases can affect availability and quality. 2. Synthetic mats are mass-produced and offer a longer shelf life.

Target market

Characteristics	Target Bracket
Customer Demographic	Detail:
Age	18-65
Gender	Male and Female
Religion	All
Interest	Kitchen Cleaning Cooking food in kitchen Sustainability
Income	<i>Middle to High class</i>
Educational Status	Grade school and above
Occupation	Open to All
Activities	Cooking Cleaning the kitchen Practicing sustainable living
Psychographic/Behavioral:	Consumer Patterns and Behaviors
Regularly buys eco-friendly kitchen products	Yes
Spends on quality cleaning and cooking products	Yes
Willing to try new sustainable products	Yes
Considers sustainability when buying household items	Yes
Spending History (weekly)	
Spends 0 > 3000	Unlikely to
Spends 3000 > 5000	Likely to buy
Spends 5000 > 10,000	Likely to buy
Spends more than 10,000	Likely to buy

Seasonal Changes	
Dry Season	Does not matter
Wet Season	Does not matter
Geographic: Target Location	Population
Metro Manila	80% or 8 out 10 Filipinos prefer a more sustainable alternative.

Competitor Review

(1) Competitor's Brand Name:	Scotch-Brite
Product Description:	The Scotch-Brite™ High Performance Kitchen Cloth is a microfiber cleaning cloth designed to enhance kitchen cleaning tasks. Its unique blend of bi-component microfibers allows it to effectively absorb both oil and water, making it versatile for various cleaning needs.
Price	170
Strengths	durable, absorbent, reusable
Weaknesses	not-oil-absorbent, polyester-made, loses-absorbency
Comparison to your proposed product/brand:	Unlike the polyester Scotch-Brite cloth that is not oil-absorbent, the cassava kitchen mat effectively absorbs oil while being eco-friendly.
(2) Competitor's Brand Name:	Cleans Up Microfiber Multipurpose Cloth Towel

Product Description:	The Cleans Up Microfiber Multipurpose Cloth Towel is a highly absorbent and durable cleaning cloth designed for a variety of household and automotive cleaning tasks. Made from ultra-soft microfiber material, it effectively traps dust, dirt, and moisture without leaving streaks or scratches.
Price	84php
Strengths	affordable, streak-free, versatile
Weaknesses	not-oil-absorbent, polyester-made, odor-retentive
Comparison to your proposed product/brand:	Unlike the Cleans Up Microfiber Cloth, the cassava kitchen mat absorbs oil efficiently and is eco-friendly.

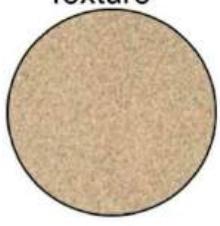
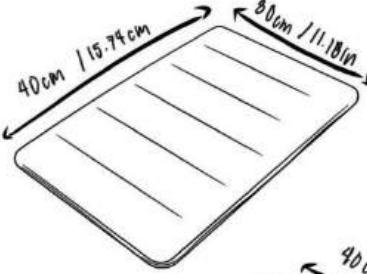
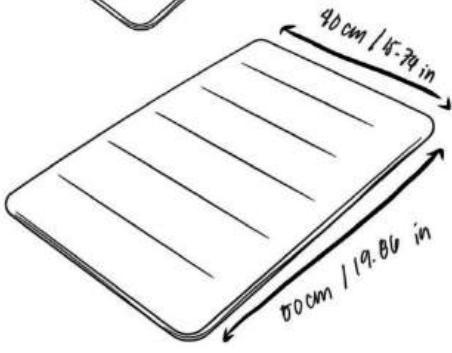
(3) Competitor's Brand Name:	Sanicare
Product Description:	Sanicare Kitchen Towel Max Ecolayers is our thickest towel yet with an extra sheet of premium recycle-grade paper in between two layers of 100% virgin pulp, free from artificial whiteners and elemental chlorine, and made strong even when wet through lamination and quilted embossing technology.
Price	384php
Strengths	eco-friendly, thick-ply, strong-when-wet
Weaknesses	disposable, not-oil-absorbent, limited-reuse
Comparison to your proposed product/brand:	Unlike Sanicare Kitchen Towel Max Ecolayers, the cassava kitchen mat

	is reusable, oil-absorbent, and offers a more sustainable alternative.
--	--

Unique Selling Proposition and Value Proposition

The Casamat is a kitchen mat made from natural cassava fibers that is biodegradable, made from renewables, and easier to absorb oil than standard synthetic mats. Its unique proposition is to combine oil absorption ability with environmental responsibility which differentiates it from competitors. For consumers, Casamat is a convenient, trustworthy way to help keep kitchen surfaces clean/safe, while assisting to reduce waste with a reusable product that encourages a healthier and more sustainable lifestyle.

Marketing Strategies (4Ps)

<u>Marketing Mix:</u>	
Product Note: Include prototype, end product photo, description with features and benefits	<p>Product Name: Casamat</p> <p>Visual Representation:</p> <p>Raw Material</p>  <p>Texture</p>    <p>Product Description:</p> <p>Casamat is an eco-friendly, durable, and biodegradable mat made from cassava, a root crop abundant in the Philippines. One key feature of a Casamat is its ability to be oil absorbent because</p>

	<p>of the natural starch and fibrous properties of cassava. This makes it a practical alternative to synthetic mats while reducing oil waste in household kitchens that worsens pollution and clogs drainage systems. By sourcing locally produced cassava, Casamat supports Filipino farmers that promote sustainability in livelihood.</p>
Price	<p>We have set the selling price of our product at ₱200 per unit, with a production cost of ₱74. This allows us to generate a profit of ₱126 per unit. Based on these figures, the markup on cost is approximately 170.27%, which means that the selling price is more than double the production cost.</p>
Place <i>Note: Include distribution process, how product will reach customers</i>	<p>Target Location & the reason why:</p> <p>Casamat is planned to be placed in Metro Manila, with a specific focus on Mandaluyong City due to its strategic location and urban consumer profile. Mandaluyong serves as a central point that connects major business districts such as Makati, Ortigas, and Bonifacio Global City, which makes it ideal for a wide range of consumers.</p> <p>(Specifics) Several stores that are located in Mandaluyong that align well with Casamat's values:</p> <ul style="list-style-type: none"> • SM Megamall Supermarket - a high-traffic grocery place inside SM Megamall. Since Casamat is introduced as a household essential, we plan to place it here to make it easy to spot by regular shoppers doing their weekly groceries. • Shangri-La Plaza Healthy Options - The leading natural and organic retail store chain in the Philippines. This store attracts consumers who prioritize wellness and sustainability. Casamat fits well here, as it can be a part of their eco-friendly household section. • Online Platforms (Shopee, Lazada, Facebook Marketplace) - wider reach, especially for

	<p>younger consumers and those outside Metro Manila.</p> <p>Distribution Process: Production will be done in partnership with local cassava farmers. Once manufactured, the mats will be packed in biodegradable packaging. After packaging, the finished products will be transferred to a central warehouse located in Mandaluyong, Metro Manila, for accessibility to major retail centers and transport hubs.</p>
<p>Promotion</p> <p><i>Note: Include strategies such as social media, flyers, word of mouth (?)</i></p>	<p>Promotional Strategies:</p> <ul style="list-style-type: none"> ● Social Media Campaigns Casamat will be launched on platforms such as Facebook, Instagram, and TikTok through creative videos, infographics, and short demos showcasing its oil-absorbent power and eco-friendly benefits. ● Content Marketing & Storytelling Casamat will highlight its journey through short documentary-style videos and photo stories featuring local cassava farmers. ● Flyers, Posters, and In-Store Promotions Flyers and posters will be displayed in partner supermarkets and eco-stores to emphasize how Casamat as the better alternative to synthetic mats. <p>Sample Advertisement/Post: https://web.facebook.com/reel/1087968089898412</p>



****Packaging
(Tangible
Products only)**



Production Process with Quality Control

SOURCING OF RAW CASSAVA TUBERS 01	RECEIVING & SORTING 02	WASHING & PEELING 03	CRUSHING & STARCH SEPARATION 04
<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -purchase mature cassava tubers from local farmers. • QC: <ul style="list-style-type: none"> -Inspect the size, freshness, no rot/pests. -Select high-fiber varieties. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Tubers delivered, weighed, sorted, and logged into inventory. • QC: <ul style="list-style-type: none"> -Random sampling for moisture, fiber density, and contamination. -Reject poor-quality tubers. 	<ul style="list-style-type: none"> • Process: wash and peel cassava thoroughly. • QC: <ul style="list-style-type: none"> -Visual check for dirt/foreign matter to ensure tubers are clean. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Tubers crushed mechanically. -Starch removal. -Remaining fibrous pulp is collected. • QC: <ul style="list-style-type: none"> -Confirm all starch removal -pulp should remain fibrous, not pasty.
FIBER EXTRACTION & REFINING 05	DEHYDRATION OF FIBERS 06	CARDING & FIBER ALIGNMENT 07	WEAVING / MAT FORMATION 08
<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Fibrous pulp refined to extract ultra-thin fibers. -mechanical softening applied to improve flexibility. • QC: <ul style="list-style-type: none"> -Inspect fiber thinness, tensile strength, and softness. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Extracted fibers dehydrated • QC: <ul style="list-style-type: none"> -Ensure moisture content is less than 12% to prevent mold and warping. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Fibers combed to align strands. -Prepared into yarn-like bundles. • QC: <ul style="list-style-type: none"> -remove coarse/damaged fibers. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Fibers woven into cloth-like sheets -Multiple layers combined for absorbency. • QC: <ul style="list-style-type: none"> -Inspect weave tightness, thickness tolerance, and texture consistency.
PRESSING & HEAT TREATMENT 09	FINISHING 10	FINAL QUALITY INSPECTION 11	PACKAGING 12
<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Woven mats pressed under heat/pressure for strength and sterilization. • QC: <ul style="list-style-type: none"> -Verify thickness and bonding strength 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Edges trimmed and mats cut to uniform standard sizes. • QC: <ul style="list-style-type: none"> -Check size accuracy, smooth edges, and appearance. 	<ul style="list-style-type: none"> • Tests performed: <ul style="list-style-type: none"> -Oil Absorbency Test -Durability Test -Texture Test • QC Decision: <ul style="list-style-type: none"> -Approve or reject mats by random sampling per batch. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Mats packed in biodegradable paper/carton. -Labels include product info, eco-certification, batch number, and care instructions. • QC: <ul style="list-style-type: none"> -Ensure packaging is intact, properly labeled, and moisture-free.
STORAGE OF FINISHED GOODS 13	DELIVERY / DISTRIBUTION 14		
<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Store mats in clean, dry, and well ventilated warehouse. 	<ul style="list-style-type: none"> • Process: <ul style="list-style-type: none"> -Mats shipped to retailers, distributors, or direct customers. • QC: <ul style="list-style-type: none"> -Inspect product condition before loading and verify documents 		

Suppliers

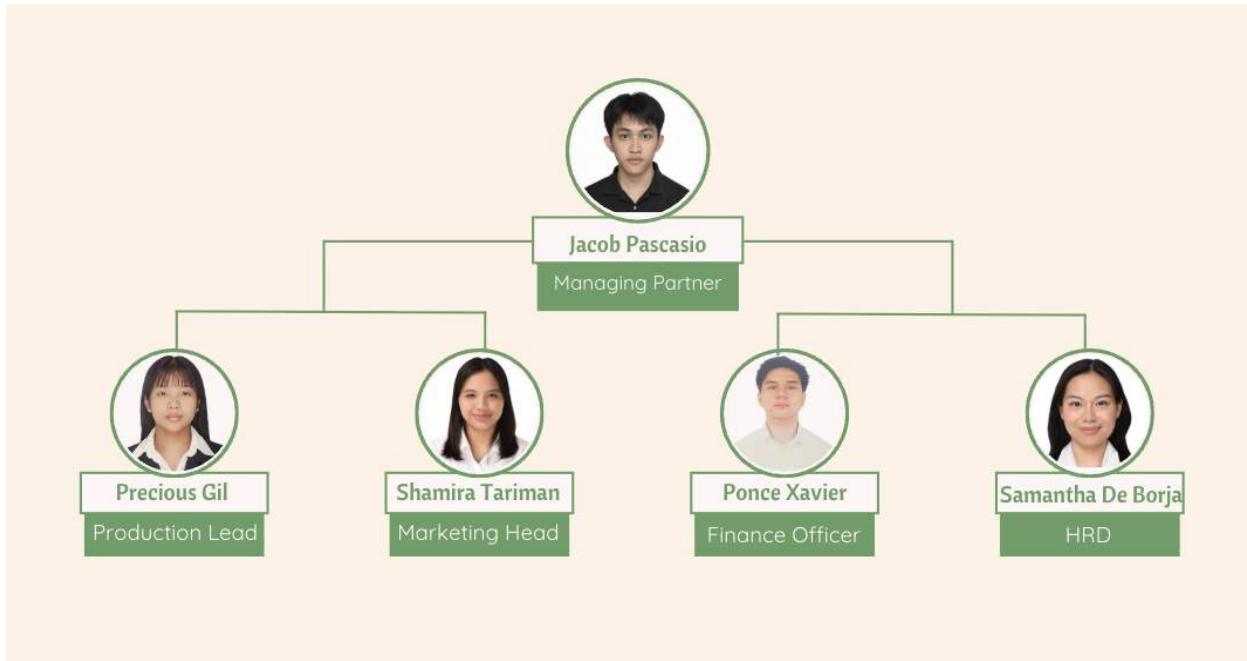
Our main suppliers at Casama Inc. will be cassava farmers and agricultural cooperatives that can reliably and consistently provide quality raw cassava for production. By working directly with farmer groups who are organized, Casama Inc. can ensure a steady supply chain, aside from the volatile nature of market prices, and the costs of dealing with middlemen. Organized farming and their collaborative partnerships will allow us to source reliable volumes of cassava at the most competitive

prices available. Both will limit procurement and production to its most efficient method. In addition, Casama will coordinate with secondary suppliers such as starch processing factories that will support all large operations. Long-term agreements with our direct suppliers assure Casama of product consistency, and to reduce, if not eliminate, interruptions in supply, the most consistent and reliable basis for scaling any business.

For packaging, we will use ecofriendly Kraft paper from Paperland, Inc., a Quezon City-based supplier of industrial grade paper. Kraft paper is strong, recyclable, and biodegradable, making it an ideal sustainable option for Casamat (Emerald Ecovations, 2024). Paperland, Inc., once again, provides us with the ability to purchase Kraft paper in bulk, which saves costs without sacrificing quality. Most importantly, Paperland, Inc. is a company that is devoted to sustainability through eco-friendly paper products, which coincide with Casama Inc's advocacy of reducing reliance on plastic waste by supporting sustainability collection efforts.

Chapter III. Human Resources Plan

Organizational Chart



Role Descriptions, Responsibilities and Skills

Managing Partner - In charge of overall operation of the business that includes but is not limited to: finance, production, marketing, and other business functions. The Managing Partner will manage other officers of the business and will ensure that all functions are being done to the best of their abilities.

Production lead - In charge of production of the cassava mats. Will oversee the production of the mats and make sure that it's durable. Moreover, do quality checks to ensure the safety of use of the products.

Marketing head - Makes sure that the products are marketed and will reach its target. Also oversees marketing channels such as social media, billboards, and other marketing tools.

Finance officer - Does the books of the business making sure the business is profitable and that all business transactions are recorded properly. Deals also with government agencies such as the BIR to ensure proper tax payments.

HRD - Regulates the employees of the company and makes sure that all complaints are handled properly. The HRD is key when it comes to synergy among employees of the business.

Hiring Plan (Recruitment Process)

1) Job analysis and job description

- The company will create a job description and job specification to properly define the role. This includes justifying the duties, required skills, and qualifications needed to be accepted.

2) Sourcing candidates

- The company will look for potential candidates for the job by doing job advertisements through online platforms or working with recruitment agencies.

3) Screening Applicants

- After receiving the applications, the HR will review it and reject unqualified applicants. This is to reduce the candidates and eliminate candidates who only meet the minimum standard.

4) Initial Interview

- Remaining applicants will be scheduled for an initial interview that is done online. This step is to help know more about their background and their interest in the role and to assess different skills.

5) Final interview

- Applicants who passed the initial interview will be scheduled for the final one and will be conducted by either the HR, supervisors, or department heads. Thus interview will help to dig deeper into the applicant's personality and work ethics. It also determines whether the applicant is a fit to the company and the job.

6) Background check

- This is the last step before the final decision and is very crucial. In this step, the company will verify the applicant's credentials, like work history and character references. This is to ensure that the information about the applicant is accurate.

7) Job offer

- After passing all stages, the company will give out an official job offer. The offer will state different details like

salary, benefits, and terms of employment. There may also be possible negotiations before the applicant accepts.

8) Orientation

- Once the applicant accepts the offer, they will now be officially part of the company. There will be a signing of the employee contract and an orientation for familiarization.

Chapter IV. Financial Plan

Starting Capital/Investments

Investments	
Particulars	Amount
Equity investment	₱100,000
Family and friends	₱547,458
TOTAL:	₱647,458

Capital Expenditures

CAPITAL EXPENDITURES (One-Time Payments)	
Particulars	Amount
Dehydrator	₱ 3,000
Electric food presser	₱ 2,288
Partnership grant with PFAC	₱ 10,000
3pcs 200 watts Solar Panel	₱ 8,000
12v 200A Solar Gel Battery	₱ 10,250
TOTAL:	₱33,538

Production Cost

PRODUCTION COST / DIRECT EXPENSES (Monthly)			
Resources	Quantity	Price per qty	Total
Cassava	563kgs	₱20	₱9,000
Wage expense	2	₱425	₱17,000
Kraft Paper	200	₱1.8	₱360
Elmer's Glue	2 Gallons	₱1,534	₱3,068
Caustic Soda	40 grams	₱0.09/ Gram	₱1,620
TOTAL:			₱31,048

Marketing and Operating Expenses

MARKETING & OPERATING EXPENSES (Monthly)	
Particulars	Amount
Meta advertisement boosts	₱ 2,000
Tarpaulin	₱ 1,000
Flyers	₱ 5,000
Rent	₱ 3,000
Utilities (Water & Electricity)	₱ 1,000
Affiliate commission	₱ 1,200
Content Creation	₱ 500
Subtotal (Marketing) :	₱ 9,700
Total:	₱ 10,200

Total Expenses

TOTAL EXPENSES (Monthly)	
Particulars	Amount
Production Cost	₱31,048
Marketing and Operating Expenses	₱10,200
Marketing Expenses	₱10,200
Capital Expenditures	₱33,538
TOTAL:	₱51,160

Monthly Sales Forecast (First 3 Months)

	Jan-26	Feb-26	Mar-26	TOTAL (3 months)
SALES	₱ 90,000.00	96,000.00	92,000.00	₱ 278,000.00
Production Cost / Direct Expenses	33,300.00	35,520.00	34,040.00	₱ 102,860.00
				-
Operating & Marketing Expenses				
RENTALS	3,000	3,000	3,000	₱ 9,000.00
SALARIES & WAGES	40,000	40,000	40,000	₱ 120,000.00
UTILITIES	1,000	1,000	1,000	₱ 3,000.00
Marketing Expenses	5,000	2,000	1,000	₱ 8,000.00
(TOTAL)	₱ 49,000.00	₱ 46,000.00	₱ 45,000.00	₱ 140,000.00
				-
NET INCOME/LOSS	₱ 7,700.00	₱ 14,480.00	₱ 12,960.00	₱ 35,140.00

Simple income statement (revenue - cost = profit)

Period	Revenue (₱)	Production Cost (₱)	Operating & Marketing (₱)	Net Income/Profit (₱)
1st Month (Oct-25)	90,000	33,300	49,000	7,700
First 3 months (Apr-Jun 2026)	278,000	102,860	140,000	35,140

Chapter V. Product Future Development and Recommendations

Product Research Plan

- Create a product prototype and see if its lives up to its purpose.
- Test with consumers if it's the right purpose, shape, color, materials, etc.
- Further develop the product by incorporating consumer suggestions.
- Re introduce developed market to see if the product is viable, usable, and marketable.
- Develop the product by using different materials to speak to customer preference.

Recommendations

iv. Reflection

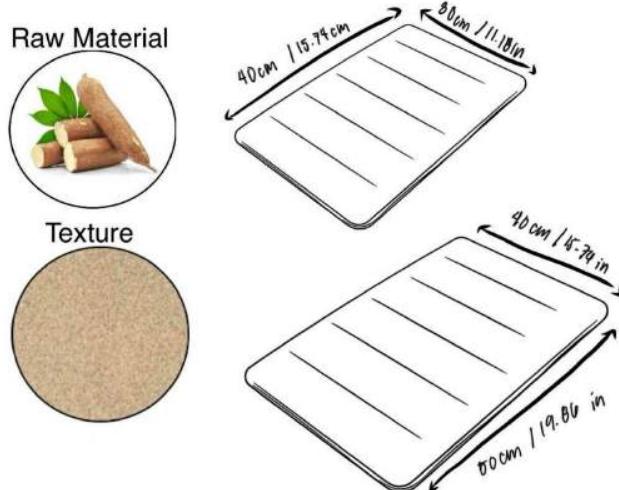
Member's Name:	Reflection:
Samantha Gail P. De	Making this business plan made me realize

Borja	that making a business is not simple. There are steps that need to be taken and researched about for a business to be successful. That's why a lot of businesses take years to develop because it's not as easy as thinking of a product or service, bringing it to life is far more complicated. And most importantly I learned that it requires a lot of help from others, doing it on your own, the outcome may not be as expected.
Precious Marie G. Gil	Through the process of developing the business plan and associated pitch for Casama Inc., I was able to witness how the building blocks of ABM work in real-time. I had an opportunity to integrate my research, budgeting, and marketing strategies into a full-blown plan for our product, the CasaMat. I learned about financial projections and estimating the target market, appreciated how data drives decision-making, and then learned to organize our team by merging creative ideas with business planning. Overall, I learned about the various stages that are needed to research and build a case for implementation.
Jacob Deonito F. Pascasio	Writing our business plan helped me realize that our product is more than just an idea and that it has the potential to grow into something impactful. The process pushed me to think deeper about our goals, our customers, and the real value we want to create. It allowed me to see the bigger picture and understand the steps needed to turn our vision into reality. I began to imagine our product not only as a project but as a business we could truly build and sustain. In the end, it gave me clarity, confidence, and a stronger sense of purpose for what we are working toward.
Xavier Gabriel Y. Ponce	Writing the business plan for Casamat helped me understand our product better and

	<p>see how it could really work as a business. It made me think about who would use it, why they would need it, and how we could make it stand out. The process also showed me the challenges we might face and how we can prepare for them. I started to picture Casamat not just as an idea but as something we can actually grow. Overall, it gave me more confidence and excitement to keep working on it.</p>
Shamira L. Tariman	<p>Preparing for the CasaMat proposal provided more insight into how the different business areas operate together to make a complete business plan. I learned how decisions are made based on visions and missions, how the 4Ps are used in marketing, and how production-cost decisions influence pricing and strategy. I had a stint out for some time due to earlier commitments. While catching up, it reminded me of how important accountability, time management, and working with others toward a common goal are. This has helped me to be an organized and focused contributor to a collaborative team project in a professional manner and execute the plan even after some delay.</p>

v. Appendix:

○ **prototype/blueprint photos**



○ **table of members' contributions / task sheet**

Organizers' Names/Photo	Capabilities and Specific Contributions
 Ponce Xavier Gabriel Y.	<ul style="list-style-type: none"> - Human Resources Management - Financial Plan - Market Analysis
 Pascasio Jacob Deonito F.	<ul style="list-style-type: none"> - Business Concept - Target Market - Starting Capital - Capital expenditures - Capital expenditures - Production cost - Marketing and Operating Expenses - Total expenses - Monthly sales forecast - Simple income statement
 Tariman, Shamira L.	<ul style="list-style-type: none"> - Business Goals: Vision, Mission, Objectives - Marketing Strategies (4Ps) - Organizational Chart - Production Cost

	<ul style="list-style-type: none"> - Corporate Social Responsibility - Suppliers
<p>Gil Precious Marie G.</p>  <p>De Borja Samantha Gail.</p>	<ul style="list-style-type: none"> -Production process with quality control -Hiring Plan -Executive summary

- **notes from the Business Pitch**
 - Agree on product use and definition
 - Organize business plan and replace photos
 - solidify group stance and the use of the product

vi. References (APA format)

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