



Republic of the Philippines  
**DEPARTMENT OF LABOR AND EMPLOYMENT**  
CARAGA Regional Office

**ANNEX Z**

**DOLE KABUHAYAN PROGRAM  
GROUP BUSINESS PLAN**

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**PROJECT BRIEF**

Proponent ACP/Proponent Beneficiary : \_\_\_\_\_  
Proposed Business/Project : \_\_\_\_\_  
No. of Beneficiaries : \_\_\_\_\_  
Total Project Cost : \_\_\_\_\_  
• DOLE Support : \_\_\_\_\_  
• Proponent ACP/Proponent Beneficiary : \_\_\_\_\_  
• Others : \_\_\_\_\_  
**Total** : \_\_\_\_\_  
Contact Person : \_\_\_\_\_  
Contact Number : \_\_\_\_\_

**II. EXECUTIVE SUMMARY**

- Marketing Aspect
- Production Aspect
- Management Aspect
- Financial Aspect
- Collaboration of Stakeholders' Commitments (Organization/ACP, beneficiaries, etc.)

**III. ORGANIZATION/ACP/PROPONENT OVERVIEW**

- History, structure and organization
- Strategic direction
- People and relevant skills and expertise
- Address/location

**IV. INTRODUCTION**



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- A. Background Information
- B. Purpose and objectives of the proposed business/project
- C. Direct and indirect beneficiaries
- D. Brief description of the proposed business

**V. THE PROPOSED BUSINESS/PROJECT**

**A Marketing Plan**

Describe/specify the following:

- Analysis of the market
  - ✓ How the business would fit in
  - ✓ Who are the competitors
  - ✓ What are the opportunities/threats
- Products or services to be offered
  - ✓ Quality
  - ✓ Affordability
- Brand strategy
  - ✓ What makes the product/service unique
  - ✓ Advantage against competitors
- Distribution strategy
  - ✓ How big is your volume requirement
  - ✓ What is your delivery schedule
  - ✓ What is your mode of selling (cash or credit or both)
- Product strategy
  - ✓ How you will sustain the delivery of product/service
- Pricing strategy
  - ✓ What is your buying price
  - ✓ What is your selling price (mark-up)
- Promotion strategy
  - ✓ How you will promote your product/service





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- Prospective Buyers
  - ✓ Who are your buyers
  - ✓ Where are they
  - ✓ How big is your market share

**B. Production Plan**

Describe/specify the following:

- Production Cycle (step by step procedures in producing the product/service)
- Plant/Workplace (building, size, lay-out, location)
- Raw Materials (how many, availability from supplier, cost)
- Facilities required and their production capacity (equipment, tools and materials)
- Personnel (how many directly involved, production capacity, skills/training needed, support services, remuneration)
- Safety and Health (safety measures, protective gears)
- Productivity (production capacity of personnel/equipment)
- Space (total area for production, stockroom for raw materials, office/transaction space)

**C. Management Plan**

Describe/specify the following:

- Composition of Project Management Team
- Specific Duties and Responsibilities
- Organizational Structure
- Tasks Assigned to Production Workers
- Specific training needs
- Commitment of Stakeholders
- Profit sharing scheme

**D. Financial Plan**

- **Monthly Working Capital Requirement**

a. Cost of Direct Raw Materials

Materials	Unit Cost	Quantity	Total Cost
<b>Total</b>			

b. Cost of Direct Labor





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Labor	Rate	Quantity	Total Cost
<b>Total</b>			

c. Overhead Cost

1. PMT Supervision/Administrative Cost

Position	Rate	Quantity	Total Cost
<b>Total</b>			

2.\* Marketing Cost : \_\_\_\_\_

3.\* Utilities : \_\_\_\_\_

4.\* Transportation : \_\_\_\_\_

5.\* Rent : \_\_\_\_\_

6.\* Others : \_\_\_\_\_

**(Note \* : Show breakdown of computation)**

d. Capital Outlay (Equipment/Tools)

Item	Unit Cost	Quantity	Total Cost
<b>Total</b>			

e. Pre-Operating Costs

i. Cost of Trainings (Show computation per training)

ii. Licenses/permits

iii. Other attendant costs





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**2. Total Project Cost**

ITEM	TOTAL COST	FUNDING SOURCE			
		DOLE	Proponent/ Org	Beneficiaries	Others
1. Land					
2. Building					
3. Working Capital					
• Raw Materials					
• Labor					
• Equipment					
• Overhead/ Administrative Cost					
• Rent					
• Marketing					
• Utilities					
• Transportation					
4. Pre-Operating Expenses					
• Training					
• Licenses/Permits					
• Others					

**a. Financial Statements (three (3) year period)**

- Income Statement (Profit-and-Loss Statement)
  - ✓ How much does the business earn over a given period of time
  
- b. Cash Flow Statement
  - ✓ How much cash is needed to meet monthly obligations, when will it be needed and where it is coming from
  
- Balance Sheet Statement





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- ✓ Summary of all financial data at a given point in time showing the business' growth in terms of net worth

**E. Stakeholders' Commitments**



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