

- ✓ Direct Labor Cost
- ✓ Total Production Cost

### Marketing Plan

- ✓ Product appearance and quality
- ✓ Compare the product to existing competitors
- ✓ Marketing site
- ✓ Target Customers
- ✓ Product demand – Production (supply)
- ✓ Percentage of Market Share
- ✓ Price flexibility
- ✓ Expected Volume of Sales
- ✓ Product Promotion

### Factors That Influence Marketing Of Products

- ✓ Brand
- ✓ Packaging
- ✓ Labelling
- ✓ Pricing
- ✓ Other image building features

### Effective Tools for Fishery Marketing

- ✓ Fishery directory
- ✓ Fishery processing plants/restaurants
- ✓ Fishery exporters/importers
- ✓ Internet/web sites

### Major Fishery Products for Marketing

- ✓ Live fishery products
- ✓ Fresh, frozen and iced fishery products
- ✓ Dried fishery products
- ✓ Fillets and meats of fishery products
- ✓ Processed products: retort, canned, bottled
- ✓ Shell crafts (raw and finished)

# BASIC ENTREPRENEURSHIP



*Reproduced by:*

**Fisheries Post Harvest and Marketing Division**  
Bureau of Fisheries and Aquatic Resources No. 7  
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- the transfer of **goods, products & commodities** from the **sellers to buyers**; as well as, the **services** rendered by a person to the **clientele**;

### DIFFERENCE BETWEEN IGP & BUSINESS ENTERPRISE

	<b>IGP</b>	<b>BUSINESS ENT.</b>
Scope	Small (family)	Big (Coop./Assn.)
Vision	Subsistence	Profit (ROI)
Market	Low	High
Realities	Low Productivity	High Competitive

### Factors That Affects Market Demand

- People With Needs To Satisfy
- The Money To Spend
- The Willingness To Spend It
  - ✓ The products/services needed
  - ✓ Availability of Raw Materials
  - ✓ The target customers
  - ✓ Environment Friendly
  - ✓ Profitability

### Scopes and Nature of Marketing

1. Selling – Buying – Rendering
2. Advertising – Promotions
3. Retailing – Wholesaling
4. Merchandising

### Factors That Affect Economic Growth

- 1) Trainings
- 2) Education
- 3) Experience
- 4) Amount Of Information
- 5) Observable Data
- 6) Proof Available

### BASIC ENTREPRENEURSHIP

Opening Song: “Ang Sakayanon”  
 Story : “Entrepreneurship in Heaven”

Definitions:

- BASIC - origin, fundamental, starting point
- ENTREPRENEUR (from french combining words):
  - *ENTRE* means – “to Enter” or “Between”
  - *PREDRE* means – “to Take”
- BUSINESS – to engage in buying & selling

THUS : A person who undertakes the tasks of bringing together various resources (money, people, materials, services) managing for profit.

Why do we include this topic?

### National Thrust:

1. Food Security - kaseguruhan sa pagkaon
2. Poverty Alleviation - pagpakunhod sa kakabos
3. Global Competitiveness - kalibutanhong pakig-indigay
4. Environment Friendly - mahigalaon sa kalikupan

### Qualities of an Entrepreneur:

- ✓ Opportunity seeker
- ✓ Information seeker
- ✓ Persuasive/persistent
- ✓ High standard work ethics
- ✓ Demand for quality/efficiency
- ✓ Innovative and creative
- ✓ Risks taker
- ✓ Wise/sound decision-maker
- ✓ Profit-oriented

## Rewards as an Entrepreneur

1. **PERSONAL SATISFACTION** – most rewarding outcome of starting a new business
  - a. **Use of Accumulated Capital** – ready/ available financial resources;
  - b. **Application of Skills & Background** – employ other people who may be interested on entrepreneurial activity;
  - c. **Security** – employ highly competent, technical or professional people in order not to experience drastic “Ups” and “Downs” in business;
  - d. **Get out of run** – escape from boredom, routine or frustration with the status quo;
  - e. **Crisis or Upheaval** – “uprooting” event & “fresh start”
  - f. **Miscellaneous Reasons** – “to do his or her way” and enjoy personal satisfaction
2. **INDEPENDENCE** – the desire to take their own risks, make their own decisions and do things their own way.
3. **PROFIT** – a naturally expected outcome of efforts. Transaction w/o profit is not BUSINESS!

**POWER & INFLUENCE** – *to prove one’s ability, to reflect a need to be dominant over the actions of other people, making decisions that will govern their actions, incorporated with benevolent “for their own good” philosophy in life rather than negative autocratic one*

## Risks as an Entrepreneur

1. **RISK OF LOSSES** – capital, reputations, etc.
2. **UNGUISH OVER UNCERTAINTY**– business fluctuations causing irregular income.
3. **TIME, EFFORT & MORE FUNDS** – constant demands far in excess of what might reasonably be expected.

4. **STRAINING OF VALUES** – business success may seem to call for compromise in personal ethics & values.
5. **DEMANDS ABOVE EXPERTISE** – “following orders” from experts whose services you buy/employ.
6. **GROWTH DILEMMAS** – bringing on new frustrations caused by your success. “Going Public” to expand beyond a certain growth stage.

## Entrepreneurship

- The process of creating value by putting together a unique package of resources to exploit an opportunity;
- A purposeful activity including an integrated sequence of decisions of an individual, association, or an organization to undertake, initiate & maintain to acquire profit-oriented business unit for the production of economic goods, commodities and/or services (Cole, 1959.)
- A shared activity among several persons who work for the business in order to promote socio-economic contribution to the community (Schumpeter, 1965.)

## MARKETING

### Definitions:

- **Market** – a place where **buyers** and **sellers** meet and function; **Goods** or **services** are offered for sale, and transfer of ownership of title occur;
  - the aggregate demand by potential buyers of products and/or services
  - implies demand for a product or service;
  - Thus: “Market” & “Demand”  
“Market-Demand”
- Marketing – the performance of business activities that direct the **flow of goods & services**;
  - A total system of interacting business activities designed to plan, promote and distribute the goods, commodities, and services that satisfy the needs of the buyers/customers, consumers/users;

### **Guidelines for Business Enterprise**

- ✓ Location/Place/Site
- ✓ People/Residents
- ✓ Environment-Friendly
- ✓ Trainings
- ✓ Promotion
- ✓ Formulate Business Plan
- ✓ Capitalization
- ✓ HRD Recruitment
- ✓ Capacity to Start the Business
- ✓ Monitoring & Evaluation
- ✓ Flexibility, Feasibility and Profitability

### **Financial Plan**

1. Total Budgetary Requirement
2. Source of Capital
3. Requirements for loan
4. Break-even sales, profit and loss statement
5. Cash Flow Statement
6. Balance Sheet

### **Management Plan**

1. Type of business enterprise
2. Capability of the managers: production, marketing, etc.
3. Start-up business activities
4. Starting operational expenses
5. Office Equipment
6. Management Schemes

### **Production Plan**

- ✓ Process-flow of products
- ✓ Fixed Assets requirement
- ✓ Maintenance & Repair
- ✓ Source of Equipment
- ✓ Production Capacity
- ✓ Production Site
- ✓ Availability of Raw Materials
- ✓ Direct Materials Cost