

The Stablishment of

# FRUITY CORNDOG

In

Carmine Place, 1 Jaguar Street Corner Dahlia

Avenue, West Fairview, Lung sod Quezon, 1118 Kalakhang Maynila

Leader : Calayag,Earl Jeremy M.

Members:

1. Balana,Orly C.
2. Baula,Jomari G.
3. Riguero,Marco
4. Candido,Kenneth

# Chapter 1

## Business Profile

This chapter includes basic information such as the service or product, the target demographic, and a unique selling proposition that gives a company an advantage over competitors. A business concept may involve a new product or simply a novel approach to marketing or delivering an existing product

### Company Profile

The story of Fruity Corndog began in year 2019, built by 5 different personalities but has the same interest in developing different twist of "Corndog and Fruits." The business is located at Carmine place, 1 jaguar street corner dahlia avenue, west fairview, lungsod quezon city, 1118 kalakhang manila. A shop that offers varieties of corndogs that stuffed with unique fillings and good ambiance. The business concept is to introduce varieties of flavour to its target market it serves corndog that is delicious with simplicity and ability to balance between tender and light chewiness flavour that makes it appetitive. And aims to linger the interest of the consumers to its own version of corndogs. Fruity corndog offers new fillings that would give satisfaction to corndog lovers. And to those who are thriving for something new. One of the business objectives is to maintain customers satisfaction and sustain a long lasting relations with is loyalty. Fruity Corndog business are chosen based on people need the flavour of filling is locally made. The researchers decided to establish a corndog shop due to their incidental experience while eating corndog and fruits and the idea come to their mind. The researchers tried to make a corndog with fruit filling and they found out that it tastes good. Fruity Corndog strategically use the print media by distributing fliers that showcase the detailed information about the business and its offering. Fruity Corndog uses social media and website by posting the business offerings and the details of the business for the customers to recognize it easily. And it is designed for those customers who love browsing through websites and social media.

## Business Name and Logo

The researchers created this logo that has a corndog and fruits because the researchers think that it is eye appealing to the market and people from now is health conscious to themselves.

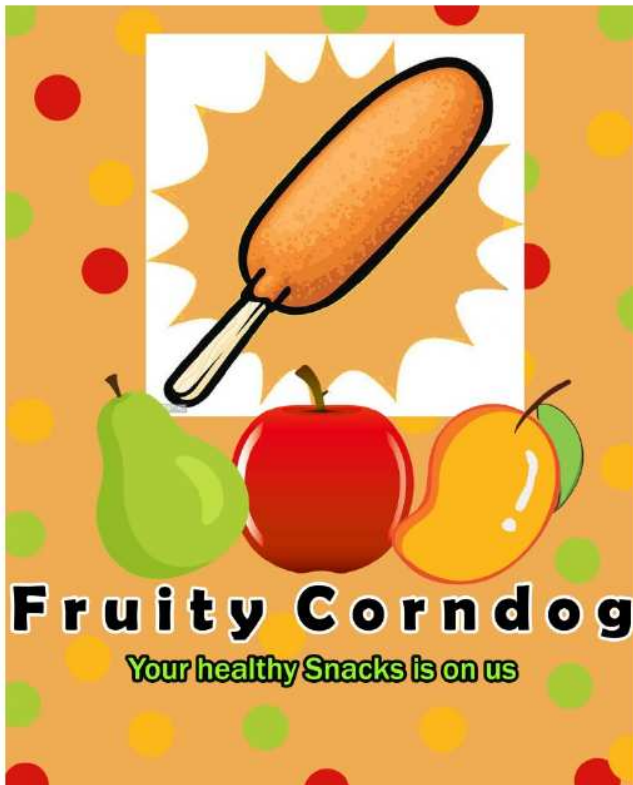


Figure 1.1 Business Name and Logo of Fruity Corndog

The name of the business came from the idea of innovated product which is corndog that has a fruity filling inside. For the name of the company logo. The researchers decided to choose color

- **Orange** because it symbolize creativity, success, expression and happiness.
- **Red** it represents passion, strength, power determination and love.
- **Green** is the color of wealth, fertility, regeneration, hope, harmony and growth.
- **White** is cleanliness and hygiene. It indicates calm, simplicity and organization. On the negative side, some of its meanings include coldness, detachment, sterility and disinterest.

### **Tagline**

Next to business name is the business tagline. It is important in a business to affix a tagline because it also carries popularity to the business. Healthy snackS gives Joy to our stomach. As there are lots of Corndog shops in the Philippines particularly in metro manila. Fruity Corndog is always looking for excellence . Hence, the customers should try new and innovative Corndog in the country.

### **Mission And Vision**

All kind of businesses and organization should formulate its mission and vision. Fruity Corndog will create a simple, unique and realistic vision and mission that will effectively capture the purpose and goal of the business.

#### **Missions:**

To provide healthy varieties of unique fillings to the customers with highest quality , affordable price and healthy delicious taste of corndog.

#### **Vision:**

To be a worldwide leader in providing healthy and unique Corndog fillings, with brings Joy to the customers satisfaction.

## **Core Purpose**

Fruity Corndog aims to be the prepared shop for the customers by providing a new flavour of filling with a good quality of product. And it aims to satisfy the cravings of the customers in terms of serving the new invented flavoured of corndogs and demand growth.

## **Core Values**

1.Customer Service: Fruity Corndog is dedicated to satisfy customer needs and honoured commitments.

2.Respect: Fruity Corndog treats the team members, customers, partners and suppliers with mutual respect ,recognizing the importance of diversity.

3.Team Work: Fruity Corndog team is supportive, loyal to another and caring for each other both personally and professionally.

4.Balance: Fruity Corndog is flexible, with team members striking healthy work and life balance.

5.alignment and accountability: Fruity corndog accept responsibility for its actions. The proponents make and support business decisions through expirience.

## **Location Site Analysis**

All aspects of any business exist at locations. It is a technique for discovering, assessing and specifying the optimal placement of an organization's people, information,

activities and materials Location models are keys in performing location analysis by providing a well documented common vision of current and desired location arrangement Location is one factor that is very important, and without good location, business will collapse or it will go to bankruptcy.

### **General description**

The business is located at Carmine Place, 1 Jaguar Street Corner Dahlia Avenue, West Fairview, Lungsod Quezon, 1118 Kalakhang Manila. The rent price of the property is ₱15,000 pesos per month. The total land area is 60 square meters.

### **Accessibility And Visibility**

The Researcher store is located near the Saint Bernadette of Lourdes College and subdivisions and it is accessible to all customers near the schools and subdivisions. Aside from that it is easy to locate because it is near on the sidewalk area. Because it is visible and accessible to the customers.

### **Neighbourhood Profile**

According to their barangay officials, there are 53,151 residents' lives in barangay West Fairview Quezon City and there are more than a hundred people lives in West Fairview Quezon City.

### **St. Bernadette of Lourdes College**

In West Fairview, Quezon City, Philippines, was founded by a family of professional and educationally qualified health care providers on February 12, 2003, the Feast Day of Saint Bernadette. Guided by the Gospel of Values, the College was named after Saint Bernadette of Lourdes who devoted all her tasks in the hospital and in teaching small children. She has gained the complete confidence of all who worked with her because of her calm and gentle disposition, as she attended to her duties with considerable intelligence.

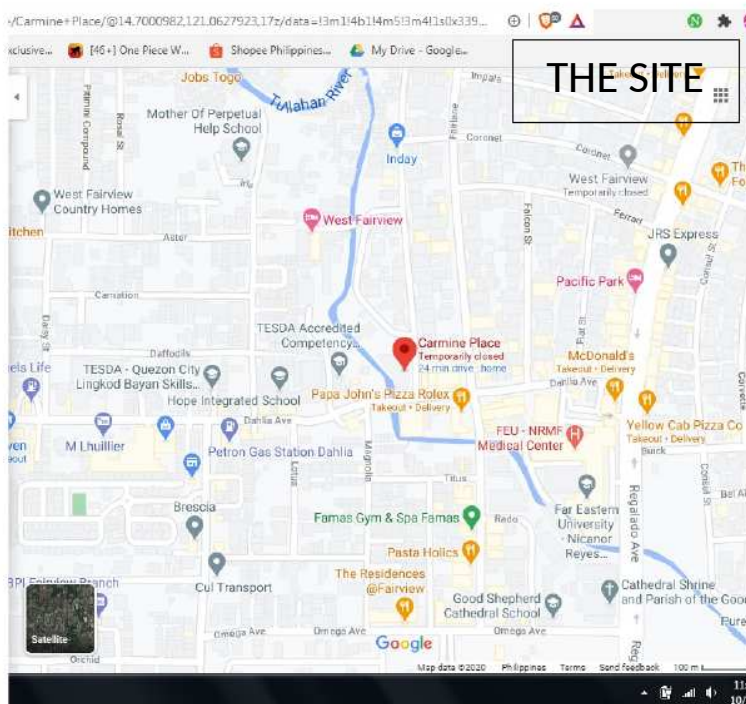
## Barangay west Fairview

Quezon City, the most populous city in the Philippines, is politically subdivided into 142 barangays. All of Quezon City's barangays are classified as urban.

## Carmine place

is located near in the business place.

Figure 1:2 Business location of Fruity Corndog



## Business Location Analysis

Location analysis used to figure out where to locate the business and determining where to put store requires careful thought.

**Office Lay-out/ Floor Plan**

This is a scale diagram of the arrangement of room in one story of a building

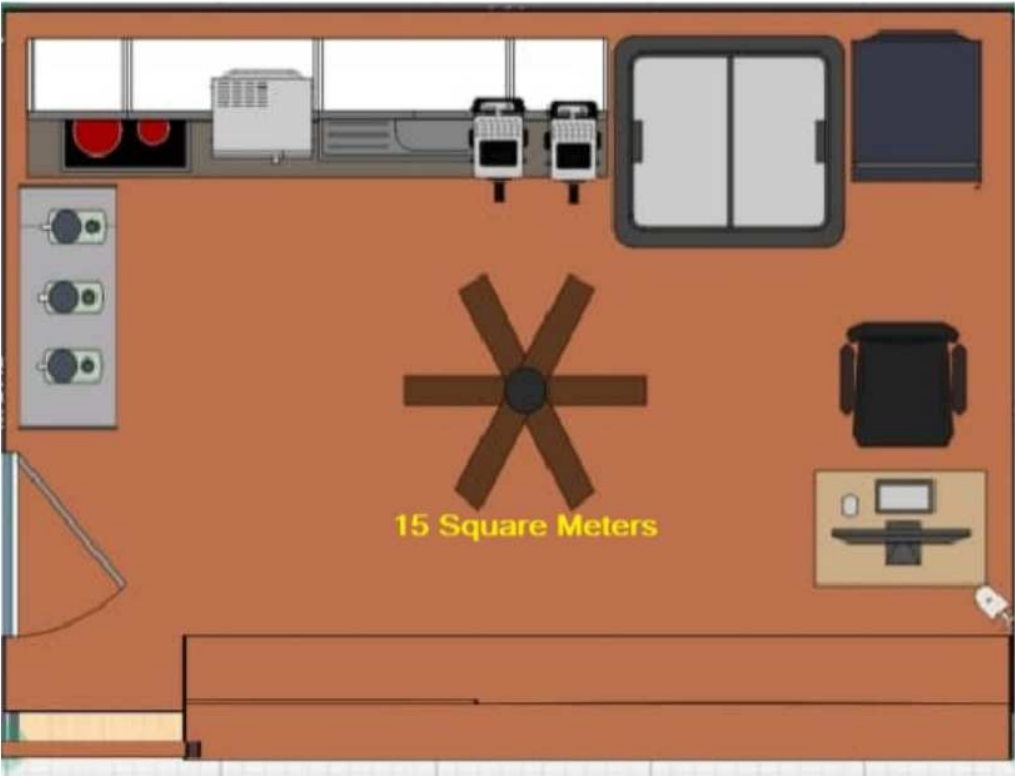


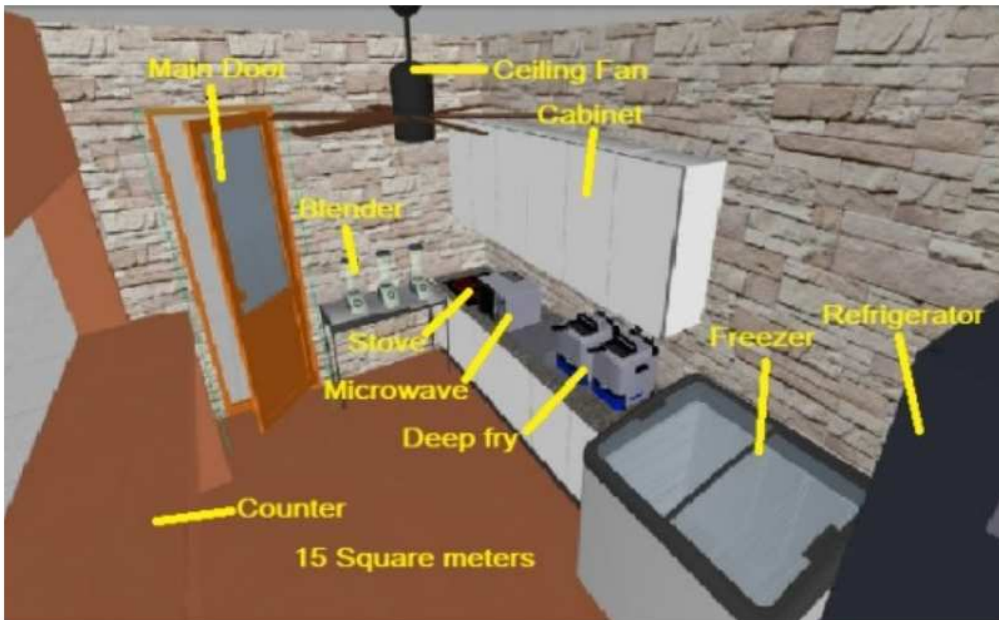
Figure 1:2 Stall floor plan of fruity corndog

A floor plan is a drawing to scale, showing a view from above, of the relationships between rooms, spaces, traffic patterns, and other physical features at one level of a structure



**Figure 1:3Stall office plan of Fruity Corndog**

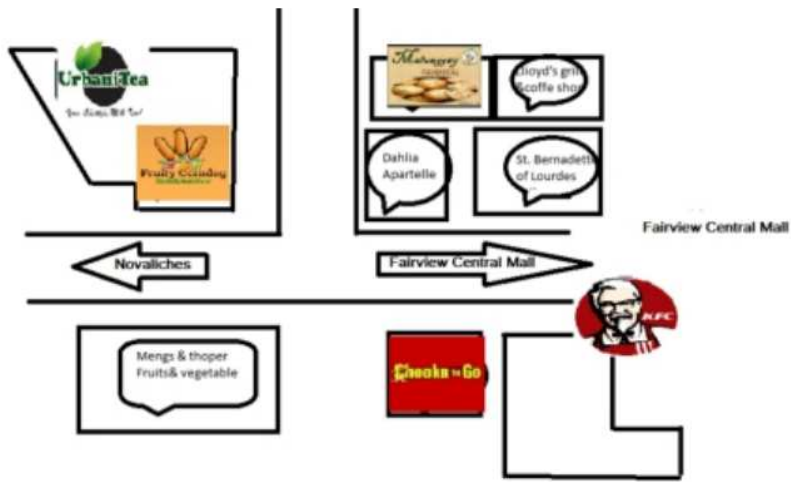
This figure shows the office of Fruity Corndog and its measurement total of 15 square meters.



**Figure 1:4 Stall kitchen of Fruity Corndog**

This figure shows the Waiting area of the store with a 15 square meters with total with freezer and refrigerator to preserving hotdog product. Deep fryer, stove and microwave blender to cook and blend the food, cabinet for utensils and ceiling fan to less the hit for the employee of fruity corndog

### **Location Map**



**Figure 1:5 Location map of Fruity Corndog**

The proposed location for Fruity Corndog is at Carmine Place, 1 Jaguar Street Corner Dahlia Avenue, West Fairview, Lung sod Quezon, 1118 Kalakhang Manila

**Actual Business Location**



## Company Ownership




The Fruity Corndog is a general partnership. It is an arrangement by which two or more persons agree to share in all assets, profits, financial and legal liabilities, having the same interest in food business. A general partnership offers each partner the ability to participate in the management of the business. Such partnership have unlimited liability, which means their personal assets are liable to the partnership's obligations. In fact, any partner can be sued for the entirety of a partnership's business debts.




## Products and Services

The business wants their customer to experience a new variety of Corndog filling.

Fruity Corndog offers different kinds of Corndog with different types of filling such as mango, apple and banana. Fruity Corndog offers drinks such as apple milkshake smoothie, banana shake smoothie, mango shake smoothie, guyabano shake smoothie and ice macha green late.

**Table 1.1**




| <b>Product Name</b>   | <b>Picture</b>  | <b>Descriptions</b>   | <b>Ingredients</b>   | <b>Size/ Price</b> |
|-----------------------|---|---|--|--------------------|
| <b>Banana Corndog</b> |    | Is a hotdog and sliced banana on a stick that has been coated in a thick layer of pancakemix and deep fry           | <ul style="list-style-type: none"> <li>• Medium egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> <li>• Banana Sliced</li> </ul> | <b>P80</b>         |
| <b>Apple Corndog</b>  |  | Is a hotdog and diced of green apple on a stick that has been coated in a thick layer of pancakemix and deep fried. | <ul style="list-style-type: none"> <li>• Medium egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> <li>• Apple sliced</li> </ul>  | <b>P80</b>         |
| <b>Mango Corndog</b>  |  | Is a hotdog and diced mango on a stick that has been coated in a thick  | <ul style="list-style-type: none"> <li>• Medium Egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> </ul>                          |                    |

|                            |   |  |  |             |
|----------------------------|---|--|--|-------------|
|                            |   | layer of pancake mix and deep fried.   | <ul style="list-style-type: none"> <li>• Mango sliced</li> </ul>   | <b>P100</b> |
| <b>Mini Banana corndog</b> |    | Is a small hotdog and sliced banana that has been coated in a thick layer of pancake mix and deep fried. | <ul style="list-style-type: none"> <li>• Medium Egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> <li>• Banana sliced</li> </ul>                       | <b>P80</b>  |
| <b>Mini Apple corndog</b>  |    | Is a small hotdog and diced apple that has been coated in a thick layer of pancake mix and deep fried.   | <ul style="list-style-type: none"> <li>• Medium egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> <li>• Apple sliced</li> </ul>                        | <b>P80</b>  |
| <b>Mini Mango Corndog</b>  |  | Is a small hotdog and diced mango that has been coated in a thick layer of pancake mix and deep fried.   | <ul style="list-style-type: none"> <li>• Medium egg</li> <li>• Pancake waffle mixed</li> <li>• Water</li> <li>• Corn-starch</li> <li>• Mango sliced</li> </ul> | <b>P100</b> |

**Table 1.2**

**The different beverages offer by: FRUITY CORNDOG**

| Product                                  | Product Picture   | Description  | Ingredients   | Price/Compos      |
|--|---|--|---|-------------------|
| <b>Apple<br/>Milkshakes<br/>Smoothie</b> |    | <p>Apple Shake has the fresh apple combined with fresh milk and a little bit of muscovado.</p>   | <ul style="list-style-type: none"> <li>• Apple</li> <li>• Milk</li> <li>• Muscovado</li> </ul>  | <p><b>₱46</b></p> |
| <b>Banana<br/>Shake<br/>Smoothie</b>     |   | <p>Banana Shake has the fresh banana combined with fresh milk and a little bit of muscovado.</p> | <ul style="list-style-type: none"> <li>• Banana</li> <li>• Milk</li> <li>• Muscovado</li> </ul> | <p><b>₱30</b></p> |
| <b>Mango<br/>Shake<br/>Smoothie</b>      |  | <p>Mango Shake has the fresh mango combined with fresh</p>                                       | <ul style="list-style-type: none"> <li>• Mango</li> <li>• Milk</li> <li>• Muscovado</li> </ul>  | <p><b>₱45</b></p> |

|                                   |   |  |  |            |
|-----------------------------------|---|--|--|------------|
|                                   |   | milk and a little bit of muscovado   |  |            |
| <b>guyabano shake smoothie</b>    |    | Guyabano Shake has the fresh guyabano combined with fresh milk and a little bit of muscovado | <ul style="list-style-type: none"> <li>• Guyabano</li> <li>• Milk</li> <li>• Muscovado</li> </ul>      | <b>P45</b> |
| <b>ice matcha green tea latte</b> |   | <b>ice matcha green tea latte has a macha green tea and a little bit honey and Muscovado</b> | <ul style="list-style-type: none"> <li>• Milk</li> <li>• Matcha powder</li> <li>• Muscovado</li> </ul> | <b>P45</b> |
| <b>Mineral water</b>              |  | <b>Mineral water is water from mineral</b>   |  |            |

|  |  |   |  |            |
|--|--|---|--|------------|
|  |  | <p><b>spring that contains various minerals, such as salts and sulphur compounds</b></p> <p>.</p> |  | <b>P12</b> |
|--|--|---|--|------------|

The table above shows the different beverages offer by the fruity corndog, creating a menu for beverages, because modern society has increased its understanding of good nutrition and how it helps keep the body healthy. A healthy drink of the business is a smart choice.

### **Unique Quality**

Unique quality refers to the attribute agree in a particular characteristics acquired in some particular things. The following are the unique quality of the Fruity corndog

- This corndog has have a fruit inside
- Offers Healthy Snack
- High quality of hotdogs (all beef)
- Combination of hotdog and fruit
- Unique combination of flavors
- Suitable for everyone (kids/adults)

### **Competitive edge Against Competitors**

#### **1.Affordale**

Affordable price for quality product is what Fruity Corndog competitive advantage.

## **2.Accessible**

**Fruity Corndog** will assure that the business will always have a better communication and interaction to the customers. This will be used to reach and build awareness to large number of possible customers.

## **3.Customer Relationship**

Fruity Corndog ensures that they will give their best to satisfy all the customers by providing the best quality of fruits and new varieties of fillings in the market it serves.

## **4.Store Ambiance**

The store has a good ambiance that every customer will feel that they are welcome to the store comfortably.

## **5.Uniqueness**

Fruity Corndog will be unique in terms of the filling of Corndog. Other fillings are locally made in mango, apple and banana.

## **Competitive edge**

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## **Company Jingle**

**Title: FRUITY CORNDOG**

Tune: OTSO OTSO CHORUS

TAYOY MAG FRUITY CORNDOG..

FRUITY CORNDOG , FRUITY CORNDOG..

FRUITY CORNDOG NA!

MAG FRUITY CORNDOG..

FRUITY CORNDOG.

MAG FRUITY CORNDOG NA !

## Chapter 2

### Marketing Plan

This chapter presents the target market. Marketing objectives, marketing strategies, distribution channel, pricing strategy and marketing budget summary of Fruity Corndogs a marketing plan establishes the methods that the company will use to accomplish its goals.

#### Target Market

Identifying a target market helps the shop to develop effective marketing communication strategies. It is the market a company wants to sell its products and services to and it includes a targeted set of customer for whom it directs its marketing effort. The students, office workers, professionals, families and nearby neighborhood population we became important part of Fruity Corndog customer base. The target market of Fruity Corndog is quite huge because the business product is suitable for all the ages.

#### Market Segmentation

It is the activity of dividing a broad consumer or business market normally consisting of existing and potential customers into sub-groups of consumers based on some type of shared characteristic to order to target and satisfied different kind of consumer needs and wants, market segmentation are crucial to enable the better target the products at the right customer.

#### Psychographic Segmentation

It is used mainly to target a certain group from within a population is uses people's personality, social class, lifestyle, their activities interest and opinions to define a market segment. Fruity Corndog is essential for customer to discover and experience a new variety of corndogs filling. Fruity Corndog can conduct a large scale survey by asking opinions interest and needs and wants to agree or disagree with the products.

#### Demographic Segmentation

The target market of the proposed business has no age limit regardless of gender, religion, marital status and economic status fruity corndogs is for everyone who eat corndogs whether poor or rich, young and adults. Though this segmentation, fruity corndog is able to come up with a list of demographic like statistics, characteristics and qualities that represents the ideal target market and segmented into several to help to target the consumers more accurately the researchers can easily collect more data to understand in order to meet consumer satisfaction.

**Table 2.1**

**Demographic segmentation**

| <b>Demographic Profile</b> | <b>Description Of Target Market</b>   |
|----------------------------|---|
| <b>Age</b>                 | All ages  |
| <b>Occupation</b>          | Professional,Teacher,Families,students,working students,employees and residents near the business area. |
| <b>Marital status</b>      | Single, Married and Widowed.  |

**Socio Economic Segmentation**

The target market has been segmented using the status or income in terms of salary and work position of the people in Carmine place, 1 Jaguar street corner dahlia avenue, West fairview lungsod quezon, 1118 Kalakhang manila as well a consumer's who can afford to buy the researchers products.

**Product Related Segmentation**

It involves dividing a consumer population into homogeneous groups based on their relationship to the product.

**Benefit sought**

A. Fruity Corndogs customer seeks for benefits or experience when they buy a product.

**Usage rate**

B. Large percentage of revenue from consumers brand loyalty towards the product.

**Geographic factors**

Geographic segmentation is a division of an overall market into homogeneous groups based on their locations. The estimated total population of west fairview given by the barangay is 53,151. And the business location is accessible for the customers because it is near to its target market and it has good people traffic the location is suitable to the business. The researchers found the potential of the business by sightseeing of the location the researcher found that they have many workers around the area. The location has a many structure like Mall, Small Market, School, Foodchain and Hospital that located around the area of the business and near barangays will become important part of Fruity Corndog customers base.

## Market objectives

Market objective are the marketing strategy set in order to achieve the overall organizational objectives. Fruity Corndog adheres to achieve the following market objectives.

1. To introduce the new filling of Corndog into the market.
2. To enhance customers relationship
3. To increase sales and maximize profitability
4. To launch new product or services
5. To increase profit

## Market strategies

Market strategy is a business overall game plan for reaching people and turning them into customers of the product that the business provides. Through marketing strategy, the business can establish long term relationship to its customer and also gaining customer' s satisfaction and loyalty. Fruity Corndog use marketing strategy that can promote introduce the business product. Fruity Corndog strategically use the print media which is disturbing fliers and tarpaulin that show detailed information about the business offerings. Fruity Corndog uses social media and website too by posting the business offerings and the details of the business for the customer to recognize it easily. It is designed for those customers who love to browse in websites and social media. Fruity Corndog offers not only good and satisfying product but also healthy food. The researchers are carefully seeking to use some of these market strategies to be more effective, efficient and achieve long-term relationship with the customers.

**Table 2.2**

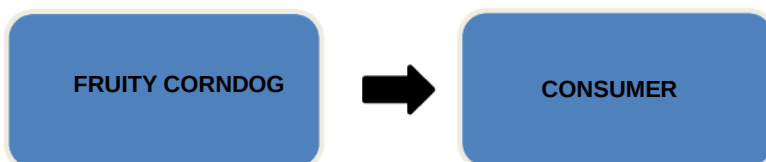
**Program Activity For Promotions**

| <b>Objectives</b>  | <b>Activity</b>  | <b>Venue</b>   | <b>Person In Charge</b> | <b>Budget</b> | <b>Time Frame</b>             |
|--|--|--|-------------------------|---------------|-------------------------------|
| To introduce New Variants of Coating and filling in Corndog into market. | Grand Opening And Ribbon cutting, Posted in Tarpaulin And Distribution Of Flyers posting in social Media | Carmine Avenue, West Fairview, Lungsod Quezon, 1118 Kalakhang Manila | General Manager         | 20,000        | 1 <sup>st</sup> week of March |
| To increase sales  | Freebies (Tshirt)  | Avenue, West Fairview, Lungsod Quezon,                               | Cashier                 | 30,000        | Every Anniversary             |

|                                    |   |  |                            |        |                                  |
|------------------------------------|---|--|----------------------------|--------|----------------------------------|
|                                    |   | 1118 Kalakhang Manila  |                            |        |                                  |
| To launch new products or services | Free taste for 1 <sup>st</sup> 200 customers and by giving them a survey for their feedback | Avenue, West Fairview, Lungsod Quezon, 1118 Kalakhang Manila | Crew And Marketing Manager | 3,000  | Twice a year                     |
| To enhance customer relationships  | Giving Coupons and Freebies   | Avenue, West Fairview, Lungsod Quezon, 1118 Kalakhang Manila | Cashier                    | 15,000 | 1 <sup>st</sup> week of February |

### Distribution Channel

Fruity Corndog purchases directly to the suppliers that can have several benefits because there are no intermediaries share the profits. Most direct distribution channels tend to have higher rates of profits than indirect distribution channels.



**Figure 2.1 Show the Distribution Channel**

### Marketing budget Summary

The control system of fruity corndog has a significant purpose during the creation of the strategy and the execution of the business activities within the business enterprise.

- The tapaulins are distributed thrice a year around dhalia avenue quezon city.
- The flyers will be distributed every month
- First customer will have coupon with 10% discount in first week of December only

- The promotional T-shirt will be given only to 20 first customers during every anniversary of the store.

**Table 2.3 Marketing Budget of Fruity Corndog**

| <b>Advertisement</b>   | <b>Monthly</b>                                  | <b>Yearly</b> | <b>Total Per Year</b> |
|------------------------|---|---------------|-----------------------|
| Tarpaulin              | P 1,050.00<br>(P 350.00 x 3)<br>(thrice a year) | P 12,600.00   | P 12,600.00           |
| Flyers                 | P 100.00<br>(P 1.00 x 100 pcs)                  | P 1,200.00    | P 1,200.00            |
| Free taste product     | P 3,000.00<br>(twice a year)                    | P 6,000.00    | P 6,000.00            |
| Loyalty card           | P 1,000.00<br>(50 x 20pcs)                      | P 12,000.00   | P 12,000.00           |
| Fruity corndog coupons | P 300.00<br>( 10 x 30 pcs )                     | P 3,600.00    | P 3,600.00            |
| Promotional Tshirt     | P 4,800.00<br>( 160 x 30pcs )                   | P 57,600.00   | P 57,000.00           |
|                        |   |               | P 92,400.00           |

### Pricing strategy

Fruity corndog will use the cost plus pricing it is a based method setting the prices of goods and services. Fruity corndog is very affordable and has a cheap price that anyone can afford. It start from P 80.00 Pesos to p 100.00 for the corndog and P 12.00 pesos to P 46.00 pesos for the drink. The price is base on the total costing of all the ingredients and it has a 1.12% valuable added tax (VAT) that the store will pay to the government.

| <b>Product</b>             | <b>Cost</b> | <b>Mark up</b> | <b>Selling Price</b> |
|----------------------------|-------------|----------------|----------------------|
| <b>Banana Corndog</b>      | 26.43       | 8              | 80                   |
| <b>Mango</b>               | 58.83       | 17.64          | 100                  |
| <b>Apple</b>               | 42.83       | 13             | 80                   |
| <b>Mini banana corndog</b> | 26.43       | 8              | 80                   |
| <b>Mini Mango corndog</b>  | 58.53       | 17.64          | 100                  |
| <b>Mini Apple</b>          | 42.83       | 13             | 80                   |

### Drinks

|                                 |      |      |    |
|---------------------------------|------|------|----|
| <b>Banana milkshake</b>         | 11.4 | 3.42 | 30 |
| <b>Apple milkshake smoothie</b> | 27.8 | 8.34 | 46 |
| <b>Mango milkshake smoothie</b> | 25.8 | 7.74 | 45 |

|                            |      |      |    |
|----------------------------|------|------|----|
| Guyabano milkshake         | 25.8 | 7.74 | 45 |
| Iced macha green tea latte | 25.8 | 7.74 | 45 |

## Competitors

When starting up a business, there is always a competitor that also offers similar or typical product of the proposed business. Corndogs are very common in our country and most particular in the National Capital Region (NCR)

The following are the Competitors of Fruity corndog

### 1. Waffle Time

Sm Fairview Pasong putik Quirino Highway corner Regalado hwy, Quezon City, Metro Manila..

One of the successful waffle Business in the Philippines, Most promising Filipino waffle Franchise. awarded . Awarded consistently, since 2006, as the "Most Promising Filipino Franchise", Waffle Time has grown to over 400 outlets nationwide with 10 outlets in Indonesia



### 2. Chung Chun rice Corndog Philippines

The Garden Heights, E. Rodriguez Ave., Quezon City Philippines. One of the newly successful business in the Philippines.



### 3. Corn dog 28

Vito Cruz Station Taft Ave. Pasay City.

One of the newly well known Japanese Corndog business in the Philippines.



### 4. Happy Sticks

Tondo Manila 1012 Metro Manila.

One of the famous Corndog mobile in Tondo manila and their special and most known is mozzarella cheese and potato stick.



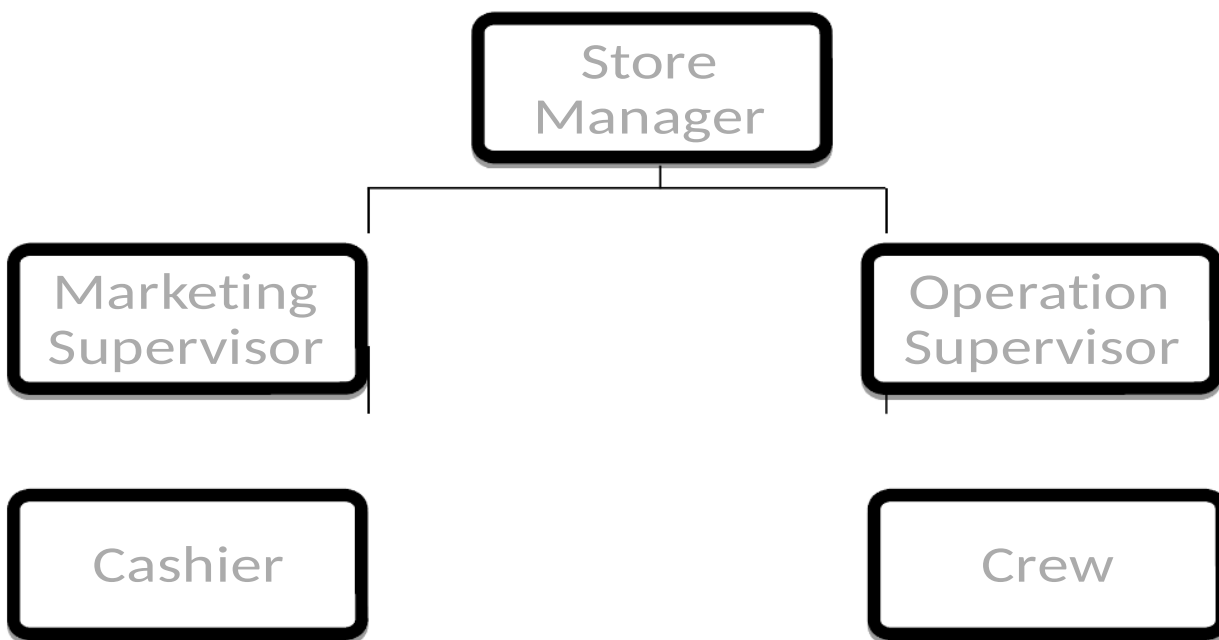


## Management Plan

This chapter discusses the original structure. Compensation and benefits. Company program. Policy and the business monitoring.

## Organizational Structure

Fruity corndog consists of specific employees who are responsible for each task needed in operating the business. The business chooses the functional type of organization. It is based on an organization being divided up into smaller groups with specific tasks or roles. An advantage of this structure is the employees who are grouped by their skill set and function. Allowing them to focus their collective energies and execute their roles as a department. Fruity corndog needs to determine the capacity or capabilities of every employee to operate effectively and efficiently as well as to have clear duties and responsibilities.



## Compensation and Benefits

Companies should provide a variety of compensation and benefits to every employee towards performing their jobs. These compensation and benefits strategies should be defined and communicated clearly to employees and stimulated within employee handbook or company policies and procedures manual.

## Salaries and wages

All employees shall receive their respective salaries and wages as an exchange of their hard work and must be provided in their employment contract every 15th and last day of the month. Cut-off payroll computation is in every 10th and 25th of the month.

**Table 3.2****Salaries and wages**

| <b>Position</b>      | <b>Daily</b> | <b>Monthly</b>  | <b>Yearly</b>    |
|----------------------|--------------|-----------------|------------------|
| Store Manager        | 700          | P 18,200        | P 221,900        |
| Marketing Supervisor | 680          | P 17,680        | P 212, 160       |
| Operation Supervisor | 600          | P 15,600        | P 187,200        |
| Cashier              | 545.00       | P 14,170        | P 170,040        |
| Crew                 | 532          | P 12,768        | P 153,216        |
| <b>Total</b>         | <b>3,057</b> | <b>P 78,418</b> | <b>P 944,516</b> |

This tables shows the total salaries of employees in Daily, Monthly and yearly.

**Table 3.3****Compensation and Benefits of Employees**

| <b>Position</b>      | <b>13 th month</b> | <b>SSS</b>     | <b>SSS Yearly</b> | <b>Pagibig</b>  | <b>Pagibig Yearly</b> | <b>Philhealth</b> | <b>Philhealth Yearly</b> | <b>Total</b>     |
|----------------------|--------------------|----------------|-------------------|-----------------|-----------------------|-------------------|--------------------------|------------------|
| Store Manager        | 18,200             | 581.30         | 6,975.6           | 364             | 4,368                 | 522.50            | 6,270                    | 37,281.4         |
| Marketing Supervisor | 17,680             | 581.30         | 6,975.6           | 353.6           | 4,242.2               | 495               | 5,940                    | 36,267.77        |
| Operation Supervisor | 15,600             | 563.20         | 6,758.4           | 312             | 3,744                 | 440               | 5,280                    | 32,697.6         |
| Cashier              | 14,170             | 508.70         | 6,104.76          | 283.4           | 3,400.8               | 412.50            | 4,950                    | 29,830.16        |
| Crew                 | 12,768             | 472.30         | 5,667.6           | 253.56          | 3,042.72              | 357.50            | 4,290                    | 26,851.68        |
| <b>Total</b>         | <b>78,418</b>      | <b>2,706.8</b> | <b>32,481.96</b>  | <b>1,566.56</b> | <b>18,797.72</b>      | <b>2,227.5</b>    | <b>26,190</b>            | <b>164,616.2</b> |

This table 3.3 show the mandatory benefits of the employees yearly. It is the government requirements to have insurance or back up money if they needed. It also includes the 13th month pay, SSS, pag-ibig, and PHILHEALTH.

**Mandatory Benefits**

Benefits under SSS/PHIC/HDMF law shall be granted in accordance with applicable laws implementation of procedures relative to entitlement of said benefits should be done in accordance with the regulations to be promulgated by the management.

**SSS (Social Security System)**

All employees must be given SSS benefits under the rule of government program which aim to provide basic need to citizens, who are retired, employed or unemployed, senior citizens.

## Philhealth

All employees must be given health benefits package and coverage given by Phil health to it members benefits include are paid to the accredited health care institutions through all case rates.

## 13<sup>th</sup> Month Pay

All employees regardless of their employment status whonhave worked at least one month during the calendar year are entitled to a 13th month pay. The 13th month pay shall be in the amount of the total basic salary earned by the employee within the calendar year 13th month pay ( After one month of services ) =1/12 od total basics salary earned by an employee within a calendar year.

## Overtime

Every effort should be made to avoid unnecessary overtime work and to keep work within reasonable limits. All overtime work should have prior written approval from store manager every employee should file overtime slips within the pay-period to be compensated with twenty-five percent on hourly rate.

## Holiday pay

Work performed on a regular holiday shall be compensated with an additional compensation equivalent to 100% of employees regular salary worked performed on an employees rest day or on a special holiday shall be paid an additional compensation of 30% of his regular salary.

| <b>Event</b>         | <b>Date</b>     |
|----------------------|-----------------|
| New Years Day        | January 1       |
| Monday-Thursday      | Adjustable Date |
| Good Friday          | Adjustable Date |
| Araw ng kagitingan   | Labor day       |
| Independence Day     | May 01          |
| National Heroes Day  | Last Sunday     |
| Ramadan              | Adjustable Date |
| Bonifacio Day        | November 30     |
| Christmas Day        | December 25     |
| Rizal Day            | December 30     |
| <b>Special Day</b>   |                 |
| All Saints Day       | November 01     |
| Last Day of the Year | December 31     |

## Paternity And Maternity Leave

Provided by law shall be given to every employee entitled there to upon complying with all the requirements of the company and upon proper verification by the company's duty authorized representatives.

**For Maternity Leave** - Daily maternity benefits equivalent to 100% average salary credits for 30days.

**For paternity Leave** - Seven days leave with pay ( Married only )

### **Fringe Benefits**

Fringe benefits are additional compensation provided to employees above and beyond an agreed upon wage or salary besides helping employees, offering fringe benefits helps employer's tremendously from a recruiting perspective.

### **Sick Pay**

The employee will pay employees their corresponding salary for the days they will be absent due to sickness however they are required to submit a medical certificate signed by the doctor.

### **Company Programs And Policies**

This part of business plan will discuss the program and the policies that the business will use in order to achieve its goals, objectives and philosophies. These include the employees training and development policies of store for customers and employees and also the hiring process and hiring policies of the store.

### **Employee Training And Development**

Training is a program that helps employees learn specific knowledge or skills to improve performance in their current roles. Development is more expensive and focuses on employee growth and future performance rather than an immediate job role.

### **1. Company Team Building**

Team building is the process to turning a group of individual employees into a cohesive team. A group of people organized to work together interdependently and cooperatively to meet the needs of their customers by accomplishing their purpose and goals. The researchers want to unite their by giving them a team building to improve their skills, to know each other strength and weaknesses, and bond together. All of the employees must come. The researcher think to do the said team building in a campsite or a retreat house every after 5 months

## **Company Policies**

### **For Employees**

1. Employees should wear proper uniform and personal protective and equipment (PPE) which is appropriate to task being performed.
2. Designated break times are assigned accordingly.
3. Service crew is not allowed to get tips from customers.
4. All incidents that result damage or injury should be reported to the manager immediately.
5. All company records must be keep safe and confidential.

### **Safety Policies**

1. All employees must comply with all applicable statutory/regularity obligations, legal and safety requirements.
2. Frequently clean and sanitize surfaces including serving utensils and food storage containers accordingly.
3. Management of Fruity Corndog is vitally interested in its employee's health and safety. protecting employees from injury or occupational disease.
4. Fruity Corndog will make effort to provide a safe, healthy work environment.
5. Employee mist receive adequate training in their specific work tasks to protect their health and safety.

### **Dress Code**

1. Employees must present a clean and professional appearance at all times. Everyone is expected to be well groomed.
2. Fingernails are expected to be cleaned.
3. Shoes must provide safe secure footing and offer protection against hazards.
4. Clothing with offensive or inappropriate designs or stamps is not allowed.
5. Mustache and beards must be clean, well trimmed and neat.

## **Store Rules**

1. Paying cash only
2. It is prohibited to throw trash in the area.

## **Punctuality**

1. Habitual late coming is a serious breach of discipline for all employees.
2. Late coming thrice or more per month will be amounted to loss pay.
3. Responsibility of every employee to ensure attendance and punctuality at work.
4. If employee misses to work for 3 days without any valid reason and without letting employer know an automatic termination will be imposed.
5. If employee is late for more than 15 minutes on 5 different occasions, disciplinary action will be given accordingly.

## **Conduct**

- 1 - All employees should respect their colleagues.
- 2 - Employees must show integrity professionalism in the workplace.
- 3 - All employees should treat the company's property, whether material or intangible, with respect and care.
- 4 - Every employee is expected to act in a professionalism and courteous manner at all times.
- 5 - All employees must protect the company's legality and confidentially.

## Disciplinary Action

Disciplinary action is a process of dealing with job-related behaviour that does not meet expected and communicated performance standards. The primary purpose for discipline is to assist the employee to understanding performance problem or opportunity for improvement existence.

**Table 3.4**

**Disciplinary Actions for Fruity Corndog**

| <b>Behavior</b>                               | <b>1<sup>st</sup> Offense</b> | <b>2<sup>nd</sup> Offense</b> | <b>3rd offense</b> | <b>4<sup>th</sup> offense</b> |
|---|-------------------------------|-------------------------------|--------------------|-------------------------------|
| Tardiness                                     | VW                            | WW                            | S                  | T                             |
| Absences                                      | VW                            | WW                            | S                  | T                             |
| Violation of safety rules or safety practices | WW                            | S                             | T                  |                               |
| Smoking in prohibited areas                   | WW                            | S                             | T                  |                               |
| Gambling                                      | WW                            | S                             | T                  |                               |
| Fraud   | S                             | T                             |                    |                               |
| Theft   | T                             |                               |                    |                               |

**VW** - verbal warning it is to merely have a conversation with the employee. To let him or her know that she or he violated a rule or regulation and such violation should not continue. It is intended to help the employee understand how their behaviors need to change.

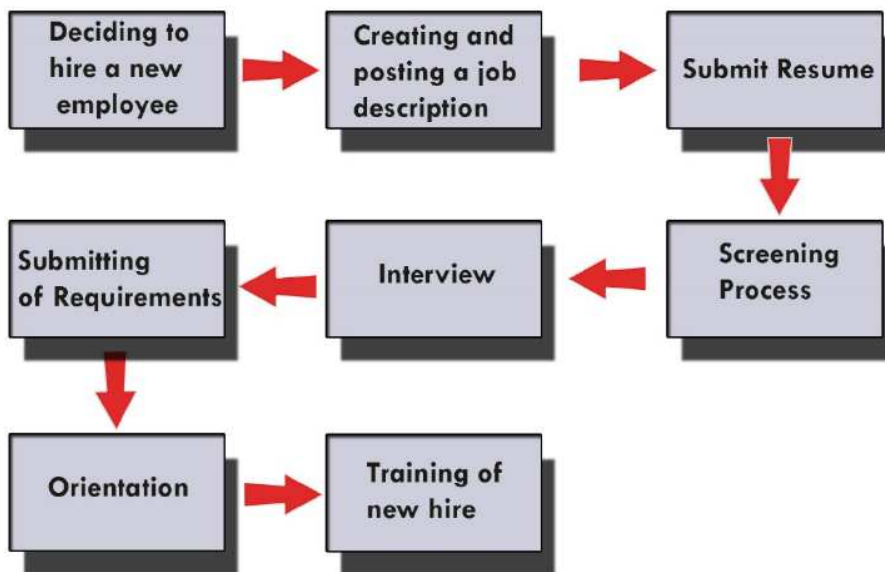
**WW - Written Warning** - It should be another conversation that is documented in a written format. The written warning should include a description of the problem along with the manager expectation of the employees behavior. Description of the consequences. If expectations are not met. And the time frame for meeting expectations.

**S – Suspension** - It is to give the employee a time out to tink about the situation and reflect to see if they want to make an effort to improve and the steps they will take

**T – Termination** - The employer/employee relationship is reserved

### Hiring process

Describe the step by step process of hiring an employee that fits to the job being offered. As a new entrant in the food industry. The management of Fruity Corndog will seek an employee that can be beneficial to the company and dedicated to the job being offered.



**Figure 3.2 Hiring Process at Fruity Corndog**

**1. Deciding to hire a new employee** - The store manager /HR will decide who will participate in the selection of the employee for the job and who will provide input and communicate it with the Marketing supervisor.

**2. Creating and posting a job description.**- The marketing supervisor will create a job description including all the information a candidate needs to get a clear picture of the job, such as the core job duties of the positions, requirements and the skills needed to complete them and post it on online job boards, social media and job fairs.

### List of Requirements

- Updated Resume with 2x2 picture
- SSS
- Phil health
- Pag-ibig
- NBI Clearance
- Medical Certificate

**3.Submit Resume** - Applicants will submit application form or resume with 2x2 collared photo to the administrative manager.

**4.Screening process** - The administrative will Analyse the contents of the resume and will call the applicant for the initial examination if interpretend to be satisfactory.

**5.Interview** - the chosen applicant will go to the interview to prove their selves if they are fit in that position they were applying.

**6.Submitting of Requirements** - after the interview, if passed, the applicant will be given the list of requirements to be complied for a specific period of time.

**7.Orientation** - After compliance of all the requirements, the applicant will be scheduled for orientation together with the other applicants.

**8.Training of new hire.** - After the orientation they can sign the contract and start the job.

## **Corporate Social Responsibilities**

The fruity corndog had a charity organization to support which is the Virlanie Foundation is a private, non-profit organization reaching out to street children in the Philippines. Virlanie Foundation launched in June 1992 and it aims to protect the children future and become a responsible and independent adult life with the hope of a brighter future.

## Business Monitoring

Business activity monitoring (BAM) is software that aids in monitoring of business activities, as those activities are implemented in computer. It is a use of technology to proactively define and analyse critical opportunities and risks in enterprise to maximize profitability and optimize efficiency.

**Table 3.5**

**Gantt chart of Fruity Corndog**

| Activities                                   | October |   |   |   | November |   |   |   | December |   |   |   | January |
|--|---------|---|---|---|----------|---|---|---|----------|---|---|---|---------|
| Weeks  | 1       | 2 | 3 | 4 | 1        | 2 | 3 | 4 | 1        | 2 | 3 | 4 | 1       |
| Reviewing The Company Profile                | █       |   |   |   |          |   |   |   |          |   |   |   |         |
| Making of Business layout and company jingle |         | █ |   |   |          |   |   |   |          |   |   |   |         |
| Brainstorming of new product                 |         |   | █ | █ |          |   |   |   |          |   |   |   |         |
| Product testing                              |         |   |   | █ | █        |   |   |   |          |   |   |   |         |
| Renovation of establishments                 |         |   |   |   | █        | █ |   |   |          |   |   |   |         |
| Purchasing of material and equipment         |         |   |   |   |          | █ | █ |   |          |   |   |   |         |
| Business marketing of new product            |         |   |   |   |          |   |   | █ | █        |   |   |   |         |
| Hiring of employees                          |         |   |   |   |          |   |   |   |          | █ | █ |   |         |
| Opening the business                         |         |   |   |   |          |   |   |   |          |   |   |   | █       |

**This table show the Gantt chart of the Fruity corndog from reviewing the company profile until first operation of the business.**

**1.** For the Month of October - for the first and second week Fruity Corndog reviewed the company profile and making the business the proponents brainstorm for the new product.

2. For the Month of November - for the last week, the proponents conduct a product testing. For the second and third week they conduct renovation for the establishment. For the fourth week the proponents purchase materials and equipment.
3. For the Month of December - for the first week, the proponents do the business marketing for the new product. By the second, third and fourth week, they hire new employees.
4. For the Month of January - the business will be open on the first week of January.

**Table 3.6**

**Regular working time for Fruity Corndog**

| <b>Time</b>         | <b>Activities</b>                                     |
|---------------------|---|
| 9:00 am – 10:00 am  | Preparing the ingredients, tools and equipments.      |
| 10:00 am            | Opening of the store                                  |
| 10:00 am – 12:00 nn | Store in operation taking the orders                  |
| 12:00 nn – 1:00 pm  | Lunch break   |
| 1:00 pm – 3:00 pm   | Store in operation taking the orders                  |
| 3:00 pm – 3:30 pm   | Coffee Break  |
| 3:30 pm – 5:00pm    | Store in operation taking the orders                  |
| 5:00 pm – 6:00 pm   | Cleaning and doing inventory before the store closed. |
| 6:00 pm             | Closing the store                                     |

Employees are entitled to have a 1 hour break in their duty at 12:00 nn and a 30 mins coffee break depends on their availability during operation.

**Table 3.7**

**Break And Rest day Period**

| <b>Positions</b>            | <b>Days</b> |            |            |              |            |            |            |
|-----------------------------|-------------|------------|------------|--------------|------------|------------|------------|
|                             | <b>Mon</b>  | <b>Tue</b> | <b>Wed</b> | <b>Thurs</b> | <b>Fri</b> | <b>Sat</b> | <b>Sun</b> |
| <b>Store Manager</b>        | 8am-5 pm    | <b>Rd</b>  | 8am-6pm    | 8am-6pm      | 8am-6pm    | 8am-6pm    | 8am-6pm    |
| <b>Marketing Supervisor</b> | <b>Rd</b>   | 8am-5pm    | 9am-6pm    | 9am-6pm      | 9am-6pm    | 9am-6pm    | 9am-6pm    |
| <b>Operation Supervisor</b> | 9am-6pm     | 9am-6pm    | <b>Rd</b>  | 9am-6pm      | 9am-6pm    | 9am-6pm    | 9am-6pm    |
| <b>Cashier</b>              | 9am-6pm     | 9am-6pm    | 9am-6pm    | <b>Rd</b>    | 9am-6pm    | 9am-6pm    | 9am-6pm    |
| <b>Crew</b>                 | 9am-6pm     | 9am-6pm    | 9am-6pm    | 9am-6pm      | <b>Rd</b>  | 9am-6pm    | 9am-6pm    |

The regular work days of Fruity Corndog is from Monday to Sunday. Work schedule Generally between 9am to 6pm.

**Table 3.8**

**Monthly Activities of Fruity Corndog**

| <b>Sunday</b> | <b>Monday</b> | <b>Tuesday</b>                                   | <b>Wednesday</b>                                      | <b>Thursday</b>                                       | <b>Friday</b>  | <b>Saturday</b>    |
|---------------|---------------|--|---|---|--|--------------------|
|               |               | <b>1</b><br>Store<br>Maintenance/General meeting | <b>2</b><br>Giving of<br>flyers/Taurpaulin<br>Posting | <b>3</b><br>Checkin<br>g of<br>Inventory<br>Supplies  | <b>4</b><br>Orderin<br>g of<br>Supplie<br>s<br>Needed  | <b>5</b><br>Payrol |
| <b>6</b>      | <b>7</b>      | <b>8</b>   | <b>9</b>  | <b>10</b><br>Checkin<br>g of<br>Inventory<br>Supplies | <b>11</b><br>Orderin<br>g of<br>Supplie<br>s<br>Needed | <b>12</b>          |
| <b>13</b>     | <b>14</b>     | <b>15</b><br>Salary of<br>Employess              | <b>16</b>   | <b>17</b><br>Checkin<br>g of<br>Inventory<br>Supplies | <b>18</b><br>Orderin<br>g of<br>Supplie<br>s<br>Needed | <b>19</b>          |
| <b>20</b>     | <b>21</b>     | <b>22</b>  | <b>23</b>   | <b>24</b>   | <b>25</b>  | <b>26</b>          |

| Pest control |   | Equipment Maintenance |                              | Checkin<br>g of<br>Inventor<br>y<br>Supplies       | Orderin<br>g of<br>Supplie<br>s<br>Needed |  |
|--------------|---|-----------------------|------------------------------|--|---|--|
| 27           | 28<br>Short<br>meeting<br>for food<br>Standar<br>d in<br>store. | 29                    | 30<br>Salary of<br>Employess | 31<br>Checkin<br>g of<br>Inventor<br>y<br>Supplies |   |  |

The Monthly Activities in Fruity Corndog.