



SIENA COLLEGE
TAYTAY, RIZAL

THE
Explorer
VOLUME 10

A Multi-Disciplinary Compilation
of Research Abstracts

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Editors

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SIENA COLLEGE

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VOLUME 10



SIENA COLLEGE
TAYTAY, RIZAL



COLLEGE OF ENGINEERING & INFORMATION TECHNOLOGY

Smart Sub Meter: A Vending Machine with GSM Module

Proponents: Abaricia, Arieanne Jielle G.
Ang, Ian Kenneth R.
Calixterio, Dale Wilmar DC.
Chicote, Joana Dhell P.
Fornelos, Gwenn R.
Paterno, Aldwin D.

Adviser: Engr. Evangelista, Joey DV., ECE

To budget the electrical bills for tenants and bed spacers, the proponents constructed the Smart Sub-meter, a pre-paid electricity apparatus that should help the allocation of electrical bills and make them justifiable and accurate. The proponents used the Rapid Application Development (RAD) to enhance the project which included the planning, designing, constructing, and conducting the device. There were 35 respondents who evaluated the project. There were four (4) criteria inside the evaluation sheet, namely: design, functionality, accuracy, and reliability. These criteria determined the purpose of the project. Overall, the design project was found to be working with a very good performance.

Conec: A Proposed Application that Brings People and Travelers Together

October 2017

Proponents: Bagason, Mariela Joy L.
Cubil, Mark Lester M.
Domingo, Deanne Claire M.
Vargas, Eugene Simon R.
Villarino, Dranzel M.

Adviser: Engr. Cruz, Bernardith B., MIT

In this world that is spearheaded by technology, it is common for people to connect with one another using various gadgets. These people are connected even if they are thousands of miles away from one another, whether they are at home or on the go. The objective of this study was to be able to create an application that would allow people to share their stories, no matter where they are, in a creative manner. This, in turn, can lead to a possible boost in the country's tourism, because people would be able to share their experiences and photos. In this study, the proposed Android application was successfully developed and implemented. This mobile application was tested by both the proponents and 50 students, wherein evaluation surveys were handed out to the students who tested the proposed system to gather feedback. According to the results of the survey, the testers of the application were pleased with the system. The feedback from the testers was positive, and so the proponents concluded that the proposed application did meet the goal they had set.

Kansu Chair by Rajkiel Enterprises

Proponents: **Hilaus, Roldan L.**
 Labiste, Laumas David R.
 Lego, Jerome V.
 Tolentino, Ma. Angelica P.

Adviser: **Engr. Lasco, Ma. Dolores J.**

The proposed business name is RAJKIEL Enterprises. The proponents decided to name their business as RAJKIEL Enterprises to which RAJKIEL stood for the initials of their names. The company is aiming to produce the Kansu Chair, as its main product. It is a multi-functional bench that is suited for minimalistic living which means having a lifestyle of owning just the essentials to live easy and comfortably.

The company's objectives are to minimize the waste and earn profit at the same time. The Kansu Chair can be converted into a table, a chair with armrest, and a bench. The design of the project is for every ninety-degree (90°) angle rotation, it will transfer to a different function.

RAJKIEL Enterprises' proposed location is at #175 Manila East Road Taytay, Rizal. The facility has a land area of three hundred eighty-eight square meters. The prospective target market of the company are the people living in condominiums and owners of cafes or restaurants located in different municipalities of Rizal, such as Taytay, Angono, Cainta, Antipolo, and Binangonan. The company proposed to promote its business through flyers, tarpaulins, and social media.

The product materials are recycled high density poly-ethylene (HDPE) plastic and second-hand compressed plywood. The company's facility should have a showroom to showcase the product. Social media will be utilized in introducing the product to the consumers.

To start the business, the proponents planned to equally contribute for the capital to be used. This complied with the type of management that they chose, general partnership. With these, the proponents aimed to contribute Php 625,000 each. After computing the costs and the funds allocated for the different expenses and capital for this business, the expected return of investment of the business would be in the first year of its existence.



November 2017

**Beverage Container Segregating Machine for the E-Watch
Program of Siena College of Taytay**

Proponents: **Cabrera, Solo Gabriel O.**
 Faminial, Charmaine C.
 Lazaga, John Yuki C.
 Paterno, Francis Ray D.

Adviser: **Vasquez, Aileen L., MEM**

The design project presented was the Beverage Container Segregating Machine (BCSM) for the E-WATCH program of Siena College of Taytay. It is a machine that has the ability to segregate plastic bottles and aluminum cans. Points will be provided in exchange for the beverage containers that will be inserted in the machine. The proponents conducted several methods of testing and an evaluation among 50 students of Siena College of Taytay to fully support the said program. The BCSM for the E-WATCH program of Siena College of Taytay has a system for monitoring the information of the registered students and for redeeming points. The project is aiming to motivate the students to collect plastic bottles and soda cans and to encourage them to be more active in making the country eco-friendly.

Electronic Campus Directory Access System

November 2017

Proponents: **Aquino, Dianara B.**
 Dacanay, Wendy C.
 Lobramonte, Ireen Miracle P.
 Santiago, Aaron F.

Adviser: **Engr. Cruz, Bernardith B., MIT**

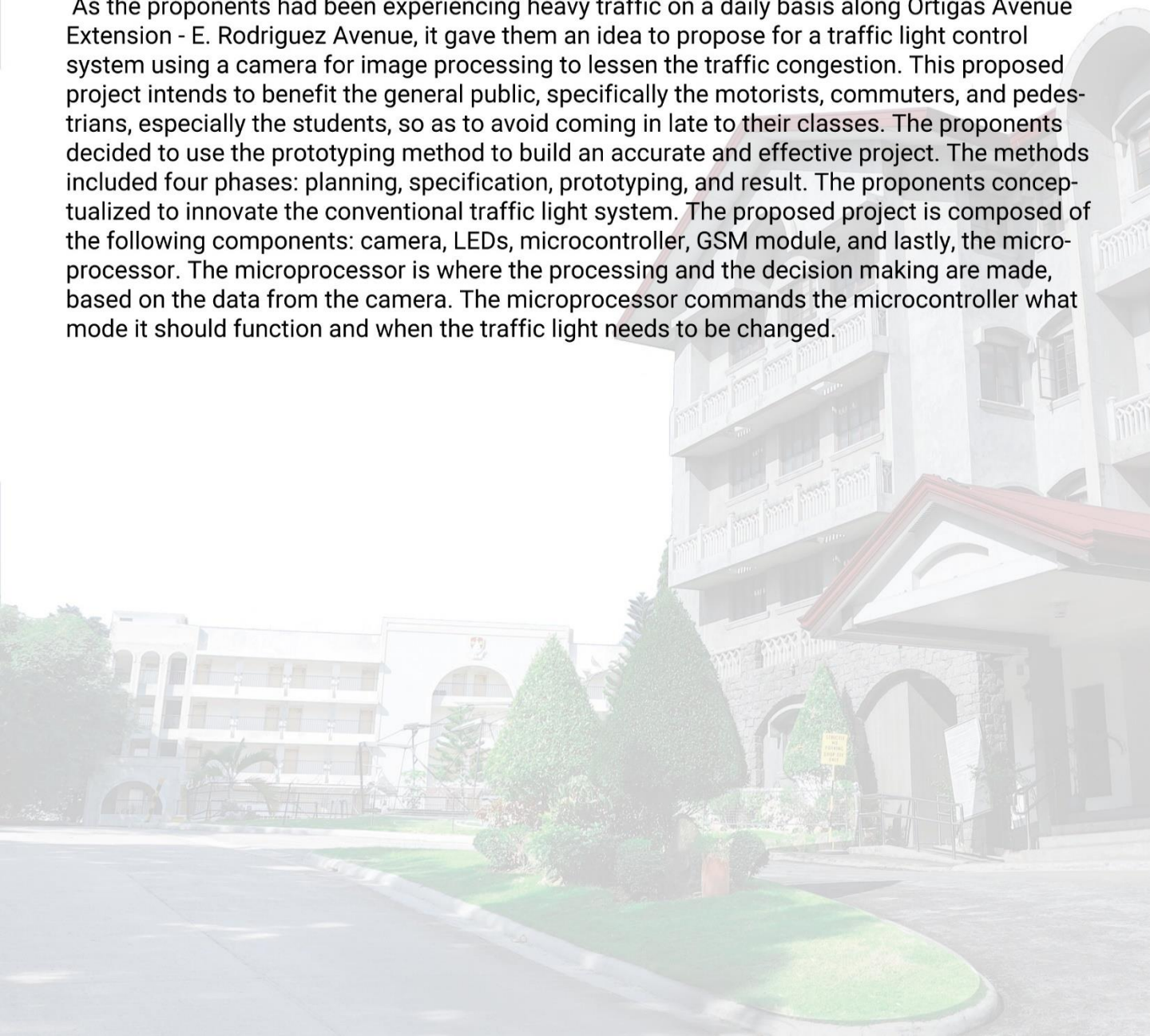
The researchers proposed the ECDAS (Electronic Campus Directory Access System) to help the visitors of Siena College of Taytay be familiarized with the school campus premises. The design project is an innovative alternative to traditional building directory boards which provides a system composed of map overview, buttons, search bar, and message box. The main display of the system is the map overview that displays the whole campus in 3D effect. The proponents used the Incremental Process Model to develop the design project which included planning, developing, testing, and results. They also set four (4) different criteria in order to evaluate the functionality of the system, surveyed 50 people as respondents which included 20 students, 20 personnel, and 10 visitors. Overall, the design project had an excellent performance and proved to be working in terms of eradicating the problem in locating a facility of the school.

Three-way Intersection Traffic Control System Using Camera with SMS for Ortigas Avenue Extension - E. Rodriguez Avenue

Proponents: Arriola, Christelle Jean F.
Jurolan, Justin Roy O.
Kabigting, Joseph Adrian G.
Saguin, Angelica Irish P.
Villaran, Barkley M.

Adviser: Engr. Evangelista, Joey DV., ECE

As the proponents had been experiencing heavy traffic on a daily basis along Ortigas Avenue Extension - E. Rodriguez Avenue, it gave them an idea to propose for a traffic light control system using a camera for image processing to lessen the traffic congestion. This proposed project intends to benefit the general public, specifically the motorists, commuters, and pedestrians, especially the students, so as to avoid coming in late to their classes. The proponents decided to use the prototyping method to build an accurate and effective project. The methods included four phases: planning, specification, prototyping, and result. The proponents conceptualized to innovate the conventional traffic light system. The proposed project is composed of the following components: camera, LEDs, microcontroller, GSM module, and lastly, the microprocessor. The microprocessor is where the processing and the decision making are made, based on the data from the camera. The microprocessor commands the microcontroller what mode it should function and when the traffic light needs to be changed.



Knowledge on Emergency Medical Situations Response of the Grade school Teachers of Siena College of Taytay: An Assessment

Proponents: Augustine, Wima A.
Cruz, Marianne A.
Ison, Abigail D.
Saraza, Febbie Rouelle P.
Ulanimo, Mariel C.
Vargas, Kevin Joshua R.

Adviser: Jaminit, Fitz Gerald V., MAN

Schools are considered the second home of the students; thus, safety is essential. Since roughly 20% of emergencies of children occur in schools (PCP, 2017), school personnel, especially teachers, are expected to be capable of handling them during these times. Other than the schools' health services clinic, it was highlighted by Masih, S., Sharma, R.K., and Kumar, A. (2014) that teachers must know how to attend immediately to the children for minor illnesses in school. Consequently, according to initial interviews with some grade school teachers of Siena College of Taytay, it revealed that when emergencies happen, students are immediately sent to the school clinic where first aid is given. This study intends to assess the level of knowledge of grade school teachers of Siena College of Taytay on responding to emergency medical situations, such as allergy rashes, bruises, nose bleeding, nausea and vomiting, asthma, hyper-ventilation, sprains and strain, fractures, dizziness and fainting.

This study utilized a descriptive quantitative research design that involved 25 grade school teachers. Majority of the respondents were 20-29 years old, female, serving for less than five years, and had training on basic life support & first aid. Assessment of knowledge on responding to emergency medical situations is done using a five-point Likert scale, through percentage and ranking, it was known that grade school teachers were currently most knowledgeable (high level of knowledge) on emergency response to allergy, asthma, and sprains/strains and least knowledgeable (low level of knowledge) on nausea/vomiting, bruises and wounds. Using ANOVA, the age, sex, length of service, and training on basic life support and first aid showed no statistical significance on their knowledge in responding to the 10 identified emergency medical situations. Recommendations are for: (a) grade school teachers to focus more on acquiring knowledge on how to respond to allergy, asthma, and sprains/strains and continually update themselves on the emergency medical situations common in their school community; (b) the school and the health services clinic to implement training programs regarding the emergency situations with the least level of knowledge not only for teachers, but also for other school personnel; and (c) the future researchers to explore difference of knowledge on emergency response pre and post-basic life support and first aid training and conduct a study comparing the difference on knowledge acquisition on basic first aid management through simulated training and video-assisted training.



COLLEGE OF NURSING

Stories of Outliving Bullying in the Workplace a Phenomenological Inquiry

Proponents: Esguerra, Maria Francesca Leigh B.
Franco, Jean Danielle
Israel, Crizzy Austin A.
Santos, Tisha Mel G.
Sison, Jubail C.

Adviser: Jaminit, Fitz Gerald V., MAN

Bullying comes in many forms and in different settings, and the workplace is one of these. Workplace bullying is explained by Namie (2015) as a repeated health harming mistreatment of one or more persons by one or more perpetrators. Since nurses are the front liners in any health care setting, they are more than vulnerable in experiencing bullying, and being affected by this, puts patient safety and quality care at stake. A person who experiences bullying may affect their behavior and attitude towards work, such as being less able to cope with the daily tasks at hand, having less cooperation with co-workers, and reflecting reduced satisfaction. In fact, other than declining in the motivation to work as a nurse (Einarsen, Hoel, Zapf, & Cooper. 2010), their environment may also be affected whereas job performance may suffer, jeopardize career path, and impairment of role in the provision of safe and quality patient care. This study intends to describe the lived experiences of entry level nurses who experienced bullying and to identify possible effects on their motivation to work. A qualitative phenomenological design was used in the conduct of the study which involved a gender mix of 10 entry level nurses working in both private and government primary hospitals that experienced bullying in less than a year.

The grand tour question "How does bullying affect your motivation to work as a nurse?" generated the following themes using Colaizzi's method: (a) concepts of bullying which explained how these entry level nurses experienced bullying; (b) the effects of bullying illustrate the possible changes the phenomenon can contribute to the wholeness of the nurse as a person and as a professional; and (c) the coping mechanisms discussed how the entry level nurses outlived the experience of bullying. With that, (1) increasing self-awareness and being patient are attributes that the nurses must develop, including enhancing oneself in work-related activities; (2) conducting a well-planned and organized team building activities and establish policies enhances positive practice environment by workplace managers; (3) inclusion of the phenomenon of bullying to the cases to be discussed during nursing leadership and management courses; and (4) future quantitative exploration of bullying in the workplace were part of the recommendations made for the study.

Relationship of Oral Health Status and Oral Hygiene Practices Among Person with Type 2 Diabetes Mellitus

Proponents: Besa, Ma. Jasmine M.
Cailles, Aelora Julliene C.
Dela Cruz, Paula Ellis C.
Gatchalian, Jose Miko M.
Maapoy, Nicole Joseph G.

Adviser: Jaminit, Fitz Gerald V., MAN

This study aims to identify the relationship of oral hygiene practices to oral health status of persons with type 2 Diabetes Mellitus (T2DM). The study was conducted through survey sheets and an oral health assessment tool (OHAT). The respondents of the study were 88 persons who were diagnosed with T2DM from Binangonan Lakeview Hospital and St. Clement Medical Incorporated. The research used a descriptive correlational design method and was statistically analyzed and computed through frequency, percentage, mean and Pearson's R Correlation test. The null hypothesis of the study was tested at 0.01 level of significance and was rejected at .000 value which explains that there is a significant relationship between oral health status and oral hygiene practices among persons with T2DM.

Effects of Okra (ABELMOSCHUS ESCULENTUS) to the Fasting Plasma Glucose and Anthropometric Measurements of Person with Type 2 Diabetes Mellitus on Insulin Therapy

November 2018

Proponents: Garcia, Nico Jay F.
Jumawan, Vanessa Joy M.
Manlapaz, Kellie Shanygne C.
Reyes, Keith Benedict G.

Adviser: Jaminit, Fitz Gerald V., MAN

The study aimed to know the effects of okra on the fasting plasma glucose and anthropometric measurements of persons with type 2 diabetes mellitus on insulin therapy. The subject of the study consisted of a control group of eight individuals from Cardona, Rizal, and an experimental group of eight individuals from Taytay, Rizal and Pasig City. The participants were from 40 to 60 years old, suffered from type 2 diabetes mellitus without complications, were on insulin therapy, and not taking metformin. Using the quasi-experimental design, the researchers subjected the participants to a pre and post FPG test and anthropometric measurement.

For one month, the experimental group participants drank okra water preparation every morning. Data gathered were analyzed using percentage, average weighted mean and t-test. Results showed that the fasting plasma glucose of the control group increased although there were no changes in their anthropometric measurements. On the other hand, the fasting plasma glucose of the experimental group decreased, as did their weight. However, only a few of the subjects showed changes in waist circumference, waist to hip ratio, and body mass index. The study proved that drinking okra water preparation every morning can decrease the blood glucose and weight of a person with type 2 diabetes mellitus on insulin therapy.



COLLEGE OF EDUCATION

March 2017

Effectiveness of the Naturalistic Approaches of Special Education Teachers in Developing Social Competence of Pupils with Attention Deficit Hyperactivity Disorder

Proponents: Aniana, Aira Jose B.
Ramos, Cecille Jaye R.

Adviser: Hilario, Kristopher A., MAEd

This study aimed to know the effectiveness of the naturalistic approaches of Special Education (SpEd) teachers to develop social competence among the students with attention deficit hyperactivity disorder (ADHD). The respondents of this study were the SpEd teachers from Antipolo City SpEd Center. The researchers used the quantitative descriptive method of research to conduct the study. They made a modified questionnaire checklist that was used in data gathering. Furthermore, they used weighted mean to measure the general response of the teachers. As regards the results of the data gathered, it showed that pupils with ADHD were experiencing problems in their conversation skills, and in response to that, establishing meaningful relationships among children was found to be an extremely effective naturalistic approach employed by SpEd teachers in developing the social competence of pupils with ADHD.

**Implementation of Republic Act No. 9442
(Magna Carta for Disabled Person in the City of Antipolo)**

April 2017

Proponents: Malubay, Mary Diana C
Tambongco, Kristine Anne C.

Adviser: Lucas, Zhyra D., PhD

This study was conducted to determine the implementation of Republic Act No. 9442 (Magna Carta for Disabled Person) in the City of Antipolo. Descriptive method of research was used in this study, involving the first group of respondents composed of 86 government employees from the City Health Office, Public Transport, and Regulatory Board, Treasury and City Legal Office. The second group of respondents included 86 persons with disabilities (PWD). In order to solve the problems, the researchers used percentage and t-test as statistical treatments of the study.

The percentage formula helped the researchers in analyzing the data and the t-test and was used to determine if there was no significant difference between the implementation of RA 9442 with regard to the response of government employees and PWDs. Findings revealed the following: 1) most of the respondents were of ages 41 & above, most of them were female, majority of them graduated in college, and that those from the Treasury Department and those with orthopedic impairment have higher frequency of respondents; 2) RA 9442 was less implemented regarding the response of PWDs; and 3) there is a significant difference between the responses of the government employees and the PWDs. Therefore, the researchers concluded that the government must take a special action for the strict implementation of laws regarding the rights and privileges of the PWDs.

April 2017

The Effects of Assistive Technology on Teaching Students with Visual Impairment

Proponents: Castillo, Alex Nicole L.
Angeles, Keith Nicole H.

Adviser: Lucas, Zhyra D., PhD

This study was conducted to determine the effects of assistive technology on teaching students with visual impairment in Philippine National School for the Blind, Pasay City.

The respondents of this study were 17 teachers and 17 students of the said school. Using a descriptive method research design, the researchers asked the respondents to answer a survey-questionnaire in order to find out the effects of assistive technology on teaching students with visual impairment. The data gathered showed the following results: 1) the best suited assistive technology on teaching students with visual impairment; 2) the effects of assistive technology on teaching students with visual impairment; and 3) there is a significant difference among the assistive technologies on teaching students with visual impairment.

Comparative Study on Daily Living Activities of Homebound and Special Education Placements of Students with Autism

April 2017

Proponents: Pasia, Belle Angelica L.
Zaulda, Mary Grace Patrick M.

Adviser: Lucas, Zhyra D., PhD

The study aimed to know the comparison of the results on the daily living activities of homebound and special education (SpEd) placement students with autism. The respondents of this study were students of St. Catherine Special Learning Center of Antipolo for the homebound placement and Siena College of Taytay for the SpEd class placement. The proponents used the descriptive method with the design of quantitative measure in conducting the study and a two-set researcher-made survey questionnaires in data gathering. Frequency percentage was used to determine and describe the profile of the respondents. Average weighted mean was used to determine which group exhibited a better learning output in terms of their daily living activities.

The t-test was used to test the validity of the hypothesis and to find out if there is a significant difference between the homebound placement and SpEd class placement in terms of their results in the application of skills. With regard to the results of the data gathered, there is no significant difference between the daily living activities of homebound and special education placements of students with autism.

Effectiveness of Storytelling as a Teaching Strategy in Developing the Literacy of Grade Two Pupils with Intellectual Disability

Proponents: Cerda, Evangeline N.
Ulang, Angelika V.

Adviser: Cruz, Bernardita A., MAT - English

This study was conducted to determine the effectiveness of storytelling as a teaching strategy in developing the literacy of grade 2 pupils with intellectual disability. The respondents of this study were 14 pupils with intellectual disability from Tayuman Elementary School. Using the method experimental research design, the respondents had the pre-test and post-test to find out if the intervention using storytelling was effective.

The pre-test and post-test results were statistically treated using percentage, mean, and t-test. The data gathered showed the following results: 1) The grade 2 pupils were at their young teenage years, most of them were male, and majority of the class were in mild level of severity; 2) The mean average score of the pre-test is nine (9) which did not exceed the expected standard average score of 10 while the post-test got a high result which was the outcome of the storytelling that was executed by the professional teacher of the grade 2 pupils; and 3) There is a significant difference between the pre-test and post-test after using the intervention. The study proved that storytelling is effective in developing the literacy of pupils with intellectual disability.

Effects of Aquatic Therapy on the Three Learning Domains to Children with Down Syndrome

March 2018

Proponents: Barbosa, Mharianne Xyra M.
Clemente, Diana Fe B.

Adviser: Lucas, Zhyra D., PhD

The study aimed to know the effects of aquatic therapy on the three learning domains of children with down syndrome. The 10 respondents were five (5) teachers and five (5) therapists. All of the respondents were qualified to answer the questionnaires distributed by the researchers for they were Special Education teachers and aquatic therapists. The researchers used the descriptive-quantitative research design since the aim of the study was to know the effects of aquatic therapy to children with down syndrome in terms of the cognitive, the affective, and the psychomotor learning domain as a method in conducting the study. Percentage was used to determine the demographic profile of the respondents, while weighted mean was used to measure the effects of aquatic therapy on the three learning domains of children with down syndrome.

Furthermore, the t-test was used to find out if there is a significant difference among the three learning domains. It was found out that there is no significant difference among the three learning domains with aquatic therapy. Thus, this study showed that aquatic therapy has positive effects on the three learning domains to children with down syndrome.

March 2018

Effectiveness of Using Videoke in the Development of the Reading Skills of the Pupils with Intellectual Disability

Proponents: Luvildice, Ma. Alliah Jonne P.
Robles, Arielle Anne C.
Sison, Ave Marie M.

Adviser: Lucas, Zhyra D., PhD

The study is all about the effectiveness of using videoke in the development of the reading skills of the students with intellectual disability (ID). The researchers chose this study because they wanted to determine whether videoke may be useful in teaching students with ID how to read. The study aimed to look for the age and gender of the respondents, the result of the pre-tests and post-tests, the effects of using videoke, and if the videoke is an effective tool in the development of the reading skills of the students with ID. The study was conducted at Angono Elementary school wherein 10 teacher-selected students with ID were the respondents. Pre-tests were given among the students to determine their current reading skills.

As an intervention, videoke was used to teach the students how to read while enjoying the activity. After that, students were given post-tests wherein the results would determine if the videoke was effective in the development of their reading skills. After conducting the test among the pupils, the results were as follows: the gathered data showed that there were more female respondents than male respondents; the respondents were mostly female students; post-tests results were higher than the pre-tests results; through the use of the videoke, students were able to read the words as well as to enjoy the activity; lastly, videoke was an effective tool in helping the students with ID develop their reading skills.

The Attitudes of the Homogeneous Junior High School Learners Towards the English Grammar and Literature Class

March 2018

Proponent: Neo, John Christian T.

Adviser: Cruz, Bernardita A., MAT - English

This study focused on the attitudes of the homogeneous junior high school learners towards the English grammar and literature class. The purposely-selected respondents were the 178 homogeneous junior high school learners of Siena College of Taytay. Using the descriptive design and quantitative method, the results of the study were statistically treated using the percentage and the chi-square.

The study revealed that: 1) there is no significant relationship between the age of the learners and their attitudes towards the English grammar and literature class; 2) there is a significant relationship between the learners' grade levels and their attitudes towards the English grammar and literature class; and 3) their grades reflected their attitude inside the classroom. Thus, it is clear that the attitude of the learners towards the English grammar and literature class is a factor to motivate the learners to have a positive response towards these subjects.

**Effectiveness of the Code of Student Discipline in the
Secondary English Classes of Siena College of Taytay**

Proponent: Luvidice, Duane Joshua P.

Adviser: Cruz, Bernardita A., MAT - English

This study sought to determine the effectiveness of the code of student discipline in the Secondary English classes of Siena College of Taytay (SCT). The population of the study was 15 Secondary English teachers. Through qualitative research, the respondents were subjected to answer a two-part questionnaire to determine their profile and perception concerning the effectiveness of the behavioral policies to their classes. Results were analyzed using the t-test formula.

The study showed the following results: 1) There is a significant difference on the profile of the teachers and their perception towards behavioral policies; 2) Bullying is the most apparent situation of misbehavior in the said classes, and 3) Behavioral policies are used in maintaining the Secondary English classes. Finally, this study proved that behavioral policies are effective in Secondary English classes.

**Effects of the Youth for Christ's Covenant vis-a-vis
Principles of Evangelization to the Spiritual Life of the
Grade 12 Students**

March 2018

Proponents: Reyes, Christine R.
Elico, Jenalyn S.

Adviser: Hilario, Kristopher A., MAEd

The study aimed to know the Effects of the Youth for Christ's Covenant vis-à-vis Principles of Evangelization on the spiritual life of the Grade 12 students of Siena College of Taytay. The respondents of this study were the members of the Youth for Christ from Grade 12 High School of the Basic Education Development. The proponents used the descriptive method of research in conducting the study. The researchers used the questionnaire as the survey and data gathering instrument. The frequency percentage was used to determine the demographic profile of the respondents.

The weighted mean was used to measure the effect of the YFC's covenant vis-à-vis principles of evangelization on the spiritual life of Grade 12 students in terms of faith, freedom, friendship, and fun. To determine its significant relationship, the chi-square was used. The study proved that there is a significant relationship between the effects of the Youth for Christ's Covenant vis-à vis Principles of Evangelization to the Spiritual Life of the Grade 12 students and their demographic profile.

Assessment of English Teachers' Adjustments in Teaching Mainstreamed Classes: An Action Plan

Proponents: Cerapion, Ana Paula L.
Gutierrez, Ma. Katrina A.
Morales, Charline Arianne T.

Adviser: Hilario, Kristopher A., MAEd

This study was conducted by three (3) researchers who were taking Bachelor of Science in Education major in English and Bachelor of Science in Education major in Special Education. They conducted this thesis with a purpose to give knowledge to current English teachers, as well as, to future teachers who might or will have encountered a mainstream class. This study has various information on teachers in public and private institutions regarding their adjustments in their teaching implementations. Teachers are always looking out for new and interesting ways to help their students' progress and aim for outstanding results. As teachers, it is important to understand various ways of teaching so they can make educated choices, and boost their enjoyment of teaching English.

The teaching of reading is not easy as children's fluency in reading increases. It is hard to know what reading skills need to be taught and when. Teachers should ensure that specific reading and writing strategies are modeled explicitly to the class. This provides children with a holistic bank of skills to draw upon. The research population of the study consisted of 10 teachers who teach English subject in the elementary class with the companionship of a mainstreamed student.

The quantitative method of research was used for this study. The researchers used the following statistical treatments: (1) Percentage, (2) Average weighted mean, (3) T-test for two independent samples/ groups. The null hypotheses are therefore accepted in favor of the following research hypotheses: "There is no significant difference between the English teachers' years of experience in teaching mainstream setting and English teachers' adjustments;" "There is (also) no significant difference between the private and public school teachers in terms of adjustments;" and "There is no significant difference between the English teachers' years of experience in teaching mainstream setting and English teachers' adjustments."

Effects of Lay Catechists of St. Pedro Calungsod Formation Center on the Moral Life of Its Graduates

Proponents: Crispo, Christopher R.
Napay, John Paul G.

Adviser: Lemana, Leonard P., MARE

The study aimed to know the effects of lay catechists of St. Pedro Calungsod Formation Center on the moral life of its graduates. The respondents of this study were selected from Siena College of Quezon City, Sta. Catalina Legarda, and Siena College of Taytay. The proponents used the descriptive method of research in conducting the study. The researchers used the questionnaire as the survey and data gathering instrument that is needed for the study. The frequency percentage was used to determine the demographic profile of the respondents. The weighted mean was used to measure the effects of the formation at the lay catechists of St. Pedro Calungsod Formation Center on the moral life of the respondents as a member of the family, as a student, as a member of the society, and as a member of the Catholic Church. To determine its significant relationship, the chi-square was used. The study proved that there is no significant relationship between the formation of lay catechists of St. Pedro Calungsod Formation Center and the moral life of the respondents.

Assessment of a SpEd Teacher's Assistant in Special Learning Resource Room of Siena College of Taytay

March 2018

Proponents: Chavez, Nowella A.
Estacio, Roseanne Meca T.
Kim Sea Eun

Adviser: Hilario, Kristopher A., MAEd

The study entitled, "Assessment of a Special Education (SpEd) Teacher's Assistant in the Special Learning Resource Room of Siena College of Taytay," was directed towards the importance of having a teacher assistant in a SpEd class. The respondents were eight (8) teachers from the SpEd Department and 13 parents in the inclusion setting of Siena College of Taytay. Using the descriptive design, the randomly selected respondents were subjected to answer the researcher-made survey questionnaire that included the respondents' profile, such as the length of service of the SpEd teachers and the financial capability of the parents. The second part of the questionnaire was on perspectives of the SpEd teachers and the parents under three categories: prior to the discussion in class, throughout classroom activity/lesson, and upon dismissal of the class. The results of the survey were statistically computed using percentage, average weighted mean, and ANOVA. The collected data upon evaluation showed that there is no significant difference between the SpEd teachers and the parents of the students with special needs in terms of their perspectives about having a teacher's assistant in the Special Learning Resource Room in Siena College of Taytay.

**Assessment on the Knowledge of Grade 12 Students
of Siena College of Taytay about the Life and Sanctity of
Mother Francisca Del Espiritu Santo de Fuentes, S.Y. 2017-2018**

Proponents: Cortez, Matthew Benedict P.
Francisco, Leonard A.
Reyes, Jeremiah P.

Adviser: Serpa Juan, Rochelle M., MARE

The study aimed to know the knowledge of Grade 12 students of Siena College of Taytay, during S.Y. 2017-2018, about the life and sanctity of Mother Francisca del Espiritu Santo de Fuentes. The respondents of this study were the Grade 12 students of Siena College of Taytay, Taytay, Rizal and had studied in the school since Grade 1. The proponents used the descriptive-quantitative method of research in conducting the study, with a validated researcher-made assessment used in data gathering. Frequency distribution tables were used to summarize the answers of the respondents. Moreover, percentage was used to determine the respondents' knowledge about Mother Francisca del Espiritu Santo de Fuentes' life and sanctity.

The average weighted mean was also used to measure the knowledge of the respondents about the life and sanctity of Mother Francisca. In the end, it was found out that the respondents have sufficient knowledge about the life and sanctity of Mother Francisca del Espiritu Santo de Fuentes.

**Effects of the Sacrament of Reconciliation to the
Spiritual Life of the Grade 9 and Grade 10
Students of Siena College of Taytay**

March 2018

Proponent: Milagrosa, Marielle M.

Adviser: Cruz, Bernardita A., MAT - English

The study aimed to know the effects of the sacrament of Reconciliation to the spiritual life of the Grades 9 and 10 students of Siena College of Taytay. The respondents of this study were randomly selected from each section. The proponent used the descriptive method of research in conducting the study.

A researcher-made questionnaire was used in the data gathering. The frequency percentage was used to determine the demographic profile of the respondents. The average weighted mean was used to measure the effects of the sacrament of Reconciliation to the spiritual life of the respondents as a student, as a member of the family, and as a baptized Christian.

To determine its significant relationship, the chi-square was used. The study proved that there is a significant relationship between the effects of the Sacrament of Reconciliation to the spiritual life of the respondents to their gender profile.

Problems Encountered by SpEd Teachers in Using Pictures Exchange Communication System in Teaching Students with Autism

Proponents: Briones, Mariella Denise N.
Reyes, Thessa Andrea R.

Adviser: Delos Santos, Delia DL., MAEd

This study aimed to determine the problems encountered by Special Education (SpEd) teachers in using Pictures Exchange Communication System (PECS) in teaching students with autism. Descriptive research method was employed in this study. The respondents were the SPED teachers that came from five (5) public SpEd schools in the province of Rizal. By interviewing the respondents and using the four-point Likert scale, the researchers were able to tally, analyze, and interpret the data gathered from the respondents and determined the problems and advantages of PECS in teaching students with autism. The data gathered were analyzed using percentage and weighted mean. Four (4) problems were identified: government support, training of teachers, pictures used for communication, and readiness of students.

As a result, lack of funds/ support from the government was the major problem of SpEd teachers. PECS, as a program to assist students to develop a communication system, allowed them to meet various needs and quantities of instructional materials. This study proved that Pictures Exchange Communication System has been successfully used to students with autism spectrum disorder.

Factors Affecting Communication Skills of Children with Autism Spectrum Disorder

April 2019

Proponent: Ramos, Aiana Celine B.

Adviser: Cruz, Bernardita A., MAT - English

The study entitled, "Factors Affecting the Communication Skills of Children with Autism Spectrum Disorder (ASD)," was directed towards the importance of communicating with exceptional learners. The respondents were 10 teachers: five (5) from Morong National High School and another five (5) from Tomas Claudio College. The researcher used the random sampling procedure in conducting the survey. Using the descriptive design, the randomly selected respondents were subjected to answer the researcher-made survey questionnaire that included the child's profile, such as age and the type of autism spectrum disorder.

The second part of the questionnaire was about the factors that affect the communication skills of children with ASD: repetitive language, narrow interests and exceptionalities, uneven language development, or nonverbal conversation skills. The results of the survey were statistically computed using percentage, total weighted mean, and t-test. The collected data upon evaluation showed that there is no significant difference on the extent of the factors affecting the communication skills of children with autism spectrum disorder (ASD).



COLLEGE OF HOSPITALITY
TOURISM, CULINARY MANAGEMENT

MAHARLIKA CO.

Proponents: Ferido, Jeremy R.
Dela Rosa, Bianca Louise M.
Fernandez, Patrick A.
Luciano, Rainna Blenchie B.
Pasay, Zyra Shalette P.
Pawar, Priyanka S.

Adviser: Romero, Nenita M., MASL

Throughout the history of mankind, there is always a need for everyday essentials, daily use of things, and each generation has its own change to fit the taste of people. Most create and design to fit the needs and purposes, not just for basic and personal reasons, but also to protect or preserve the environment and boost the tourism market and industry. Thus, the proponents of this study came up with a business idea that can suit everyone's needs and with a style, related to their Travel Management Course, and could help the Philippine tourism.

Maharlika Co. promotes a cultural theme to its brand that represents the Philippine destinations. It belongs to the retailing industry that will help promote travel and tourism in the Philippines. Clothing is designed for promotion of destinations and the country itself, as well as, souvenirs, to show the Filipino culture and to be recognized by means of offering fashionable clothes and souvenirs with a catch of arts, cultures and designs. The business would be located at the Greenbelt 5 in Makati, with a kiosk that would be 3x4 sqm. in size. It would have three (3) employees: one (1) cashier and two (2) store clerks. Products of Maharlika Co. are t-shirts, keychains, and accessories.

The proponents projected a net income of Php 1,455,740.13 for its return on investment (ROI) in a year, from an initial investment of Php 2,100,000 from each of them.

In accordance with the mission of the business, it would provide programs and charity to promote and protect Philippine tourism by doing different types of activities for conservation and giving educational information to the community about the country's tourism.

Marikina Modern Arts Museum

Proponents: **Balbin, Zylanel G.**
 Camarillo, Chris Anne Niña P.
 Pineda, Berra Marie P.
 Rojo, Ma. Karla Franceska M.
 Roxas, Angelica Mae V.

Adviser: **Pullante, Kristel Ellaine F.**

The Marikina Modern Arts Museum is a proposed business that aims to attract both local and foreign tourists; to provide the customers an unusual interactive experience of the culture, arts and customs of the Filipino; to give them an insight of the famous destinations of the Philippines; to promote the tourism growth of the country; and lastly, to give security, satisfaction, and a "look-learn-feel" experience to the target market.

The proposed business is classified in the entertainment and educational industry under Urban Tourism in which it intends to provide an interactive 3D museum, miniature displays, and a museum theater. The Marikina Modern Arts Museum's prospective customers are the youth, such as students, groups of friends, and families.

The Marikina Modern Arts Museum could accommodate up to 60 customers within the same time, with an entrance fee of PHP 400 per person, and is expected to have a market growth rate of 1.8%. Its competitors are the Spirit of Bethlehem which offers miniatures of Belen and located in Marikina; the Museum of Miniatures which offers crafted miniatures, also located in Marikina; and the Art in Island with 3D paintings as its main attraction. The business firm should maintain its competence by giving a satisfactory service to its clients through sustaining the quality assurance of the service flow, keeping the facilities at its best condition, and upholding a good management flow. Among its planned marketing strategies are distribution of promotional paraphernalia, postings in social media, public relations, and by giving freebies, promos, and discounts.

For the financial projections, the estimated net income for the first year of operation of the business is Php 201,339.08, with a return on investment of 0.03%. To know if the business would be viable as a whole, the proponents conducted a SWOT analysis, and then set their conclusions and recommendations based on the findings.

S.E.A. Travel Services

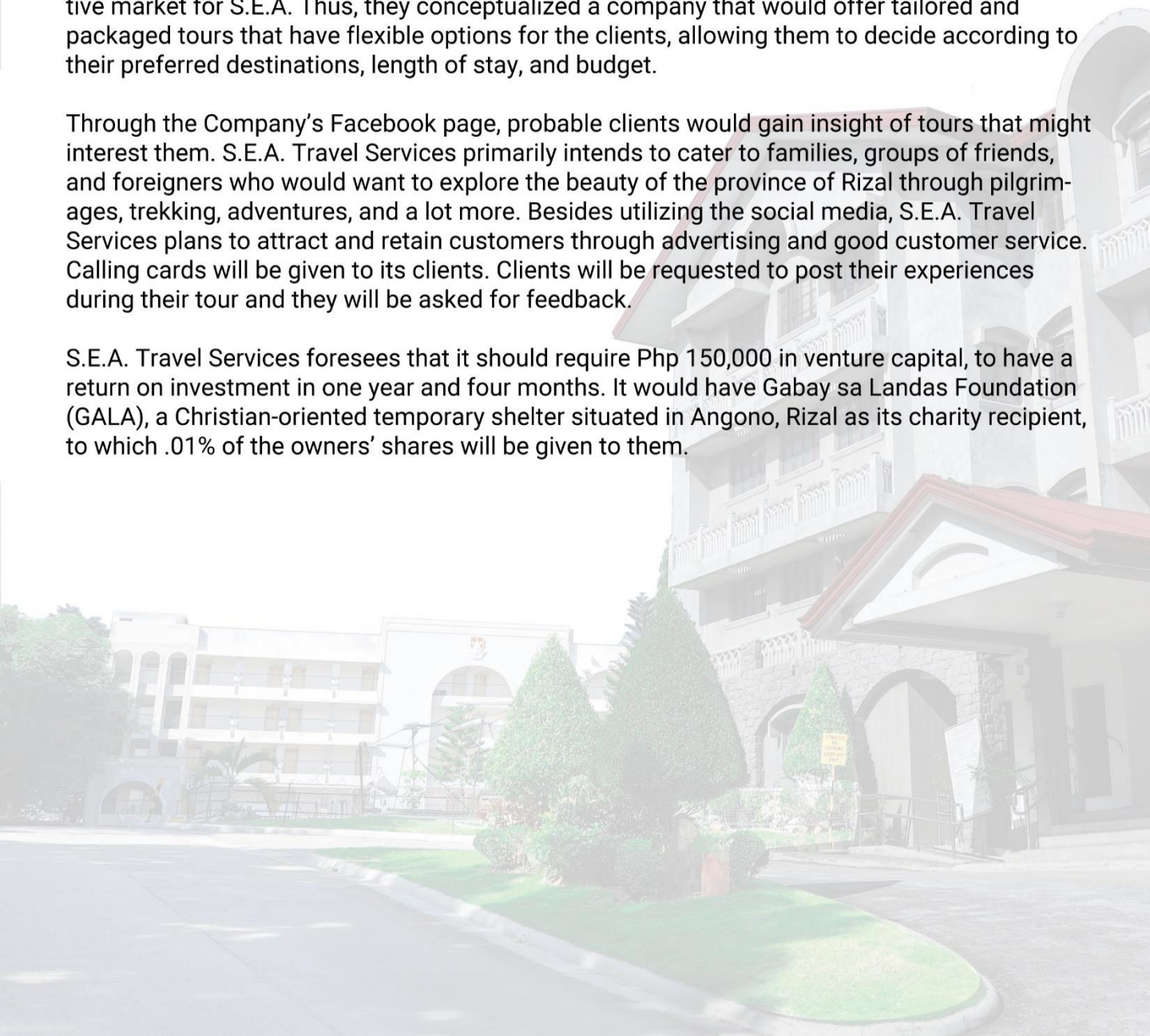
Proponents: Cabautan, Angelica May S.
Manuela, Elicia Hellin M.
Perena, Samantha Faith C.

Adviser: Tolentino, Myra M., MBA

The proposed business name is S.E.A. Travel Services, a niche online travel agency specializing in tailored and packaged tours around Rizal. The proponents decided that the increasing number of people using the internet because of their interest in traveling would provide a lucrative market for S.E.A. Thus, they conceptualized a company that would offer tailored and packaged tours that have flexible options for the clients, allowing them to decide according to their preferred destinations, length of stay, and budget.

Through the Company's Facebook page, probable clients would gain insight of tours that might interest them. S.E.A. Travel Services primarily intends to cater to families, groups of friends, and foreigners who would want to explore the beauty of the province of Rizal through pilgrimages, trekking, adventures, and a lot more. Besides utilizing the social media, S.E.A. Travel Services plans to attract and retain customers through advertising and good customer service. Calling cards will be given to its clients. Clients will be requested to post their experiences during their tour and they will be asked for feedback.

S.E.A. Travel Services foresees that it should require Php 150,000 in venture capital, to have a return on investment in one year and four months. It would have Gabay sa Landas Foundation (GALA), a Christian-oriented temporary shelter situated in Angono, Rizal as its charity recipient, to which .01% of the owners' shares will be given to them.



Modern Combat Arena

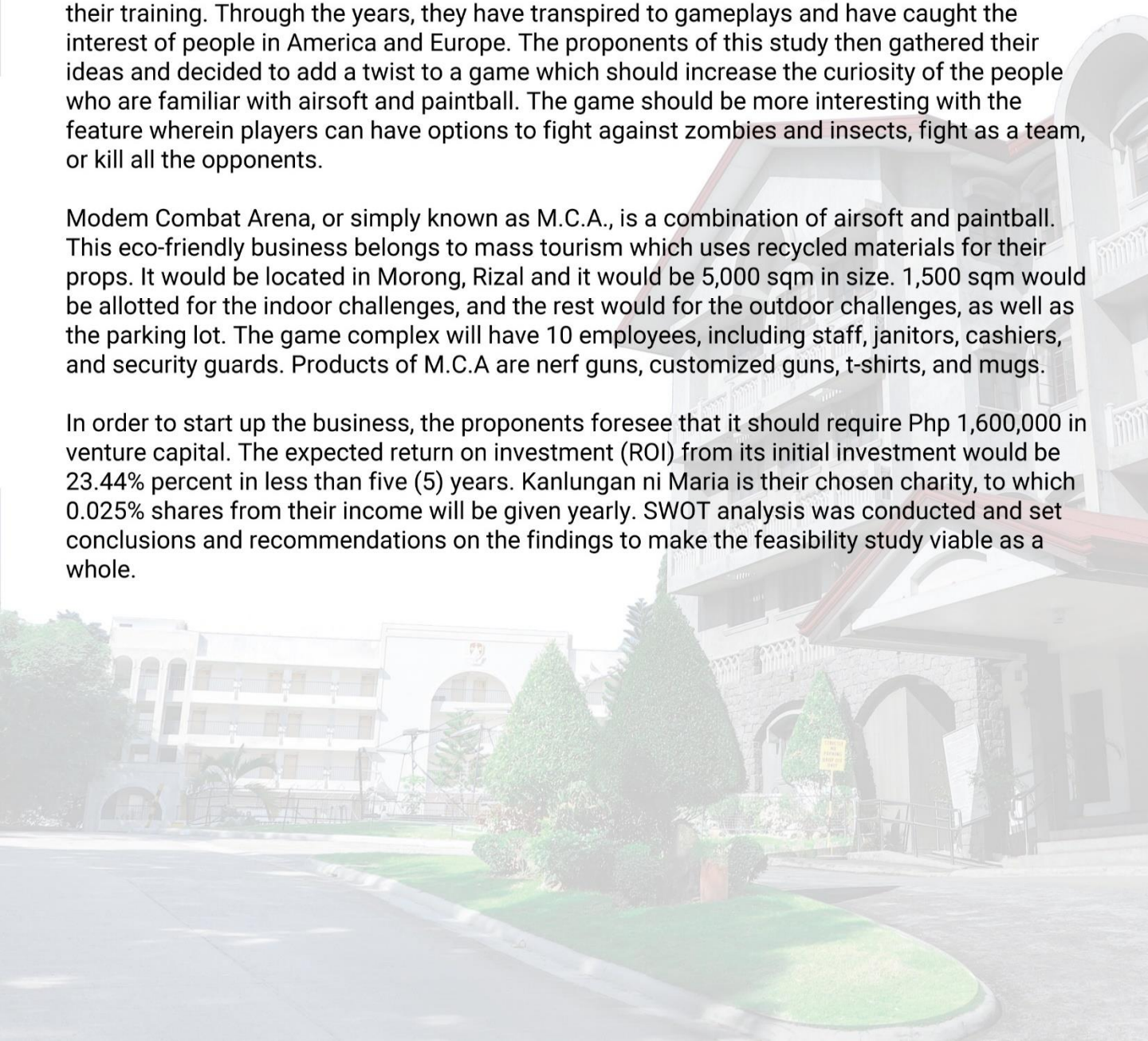
Proponents: Deocareza, Jemeel P.
Andanar, Sophia Mae F.
Legeralde, Andrew A.
Basa, Joseph Timothy A.
Escano, Sean Joshua P.

Adviser: Pullante, Kristel Ellaine F.

Airsoft and paintball were first introduced in Japan wherein the military used it as a weapon for their training. Through the years, they have transpired to gameplays and have caught the interest of people in America and Europe. The proponents of this study then gathered their ideas and decided to add a twist to a game which should increase the curiosity of the people who are familiar with airsoft and paintball. The game should be more interesting with the feature wherein players can have options to fight against zombies and insects, fight as a team, or kill all the opponents.

Modern Combat Arena, or simply known as M.C.A., is a combination of airsoft and paintball. This eco-friendly business belongs to mass tourism which uses recycled materials for their props. It would be located in Morong, Rizal and it would be 5,000 sqm in size. 1,500 sqm would be allotted for the indoor challenges, and the rest would for the outdoor challenges, as well as the parking lot. The game complex will have 10 employees, including staff, janitors, cashiers, and security guards. Products of M.C.A are nerf guns, customized guns, t-shirts, and mugs.

In order to start up the business, the proponents foresee that it should require Php 1,600,000 in venture capital. The expected return on investment (ROI) from its initial investment would be 23.44% percent in less than five (5) years. Kanlungan ni Maria is their chosen charity, to which 0.025% shares from their income will be given yearly. SWOT analysis was conducted and set conclusions and recommendations on the findings to make the feasibility study viable as a whole.



Las Perlas Travel and Tours

Proponents: **Abasta, Cyrene May C.**
 Lava, Van Emmanuel V.
 Palma, Fatima Ann A.

Adviser: **Romero, Nenita M. MASL**

The proposed business name is Las Perlas Travel & Tours. It is a travel agency that would provide the tourists' wants and needs when traveling around the Philippines. It would be located at Il Centro which is an extension of Sta. Lucia East Grand Mall in Cainta, Rizal.

Las Perlas Travel & Tours is a tourism industry that aims to provide a customer-friendly atmosphere by providing personalized service in planning customized tours. It will offer tour packages from Luzon, Visayas, and Mindanao, with the best and comfortable accommodation and transportation. Its target market would be families, friends, solo travelers, schools, and companies. The business will introduce the products through posters, flyers, brochures, and also through social networking sites, like Facebook, to catch the customers' attention.

Las Perlas Travel & Tours will have three kinds of services, namely: School Tour Packages, Tourist Packages, and Customized Tours. Among the three, the Customized Tour will be its specialty, as this will provide the customers the option of creating their own itineraries. Initially, Las Perlas Travel & Tours will focus on domestic tours, but gradually it will venture to international tours, as well.

Dare to A-Maze

Proponents: **Borja, Jaimee V.**
 Dela Cruz, Ysabelle Beatrix DG.
 Francisco, Kate Arabelle SD.
 Guanez, Janine Arlly M.
 Payot, Dianne Ross S.
 Guino, Jan Rowell G.

Adviser: **Pullante, Kristel Ellaine F.**

The proponents came up with an idea of a business under the tourism industry. The business will showcase the proponents' knowledge and learnings. It will be called Dare to A-maze. This is a real-life maze game wherein groups of people will solve different kinds of puzzles. The participants will have to solve some tricky questions which will help them step up to the next level and reach the finish line. The concept was inspired by the Hollywood movie entitled, "The Maze Runner."

The business would be located at Don Hilario Ave., Manila East, Brgy. San Juan, Taytay, Rizal with about 238 square meters in size. The proponents considered this place as a perfect spot to put up recreational business, because it is accessible and convenient. The business will have 10 employees, including: cashier, service staff, maintenance, and security guards

In order to start the business, the proponents researched and concluded that they would need eight (8) million pesos as a startup capital. The expected that the return on investment would be in exactly 2 years and 2 months. The company will donate 0.05% of the yearly profit in cash to the chosen charity which is the Destiny's Promise Home for Children Foundation in Brgy. Dolores Taytay, Rizal. The proponents gathered information and concluded that the proposed business is viable, because it is new and unique and is very affordable.

Explore PH

Proponents: Kessrewani, Julien E.
Gonzales, Ivana Jeanne M.
Espanto, Patricia Mia P.
Dantes, Lor Daniel C.
Dela Fuente, Jo Trizza S.

Adviser: Pullante, Kristel Ellaine F.

This study is about the business plan of Explore Philippines. This would be located in M.H Del Pilar Street, Layunan, Binangonan Rizal. It will provide package tours that are adventure packed and affordable. The business should be an answer to the increasing demand of tourism in the country, as it intends to provide new and adventurous experiences for its clients as they travel for leisure or for learning purposes. The proponents of this business plan are BSTM students of Siena College of Taytay. They are certain that a business like this is much needed especially in the Philippines where promotion of tourism is significant these days; and their vision is to become one of the best travel agencies in the country.

After collecting the relevant data, including the traffic count, the proponents were able to identify the number of prospective clients using the percentage and the mean as statistical treatment.

Based on the projected financial statements, the results and conclusions of the study, the proponents will go into the holistic recommendation of EXPLORE PH which is feasible to go for business.

3D Destination Museum

Proponents: Campana, Eloisa F.
Loma, Loren Faye R.
Singh, Jazzmine Prit S.
Sison, Chastinel J.
Zipagan, Sarah S.

Adviser: Pullante, Kristel Ellaine F.

The proponents are a group of students taking up BS Travel Management. Since the proponents love to travel, the concept of the business will be a museum showcasing different famous tourist attractions of different countries all over the world, through 3D Art painting.

The establishment will be called 3D Destinations Museum and is a part of the entertainment industry. This museum could accommodate 300-350 people, and it would have a souvenir shop inside that would sell t-shirts and keychains. Innovation will drive the target market to patronize this museum since its theme is considerably new to the general public. They conducted a survey about demographic and psychographic backgrounds in determining their possible target market. The results showed that the probable customers of the museum are those whose age range is 21-30 years old. They are mostly the people who can afford the museum's ticket price, and those students who will have their field trip here.

There might be some competitors like the Art in Island in Quezon City, the Pasig Rainforest, and Kidzania, but the proponents are still confident that 3D Destinations Museum has its unique features that it will still interest the market. The proponents agreed to have a general partnership as their business entity with the equal capital contribution and profit sharing of 20%. With all the technical requirements, such as machinery and equipment, furniture and fixtures, office supplies and maintenance supplies, and the 3D Art paintings, building construction, utilities installation cost and land price, the proponents estimated that capitalization for the 3D Destinations Museum would amount to Php 14,000,000.

The sales forecast of the museum would be separated from the sales forecast of the souvenir shop. Within one year from its opening, the assumed sales of the museum itself according to the forecast was Php 17,330,625, while that of the souvenir shop was Php 1,956,825. With these amounts, a return of investment is expected in the span of 3-4 years.

D-Camp

Proponents: Dumaguít, Rosille S.
Ellab, Ma. Christine B.
Rodelas, Rachel Anne C.
Sumadia, Sheryl L.
Talagtag, Abigail Joy Z.

Adviser: Pullante, Kristel Ellaine F.

The proposed business name is D-Camp. It is a camping site that would offer simplicity of accommodation while at camp; but at the same time, would provide enjoyment through special outdoor activities. As campers will be in direct contact with nature, D-Camp can assure them of an opportunity for physical, mental, and emotional recovery from stress, by giving them satisfaction as they experience a unique way of camping. The campers can choose the tent that they prefer to stay in.

The proposed business would be located at Mt. Sembrano in Pililla, Rizal. The proponents decided to have 10 employees to handle the operations and that there will be two shifts in the working schedule. D-Camp would have its promotional advertisements with the use of posters, flyers and marketing strategies, like social media platforms. As the result of the manual survey conducted, the target market are students and young professionals.

After planning and gathering substantial information, the proponents concluded that the proposed business is viable, specifically in terms of market and safety standards. The business is considering Precious Heritage Children's Home as its official beneficiary.

Dash-Circuit Go Kart

March 2018

Proponents: Bernabe, Carlo Louis A.
Ibayan, Charl Maryl A.
Pajarillo, April Jean M.

Adviser: Pullante, Kristel Ellaine F.

The proposed business name is Dash-Circuit Go Kart: with Dash meaning Speed, Circuit signifying the trace tracks, and Go Kart is the vehicle that will be used in the activity. Dash-Circuit Go Kart racing may be a popular recreational activity these days, but the proponents have come up to make its twisting race tracks unique, but still exciting and enjoyable, and to achieve the business goal which is to give quality service in order to achieve customer satisfaction.

The proposed business would be located at Barangay Maybangkal, Taghanginin, Morong Rizal. As the result of the manual survey conducted, students and young working individuals are the business' target market. Dash-Circuit Go Kart will utilize social media platforms, like Facebook, Instagram, and Twitter, and distribute posters, flyers, and feedback forms for its promotional strategy.

Dash-Circuit Go Kart will be having 18 employees to handle the operations and there will be two shifts in its working schedule. After all the research information gathered, the proponents concluded that the business is viable, specifically in terms of market and safety standards.

Gest & Escapade Travel & Tours

Proponents: Balba, Angel Rei B.
Celestra, Jerelyn R.
Cruz, Mary Kyle D.
Espallardo, Roddel F.

Adviser: Pullante, Kristel Ellaine F.

People love to travel. Traveling gives people the opportunity to learn new things and meet new friends. The main purpose of traveling is to have fun, enjoy, and relax. This feasibility study discusses about putting up a travel agency named Gest & Escapade Travel & Tours which would be at the Ortigas Royale Condominium in Cainta, Rizal.

The objective of Gest & Escapade Travel & Tours is to encourage its clients to be active and to travel more. Also, it aims to introduce a new traveling experience that is considerably more exciting and unforgettable than those commonly offered by other travel agencies. Gest & Escapade Travel & Tours' target market are the young professionals, but since its business office would be located inside a condominium, the tenants here who are living alone or with their families may be interested to seek for adventurous or leisure trips or vacation. Initially, the company will be offering local tour packages, but eventually, international tour packages, as well.

Majestic Resort

Proponents: Camus, Sally Marie Joy F.
Delos Santos, Sandee Mae D.
Esteban, Jan Olivier C.
Gallevo, Paola Mariz L.

Adviser: Pullante, Kristel Ellaine F.

The proponents are students of Bachelor of Science in Travel Management, and they decided to use the concept of providing memorable experience and satisfying accommodation to all customers in every aspect of their stay in this proposed resort. They are confident that the business is possible, because it promotes an eco-friendly environment and it is also inspired by Santorini Greece.

The business concept belongs to the hospitality industry which covers accommodation and leisure. Such industry is developing here in the Philippines, as this country is becoming popular for having biodiversity as its main attraction, including the beaches, heritage towns, monuments, mountains, and rainforests.

The proponents decided to name the business "Majestic Resort", because of the ambiance and structure of the resort. The logo itself represents the landmark of Santorini Greece that will surely catch the attention of possible guests. The attractive white chapel with a shiny blue dome is called "Agios Theodori", because this dome is named after St. Theodore who was a warrior and a great martyr. The color blue represents everyday life and symbolizes confidence, trust, and loyalty, and it also adds to the Greece-like ambiance of the resort.

The Majestic Resort would offer different kinds of rooms providing the guests relaxation and enjoyment in their vacation. The resort would also have a swimming pool. Its business location would be in Sampaloc, Tanay, Rizal. The proponents chose Kanlungan in Maria to be the beneficiary of the business. The business would have comprehensive marketing strategies and paraphernalia, such as social media, posters, and flyers.

With an initial capitalization of ten million pesos (Php 10,000,000), the return of investment (ROI) is possible within less than a year, since the business is positively profitable every peak season, especially during the holiday seasons.

The Trip Shop

Proponents: Dela Cruz, John Alfred G.
Marcos, Moehsette P.
Pacia, Jedwin I.
Espanol, Elyzandrea A.
Picadizo, Rozari Ann Luvim A.

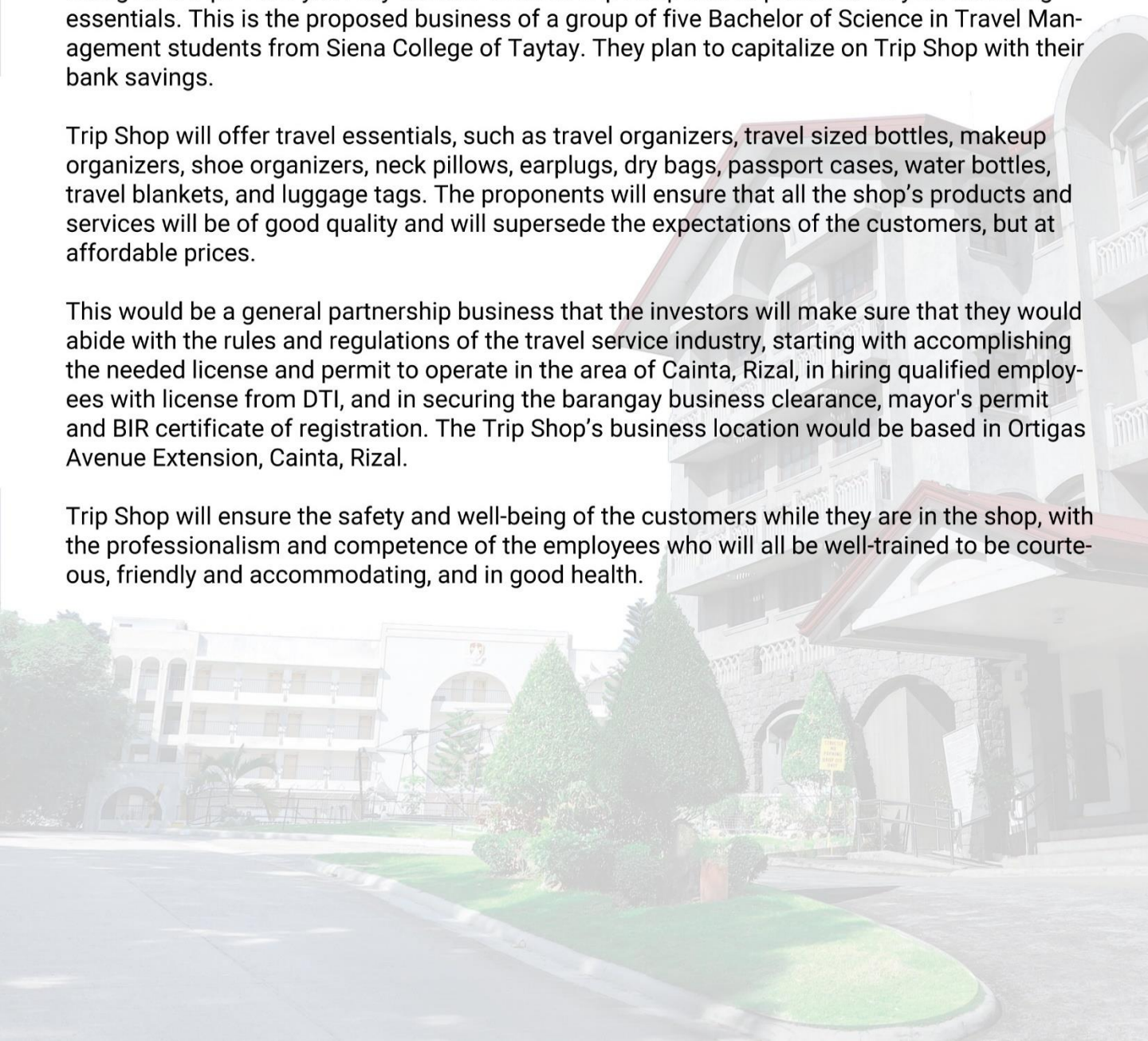
Adviser: Pullante, Kristel Ellaine F.

Going on a trip? Then you may want to visit the Trip Shop first to purchase all your travelling essentials. This is the proposed business of a group of five Bachelor of Science in Travel Management students from Siena College of Taytay. They plan to capitalize on Trip Shop with their bank savings.

Trip Shop will offer travel essentials, such as travel organizers, travel sized bottles, makeup organizers, shoe organizers, neck pillows, earplugs, dry bags, passport cases, water bottles, travel blankets, and luggage tags. The proponents will ensure that all the shop's products and services will be of good quality and will supersede the expectations of the customers, but at affordable prices.

This would be a general partnership business that the investors will make sure that they would abide with the rules and regulations of the travel service industry, starting with accomplishing the needed license and permit to operate in the area of Cainta, Rizal, in hiring qualified employees with license from DTI, and in securing the barangay business clearance, mayor's permit and BIR certificate of registration. The Trip Shop's business location would be based in Ortigas Avenue Extension, Cainta, Rizal.

Trip Shop will ensure the safety and well-being of the customers while they are in the shop, with the professionalism and competence of the employees who will all be well-trained to be courteous, friendly and accommodating, and in good health.



Casa Antipolo

Proponents: **Airan, Kim L.**
 Bonao, Abigail C.
 Esperida, Terry Joy M.
 Ortega, Bea Mae C.
 Tenorio, Aira Kathrina

Adviser: **Pullante, Kristel Ellaine F.**

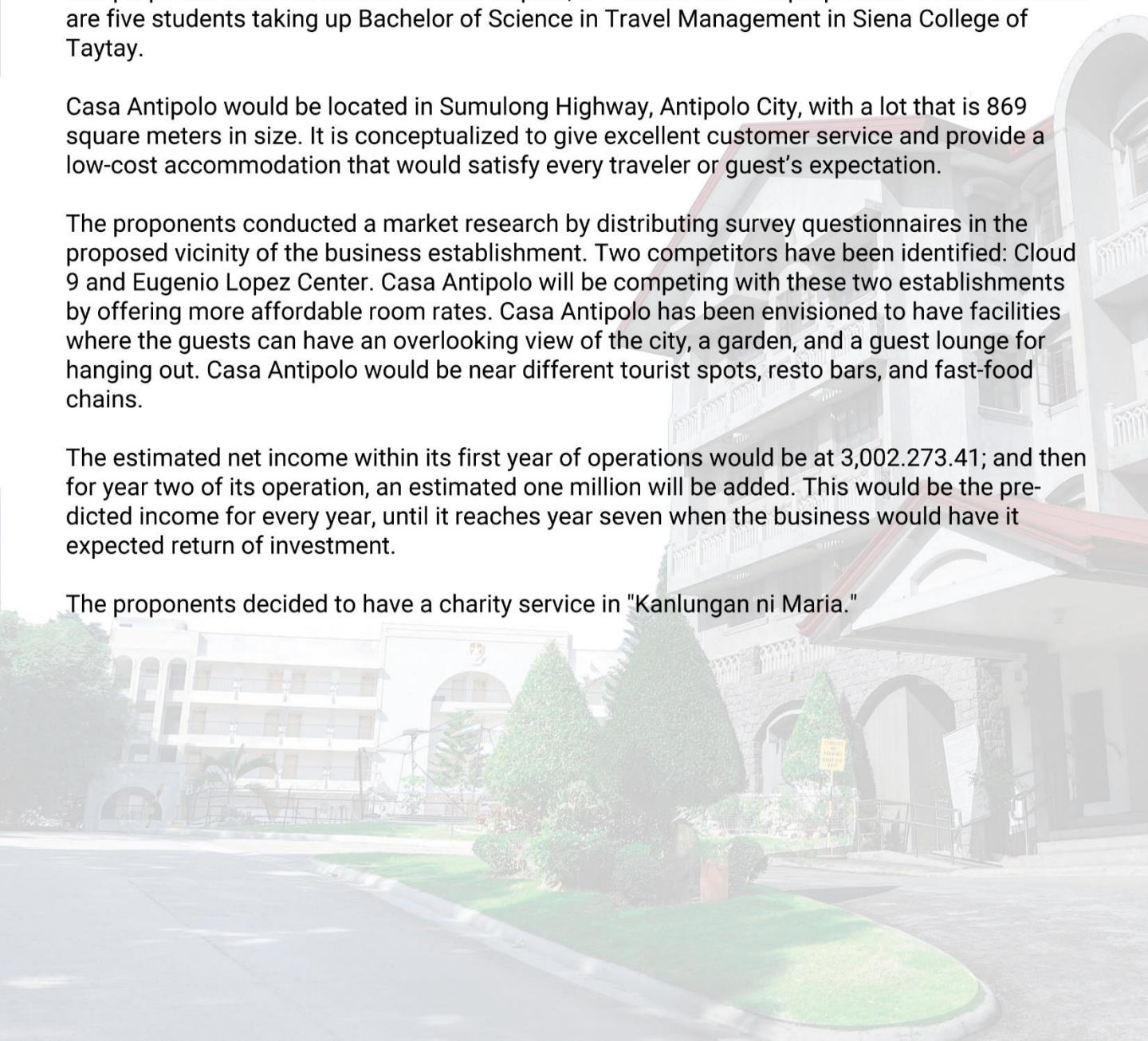
The proposed business name is Casa Antipolo, a 12-room inn. The proponents of this business are five students taking up Bachelor of Science in Travel Management in Siena College of Taytay.

Casa Antipolo would be located in Sumulong Highway, Antipolo City, with a lot that is 869 square meters in size. It is conceptualized to give excellent customer service and provide a low-cost accommodation that would satisfy every traveler or guest's expectation.

The proponents conducted a market research by distributing survey questionnaires in the proposed vicinity of the business establishment. Two competitors have been identified: Cloud 9 and Eugenio Lopez Center. Casa Antipolo will be competing with these two establishments by offering more affordable room rates. Casa Antipolo has been envisioned to have facilities where the guests can have an overlooking view of the city, a garden, and a guest lounge for hanging out. Casa Antipolo would be near different tourist spots, resto bars, and fast-food chains.

The estimated net income within its first year of operations would be at 3,002,273.41; and then for year two of its operation, an estimated one million will be added. This would be the predicted income for every year, until it reaches year seven when the business would have its expected return of investment.

The proponents decided to have a charity service in "Kanlungan ni Maria."





COLLEGE OF BUSINESS & ACCOUNTANCY



Soil Up

Proponents: Cubay, Rono R.
Cudal, Samuel G.
Geanga, Jemrick C.
Malacad, Leonard P.
Picar, Carlo C.

Adviser: Tolentino, Myra M., MBA

The proponents are students of Bachelor of Science in Business Administration at Siena College of Taytay. They decided to use the concept of producing natural soil enhancer through vermicomposting in line with the increasing demand of organic food in the market. They are confident that the business is viable, because it will promote a healthy lifestyle, and at the same time, it will be an aid to the local farmers.

The business concept belongs to both manufacturing and agricultural industry as it will specialize in selling environment friendly fertilizers, since the proponents will utilize wastes as the raw materials to which earthworms will be added. The proponents named the business, "Soil Up" and used the elements of nature in its logo to emphasize the concept of the business.

Soil Up products will be offered to local farmers and garden supplies stores as an intermediary to reach household consumers. The business will have two (2) locations for its operations in Taytay, Rizal, the production site and the chosen community of Siena College of Taytay which the business would choose to help. Soil Up will source out its raw materials, like biodegradable wastes from public markets within the vicinity of Rizal. The business will have comprehensive marketing strategies with the help of brochures, social media, and active participation in trade shows.

Through the use of the proponents' project timeline, Soil Up would start its operation upon completing several activities like completion of permits and licenses, production site construction and acquisition of equipment. Soil Up commits itself to an advocacy in protecting the welfare of the people and the environment through engaging in different activities that will provide livelihood, scholarship, and environmental awareness. With an initial capitalization of one million four hundred thousand pesos (Php 1,400,000), the return on investment (ROI) is possible within 11 months which should follow the firm's objective of achieving it in the first year of operations.

Cheezerella

Proponents: **Badis, Jerome Alexis D.**
 Chua, Carlota C.
 Jose, Randell Carlo
 Lazaro, Don Joshua P.
 Querubin, Camille V.

Adviser: **Tolentino, Myra M., MBA**

The proponents are Business Administration students who aimed to make a concept that is going to be feasible in meeting the needs and demands of the buying public. Thus, they decided that since food is an essential need, it should be a good business and more profitable.

The proponents came up with the idea of selling a kind of street food — cheese sticks. The concept was to upgrade this popular Filipino street food, which should be very feasible since it is easy to make and majority of the proponents know how to cook and are very knowledgeable when it comes to food.

Cheezerella is a food kiosk that offers specialty cheese sticks. To be distinct from the ordinary cheese sticks, made of either cheddar or cheese powder, the proponents will make their product with a twist. They will be made of Mozzarella, and will be offered in five tasty flavors: Plain, Vegan, Chili, Chicken, and Carrot.

Cheezerella would have its initial kiosk at the Robinsons Lucky Gold Plaza along Ortigas Extension Avenue in Pasig City. Later on, it would expand to and have several branches in various areas in Rizal, as it will be expecting a Return of Investment after one (1) year and two (2) months.



The Cheesecake Jar

Proponents: **Bandola, Jeia Aileen C.**
 Estrada, Raphael C.
 Ogaco, Francesca Ivey R.

Adviser: **Young, Johana Karmina V., MBA**

The proposed business name is The Cheesecake Jar. It is a kiosk that will be offering a tasty, yet low-calorie no-bake cheesecake dessert in a jar. The key goal is to be the next go-to place for people looking for a fast take out dessert. According to the survey which the proponents have conducted, the business will most likely cater to families and young teens and adults such as those whose ages are ranging from 15 years old to the late 40's.

The business is bound to materialize through a kiosk located on a high-foot-traffic area which would be at Robinsons Place Antipolo, which is in Sumulong Hi-Way, Antipolo, Rizal. Robinsons Place Antipolo is accessible to nearby towns, schools, and residential areas, which makes it a favorite leisure and shopping destination, that it should be the ideal location for the business to start, grow, and develop.

Three of the business's indirect competitors will be Goldilocks, Lil' Orbits Donuts, and Bibingkitan, and one will be a direct competitor, Francine's. The proponents will ensure that The Cheesecake Jar's products will be tastier, healthier and more affordable than that of the competitors'.

At an average, the business would produce 384 jars of cheesecakes in a month. Delivery of the products to the mall will be twice a week and will be displayed in a cake chiller. An area in the residence of one of the proponents located at Montevista Heights, Taytay Rizal would be rented to serve as both a kitchen commissary and a storage area. A vehicle would also be rented from the same proponent for the product delivery from the commissary to the mall.

The initial capital requirement is estimated to be Php 600,000.00. The life span of the store structure is expected to be good for three (3) years; and of the equipment & machinery, for five (5) years. For the first year of operation, the projected net sales are Php 2,200,965.37. The return on investment is expected to be achieved in three (3) months.

Sweet Surprise

Proponents: **Abitria, Maria Lourdes**
 Chaklader, Jasmin
 Dimayuga, Genesis
 Mendoza, Rustril Ena
 Rosales, Jhondel Chris

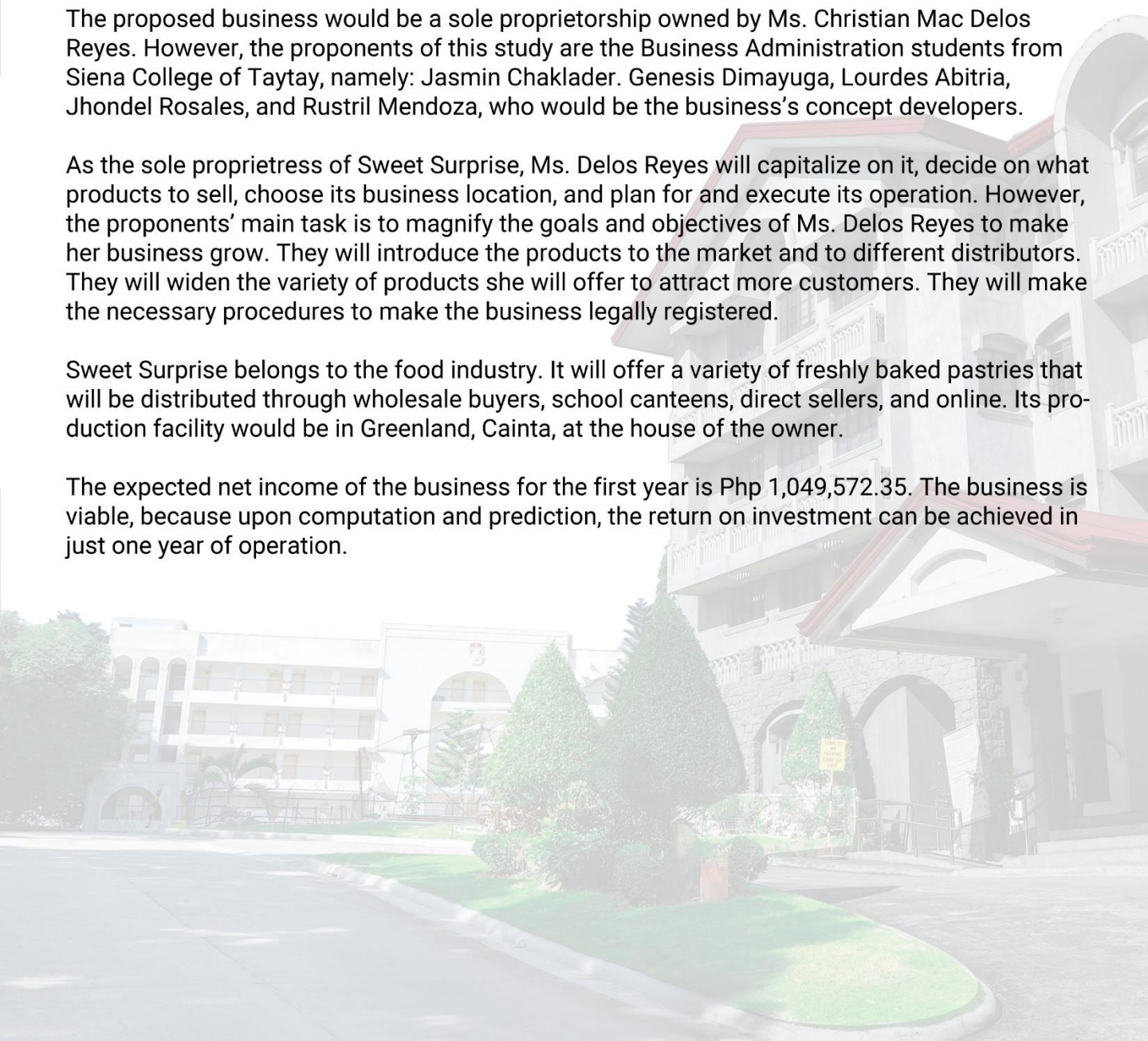
Adviser: **Tolentino, Myra M., MBA**

The proposed business would be a sole proprietorship owned by Ms. Christian Mac Delos Reyes. However, the proponents of this study are the Business Administration students from Siena College of Taytay, namely: Jasmin Chaklader, Genesis Dimayuga, Lourdes Abitria, Jhondel Rosales, and Rustril Mendoza, who would be the business's concept developers.

As the sole proprietress of Sweet Surprise, Ms. Delos Reyes will capitalize on it, decide on what products to sell, choose its business location, and plan for and execute its operation. However, the proponents' main task is to magnify the goals and objectives of Ms. Delos Reyes to make her business grow. They will introduce the products to the market and to different distributors. They will widen the variety of products she will offer to attract more customers. They will make the necessary procedures to make the business legally registered.

Sweet Surprise belongs to the food industry. It will offer a variety of freshly baked pastries that will be distributed through wholesale buyers, school canteens, direct sellers, and online. Its production facility would be in Greenland, Cainta, at the house of the owner.

The expected net income of the business for the first year is Php 1,049,572.35. The business is viable, because upon computation and prediction, the return on investment can be achieved in just one year of operation.



iBags

Proponents: Buenaventura, Kathleen DG.
Cervo, Ricalyn Alyzon D.
Dela Paz, Krizzel Anne P.
Javier, Mark Vincent A.
Retuya, Jan Jerwin Lee A.

Adviser: Tolentino, Myra M., MBA

The proposed name of the business is "iBags". It will sell fashionable bags with different helpful features. The business has five (5) proponents who are all Business Administration students. The key goals of the business are to continuously create a bag that will satisfy all the needs of its target market and also to produce a bag that will represent each of the lifestyles of its customers.

The business belongs to the manufacturing industry. The designers will design the bags and will source the raw materials needed to produce the bag. The business would not have its own retail store, instead it will consign the products to different retail stores owned by different retailers. The managing partner will be assigned to look for consignors and discuss with them the business proposals. The operations officer will be assigned to deliver the products to the consignors who would have already signed the contract.

The target market of iBags are teens who are high school and college students and young adults who are already working. For a start, the business will distribute its products to three (3) retail stores in Taytay and Cainta, Rizal. To reach people outside Cainta and Taytay, Rizal the business will sell products online, specifically thru Facebook and Instagram.

The price of the bags should not be too high nor too low to compete with the market. The business competitors are those bags made in the Philippines, particularly in Marikina City, and those made in China. The business would rent an office and production site in Taytay, Rizal to manufacture the bags. Raw materials will be bought in Taytay, Rizal and in Divisoria.

The production site would have the sewing station and cutting station where the fabrics will be cut according to pattern. The finished products will be delivered to the retail stores owned by the firm's consignors. Every week the operations officer will personally check the stock in the retail stores. For initial delivery, the partners agreed that each store will have fifty (50) pieces for each design of bags.

Since Taytay, Rizal is known as "Garments Capital of the Philippines," there are many sewers in the area where the production site could be located. The business would not have a hard time looking for experienced sewers who will make the bags. For the first year, the net income of iBags would not be lower than Php 500,000 and the return on investment would be in seven (7) months. This shows that the product is viable.

GeTyred

Proponents: **Bonao, Adrian C.**
 Bautista, Patricia Anne N.
 De Borja, Vincent Alan L.
 De Lumen, Christine DL.
 Lucero, Ma. Clarisse Bianca P.

Adviser: **Tolentino, Myra M., MBA**

The proposed business is under manufacturing and retailing industry. The proponents named the business GeTyred, because the business will use tires as the main component of their products. GeTyred's main purpose is to be one of the trusted and known furniture makers that renders innovative and upcycled products in Metro Manila. The proponents thought of creating a product that will be a statement of the company and will promote ways to reuse solid wastes to create new products. The business set three objectives that need to be achieved in the first year of operations. First is to be recognized in the furniture industry and be able to achieve at least 20% return on investment in its first year. Second is to come up with two product lines every quarter of the year. Last is to acquire one corporate account in a year. These objectives were formulated by the proponents for the business to profit and establish a name in the industry.

GeTyred will cater to Generations X and Y, the adults, and the young adults. The proponents believed that these people are already capable of making decisions as well as buying products. Other than offering creative and modernized pieces of furniture, GeTyred products will also be displayed in condominiums, hotels and restaurants that support green designs. The business will compete with different furniture shops around Rizal, such as EcoHomeArt, Jarrah Works Fine Furniture, and Resurreccion Furniture that are considered competitors, because they offer the same product line of recycled furniture. However, the business is expecting that through upcycling it will reach the quota for demand and grow at a faster pace since the proponents have adopted eco-innovation. In addition, GeTyred wants to promote the advocacy of preserving the environment and implementing social responsibility.

The business plans to sell the products through virtual stores where no location for retail is needed. The business will only have a production house located at Angono, Rizal. Transactions will be done through exhibits, tradeshow and websites. The proponents agreed to have a sub-contractor for the distribution of products. There are five major steps to be able to operate the business production activity. Before anything is produced, the company would need to establish the list of its inventory; sourcing and purchasing of raw materials will follow, then cleaning and preparation of materials for quality control, lastly assembling and packaging for the finalization of the output.

Since the business does not have a physical store, the proponents decided to hire people only for production. The production supervisor will be responsible for supervising the production staff. The production staff is in-charged in the preparation and assembly of the product. The business will also hire a cleaner who is in-charge of the cleaning and packaging. Each worker is divided based on their specialized skills in order to increase the number of products made per day to have a manageable and more functional work process. Also, standards are set in hiring manpower for production. Sales personnel is also needed for the operation during trade shows and exhibits that will be monitored by one of the partners. Since sales are projected to increase consistently, GeTyred can prove that the business is profitable enough to attain its goals for five consecutive years. Also, the business will acquire a return on investment in (3) three years and (3) three months which is believed to be enough time in the furniture industry.

GeTyred's corporate social responsibility is primarily focused on the environment that will let the consumers experience a new beneficial way of living and the innovation of green designs for the future development of the company and society as a whole. The business will assure that their business operations and concerns in the society are under control of the government and have the legal basis to operate. They will also conduct activities like tree planting to help in preserving the environment.

After thorough research and study, the proponents are positive that GeTyred has the potential to compete in the industry. GeTyred has the advantage to be known because its unique products are distinct from those of the other online businesses. Also, it does not require big financial resources to be able to operate. Therefore, GeTyred has a rational chance of succeeding economically and financially.

Dippin' Muffins

August 2017

Proponents: Arcilla, Mia Sara E.
Ludovice, Louise Ann B.
Molina, Julian George B.
Pineda, Louise Anne S.
Salon, Shawn Patrick G.

Adviser: Tolentino, Myra M., MBA

The proponents came up with the idea of revamping the usual dessert muffins into savory muffins with complimentary dips. The business is named Dippin' Muffins representing the product itself, muffins with a complimentary dip. The business would use flyers and banners before and during the grand opening with recipe tasting to make people aware of the business. The target market of the business are teens (13-19) and young adults (20-35) The business believes that people in these age brackets are more likely to purchase snacks on-the-go, because they are busy people with no food restrictions.

The proponents agreed that they will be all incept developers and will sell the concept for the price of 12,000 pesos. The business would rent a commissary for the production and deliver the muffins to Robinsons Antipolo. The business would hire two (2) store crews, one (1) full time and one (1) part-time. In addition, the business would also hire one operations manager and one kitchen helper. Dippin' Muffins will comply with the legal and labor laws and responsibilities. The proponents projected that after five years of operation, the business will earn a profit of Php 972,636.36.

Citrus Cider

August 2017

Proponents: Espiritu, Divine P.
Gatbunton, Ana Maureen V.
Parcon, Jewel Ann T.
Pring, Justine Nicole
Serrano, Allyza Grace

Adviser: Tolentino, Myra M., MBA

The proponents came up with the idea of innovating a usual detoxifying beverage into a healthier and more natural yet palatable drink by adding Apple Cider Vinegar to the product. It is named as Citrus Cider representing its two-main ingredient, citrus from the variants of lemon, orange, and calamansi, and cider from the apple cider vinegar. The company aims to introduce, promote, and market the product by distribution of flyers for two (2) weeks before and during its opening to increase customer awareness and introduce new variants yearly to sustain public interest on healthy drinks and encourage consumers to continue patronizing the product. The target market is young adults up to the middle-aged group, both male and female, who are health-conscious and looking for healthy options in the market.

The proponents decided to form a general partnership wherein both capital and profit and loss will be divided equally among the partners. Citrus Cider can produce 360 cups daily. The initial capitalization will be Php 200,000 which will cover the building of the store kiosk and the monthly commercial space rental of Php 13,500. Citrus Cider would require two (2) employees for the store operations, and a supervisor who will visit the store every Thursday and Sunday for the inventories. Citrus Cider will comply with all legal and labor laws requirements and this will include payment of the right daily minimum wage and the mandatory benefits, such as 13th month pay, SSS, PhilHealth, and Pag-IBIG. It is projected that in the 5th year of business operations, the total net income is Php 1,718,175.50 and the payback period is within ten months.

Cutis Cura

August 2017

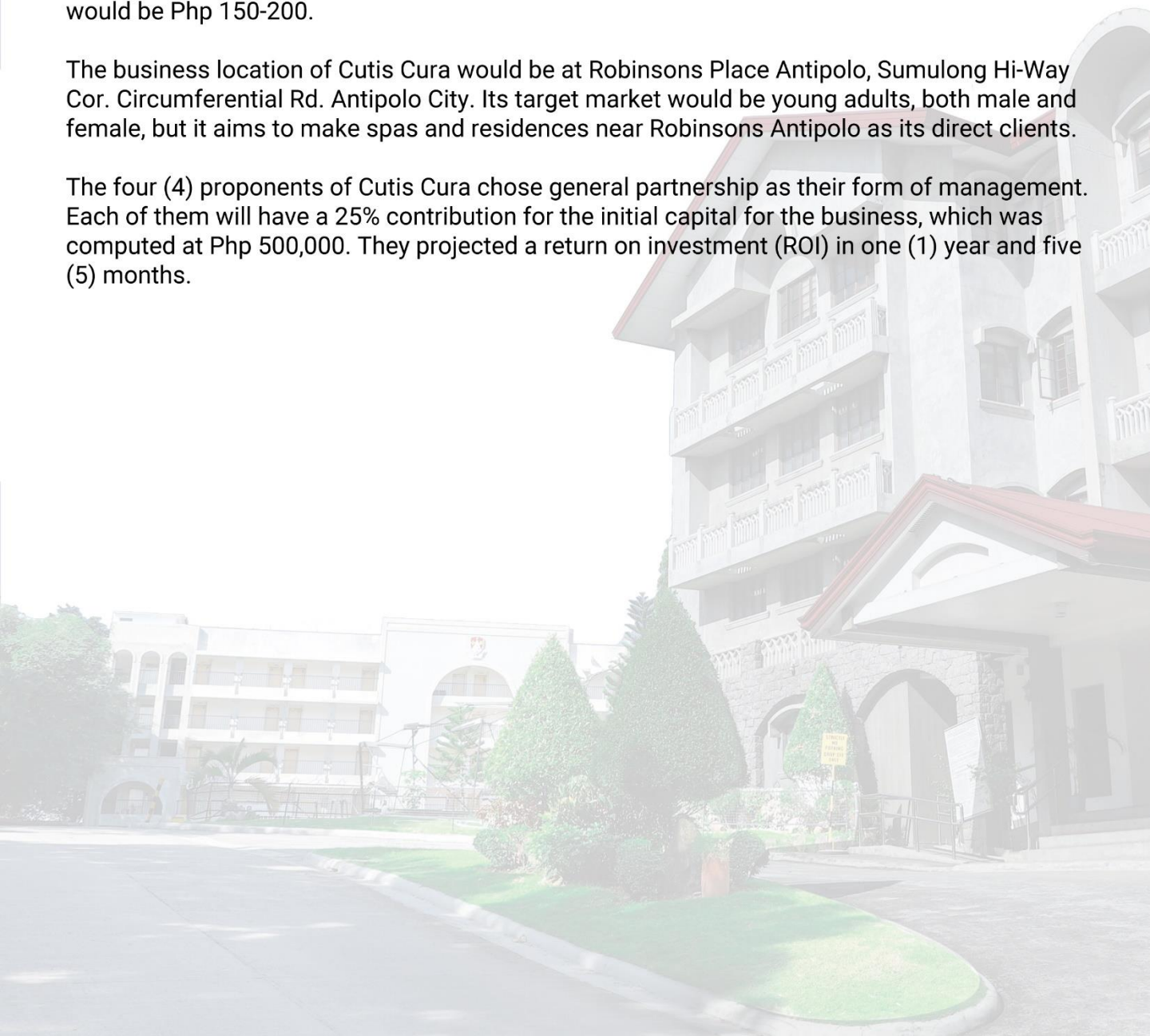
Proponents: Estrella, Francis Glen B.
Ramos, Mikko Andrew A.
Soriano, Emil Jr.
Tagaro, Edshiel Mae L.

Adviser: Tolentino, Myra M., MBA

The proposed name of the business is Cutis Cura which are Latin words --- cutis means "skin" and cura means "care". Its main products are for moisturizing one's skin which contains virgin coconut oil, raw honey, sea salt, brown sugar, sunflower oil, and coffee grounds. Its price range would be Php 150-200.

The business location of Cutis Cura would be at Robinsons Place Antipolo, Sumulong Hi-Way Cor. Circumferential Rd. Antipolo City. Its target market would be young adults, both male and female, but it aims to make spas and residences near Robinsons Antipolo as its direct clients.

The four (4) proponents of Cutis Cura chose general partnership as their form of management. Each of them will have a 25% contribution for the initial capital for the business, which was computed at Php 500,000. They projected a return on investment (ROI) in one (1) year and five (5) months.



I.M. Organic

August 2017

Proponents: **Barte, Jenny P.**
 Gemao, Sydney A.
 Gonzaga, Regine Mae T.
 Gutierrez, Maureen N.
 Marin, Chester DL.
 San Juan, Alexis I.
 Tan, Rogene E.

Adviser: **Tolentino, Myra M., MBA**

The proponents came up with the idea of establishing a business that will help Mother Nature by regaining the soil's natural nutrients. They are going to produce an eco-friendly and 100% organic fertilizer with Indigenous Microorganisms (IMO) as its main material. This fertilizer is not messy to use, because it will be sprayed directly to plants. The target market of I.M. Organic are individual users, organic fertilizer retail stores, and organic farms. The proponents are going to adopt general partnership as their form of management wherein all of them shall have equal sharing of capital, profit, and even, losses. The business envisions to be known as one of the best organic fertilizer providers and aims to provide more variety of quality products. Its mission is to provide an environment-friendly product that will support organic farming for a better and healthier society.

The proposed location of its production site is at Champaca St., Brgy. San Isidro, Taytay, Rizal. The business would hold strategic partnership through consignment to four retail outlets, two (2) outlets in Quezon City and two (2) outlets in Rizal. It would also supply its product to three (3) organic farms in Rizal. It would give souvenirs as incentives and free delivery to retail stores and organic farms. The proponents created banners, flyers, website, and Facebook accounts and will attend trade shows as part of their business promotion.

One (1) managing partner who will supervise the production and two (2) production staff who are skilled in making the IMO fertilizer will be required for the business to start its manufacturing procedures. The proponents set a project timeline to show all the activities needed to accomplish before starting the delivery of the product to retail stores and organic farms.

The return on investment or payback period is 7 (seven) months with nine hundred, three thousand seven hundred, and two pesos (Php 903,702.00) as capital requirement. In case the business will no longer be profitable, liquidation will be executed wherein all assets will be sold in its depreciated value. Debts will be paid first and the remaining balance will be equally divided to all the partners.

Chick 'N Go

March 2018

Proponents: Carado, Katherine DL.
Dalisay, Irene M.
Frias, Grace S.
Mahusay, Marivic A.

Adviser: Gan, Felipe L., MBA

The proposed business Chick N Go is a kiosk type establishment that belongs to the food industry. Chick N' Go aims to introduce a flavorful chicken dish to the customers. The proponents would offer a fast service through take away orders. They would implement various marketing strategies to promote the business.

The initial capital of the business is Php 800,000. The total operating expenses for the one year is Php 747,845.22. With accurate projection, the business would have its return of investment within one-year of operation and an expansion through additional branches after three years.

Bean There Drank That

March 2018

Proponents: Amistad, Vanessa Jane L.
Mendoza, Nadine O.
Villegas, Donna D.

Adviser: Gan, Felipe L., MBA

The proponents are students from the College of Business Administration of Siena College of Taytay who came up with the business concept of a movable coffee kiosk, BEAN There DRANK That. The moving kiosk will go around the area of Eastwood City and offer freshly brewed coffee to passersby. Eastwood City is a very busy business area where people come and go, from one place to another. This is what differentiates Bean There Drank That from other coffee shops, it provides convenience to people on the go who want to purchase coffee without the need to enter shops and that is reasonably priced. The product is normally offered and served along the paths where the target market usually walk by. Since Eastwood City is dominated by BPO industries, employees of these companies who are commonly coffee drinkers, especially those in the graveyard shifts, are the target market of this business.

The business was named as such, because BEAN represents the product offered by the business and DRANK means how the product is consumed, and it was also an offshoot of the familiar expression "Been there done that." It would carry the tagline "Let's start your day the right way," since a cup of coffee is usually part of the routine that keeps us awake and active.

The initial capitalization of the business is Php 900,000. The total operating expenses for the one year is Php 729,550.13. The return on investment is within nine months.

Jaims Cookies

November 2018

Proponents: Abante, Ana Paula M.
Fernandez, Shenette A.
Javier, Matthew Vian A.
Salcedo, Jahziel E.
Wong, Ivy Desirie B.

Adviser: Gan, Felipe L., MBA

Jaims Cookies is a business establishment that belongs to the food industry. The business will sell delicious and nutritious cookies, as its ingredients will include moringa (or commonly known as malunggay).

Jaims Cookies aims to produce 70 packs of cookies per day, but eventually, as it would want to cater to the preferences of the customers in terms of variety of flavors, shapes, and sizes, it will increase its daily production. Its bakeshop would be located at 50 Velasquez St., Taytay, Rizal.

As the proponents intend to heighten the many health benefits of their product, they will focus on having strong marketing strategies. They will promote and sell their products online through the business' official website and social media accounts. They will sell directly to customers or welcome resellers who will be given discounts if they order and buy in bulk. They will also be joining bazaars wherein the product can be introduced to a bigger market. Banners will be installed and flyers will be distributed in strategic places.

Jaims Cookies will adopt general partnership as a form of management. The partners will equally share in the initial capital of Php 210,000. The return of investment would be achieved within nine months of operation.

The business will have its economic, legal, and ethical responsibilities that it will ensure to pay the right taxes and conform to the requirements of BFAD concerning food safety. It will also maintain proper waste management and comply with the waste disposal schedule of the location. It will have its economic contribution to the society, such as giving away its egg shells to selected farms in Rizal to be used as fertilizers, and turning the sacks of flour into aprons and tablecloths which when sold, all profit will be donated to a charity institution in Antipolo City.

Bunny Huggy Travel Pillow

November 2018

Proponents: Aparato, Danica Aileen R.
 De Guzman, Jacent Matthew
 De Leon, John Christian B.
 Guan, Justin Kier C.
 Pua, Mon Aljohn R.
 Talampas, Terrell Jason D.L

Adviser: Gan, Felipe L., MBA

People travel a lot, some go domestic, while others go international. Long hours of travel can be fun, but that is, if the travelers are comfortably seated in their vehicles as they go to their destination.

This situation prompted the proponents to come up with the concept of developing a study that would establish a business which will help people travel comfortably in their seats. The name of the proposed business is Bunny Huggy Travel Pillow which will manufacture pillows that will make people feel relaxed and calm as they go from one place to another.

As the proponents are students of Bachelor of Science in Business Administration from Siena College of Taytay, they are positive that this kind of product will have a big market. As mentioned earlier, people want to be comfortable when they travel. Sometimes, even if they would not go somewhere very far, they still feel uneasy during the ride, because they would be caught up in heavy traffic jams.

The family of one of the proponents owns a tailoring shop. The proponents had their initial conceptualized product made. It turned out to be a good and effective product, that they were convinced that their business will be viable.

For the feasibility study of Bunny Huggy Travel Pillow to be completed, the proponents were given different roles and responsibilities: Mr. de Leon handled the finance, which covered the contribution of the proponents needed for the expenses for the paper used in printing and product making; Mr. De Guzman and Mr. Guan were tasked for the market research conducted --- they distributed the questionnaires and observed the external environment; Mr. Pua, whose family is involved in garment production, was tasked to source out materials needed for the production of the pillows; Ms. Aparato designed the proposed logo of the business; and lastly, Mr. Talampas was assigned to keep the documents or references, such as the procedures in applying for the needed government permits.

E-Scents

November 2018

Proponents: **Bondilles, Jonalyn S.**
 Cruz, Jocemine F.
 Del Rosario, Jerard Jan Jesus D.R
 Lumbao, Quennie Faye C.
 Perena, Mark Joshua C.

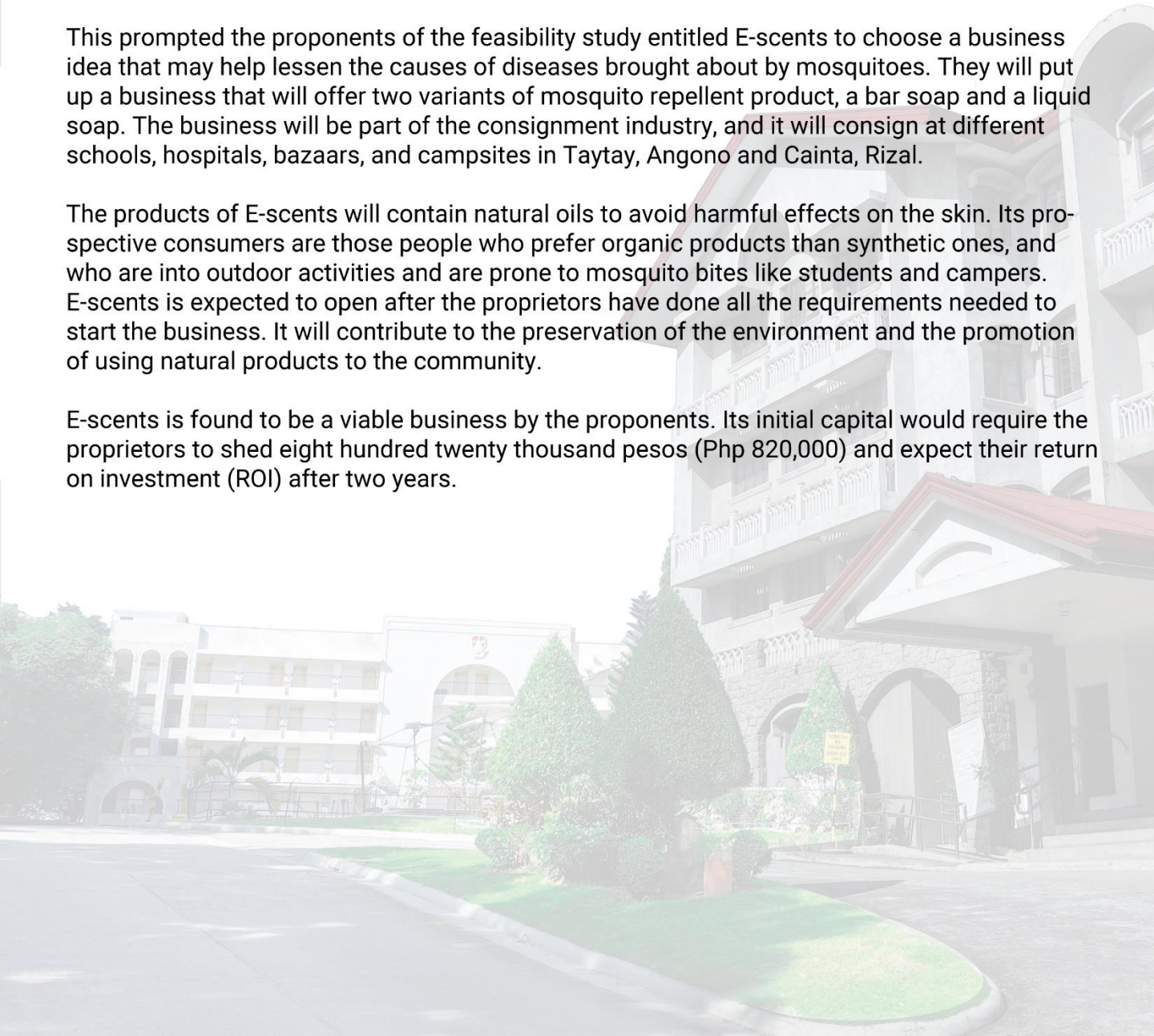
Adviser: **Gan, Felipe L., MBA**

Mosquito-borne diseases are among the dreaded viral diseases these days. Experts suggest that the best way to be protected against these diseases is to avoid mosquito bites.

This prompted the proponents of the feasibility study entitled E-scents to choose a business idea that may help lessen the causes of diseases brought about by mosquitoes. They will put up a business that will offer two variants of mosquito repellent product, a bar soap and a liquid soap. The business will be part of the consignment industry, and it will consign at different schools, hospitals, bazaars, and campsites in Taytay, Angono and Cainta, Rizal.

The products of E-scents will contain natural oils to avoid harmful effects on the skin. Its prospective consumers are those people who prefer organic products than synthetic ones, and who are into outdoor activities and are prone to mosquito bites like students and campers. E-scents is expected to open after the proprietors have done all the requirements needed to start the business. It will contribute to the preservation of the environment and the promotion of using natural products to the community.

E-scents is found to be a viable business by the proponents. Its initial capital would require the proprietors to shed eight hundred twenty thousand pesos (Php 820,000) and expect their return on investment (ROI) after two years.



Tipsy Scoop PH

December 2018

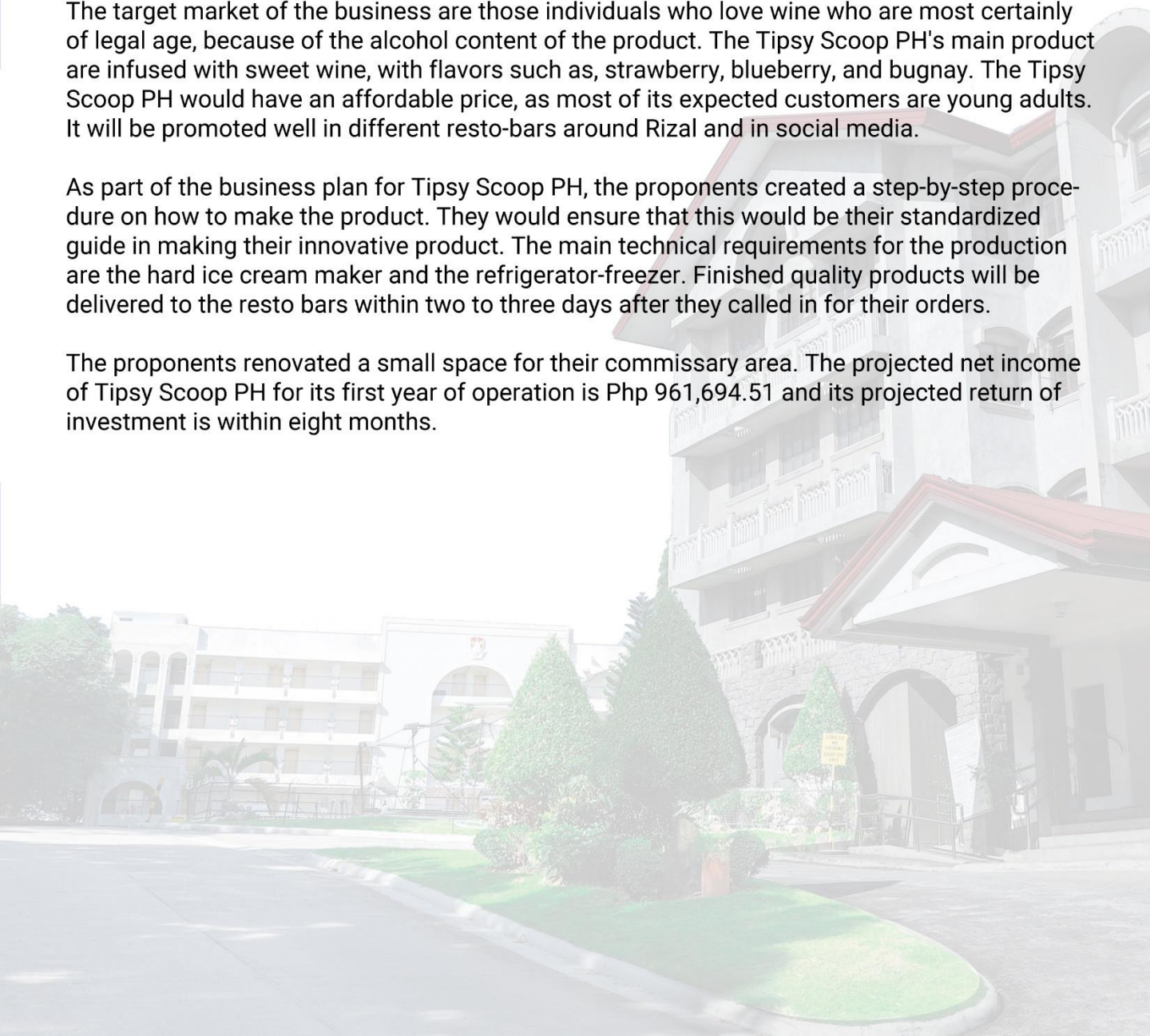
Proponents: **Albay, Bryan N.**
 Anoñuevo, Jeany G.
 Delos Santos, Ricardo Jean G.
 Infeugo, Mary Joy D.L.
 Victor, Ma. Geneva B.
 Zapanta, Jefferson E.

Adviser: **Gan, Felipe L., MBA**

The proposed business name is Tipsy Scoop PH. Its product will be wine-flavored ice cream. The target market of the business are those individuals who love wine who are most certainly of legal age, because of the alcohol content of the product. The Tipsy Scoop PH's main product are infused with sweet wine, with flavors such as, strawberry, blueberry, and bugnay. The Tipsy Scoop PH would have an affordable price, as most of its expected customers are young adults. It will be promoted well in different resto-bars around Rizal and in social media.

As part of the business plan for Tipsy Scoop PH, the proponents created a step-by-step procedure on how to make the product. They would ensure that this would be their standardized guide in making their innovative product. The main technical requirements for the production are the hard ice cream maker and the refrigerator-freezer. Finished quality products will be delivered to the resto bars within two to three days after they called in for their orders.

The proponents renovated a small space for their commissary area. The projected net income of Tipsy Scoop PH for its first year of operation is Php 961,694.51 and its projected return of investment is within eight months.



Manay Lucing's Original Bicolano Pasingaw

December 2018

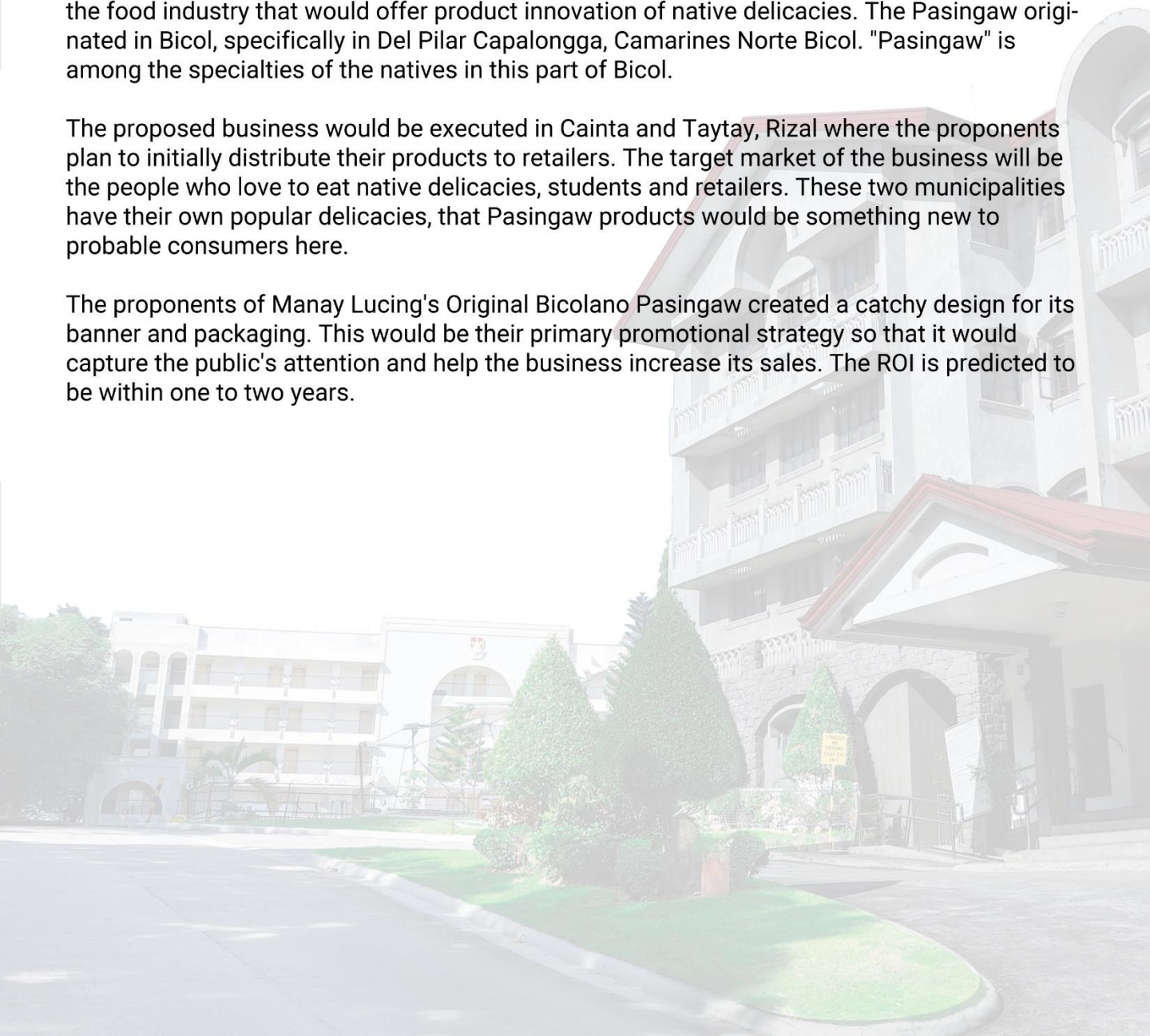
Proponents: Calipos, Rosenie Joyce C.
Deocareza, Mariam P.
Mercado, Reena Eleanor D.
Muñoz, Maria Geneva Mae O.
Ortiz Luiz, Geneva Mae O.
Sebastian, Chesney Mae T.

Adviser: Gan, Felipe L., MBA

The proposed business name is Manay Lucing's Original Bicolano Pasingaw. It will belong to the food industry that would offer product innovation of native delicacies. The Pasingaw originated in Bicol, specifically in Del Pilar Capalongga, Camarines Norte Bicol. "Pasingaw" is among the specialties of the natives in this part of Bicol.

The proposed business would be executed in Cainta and Taytay, Rizal where the proponents plan to initially distribute their products to retailers. The target market of the business will be the people who love to eat native delicacies, students and retailers. These two municipalities have their own popular delicacies, that Pasingaw products would be something new to probable consumers here.

The proponents of Manay Lucing's Original Bicolano Pasingaw created a catchy design for its banner and packaging. This would be their primary promotional strategy so that it would capture the public's attention and help the business increase its sales. The ROI is predicted to be within one to two years.



Haplos Therapeutic and Wellness Spa

February 2019

Proponents: **Alcaide, Felimar T.**
 Embuido, Arlene C.
 Luna, Annie Lou C.
 Macinas, Genesis Haren B.
 Panique, Kervei T.

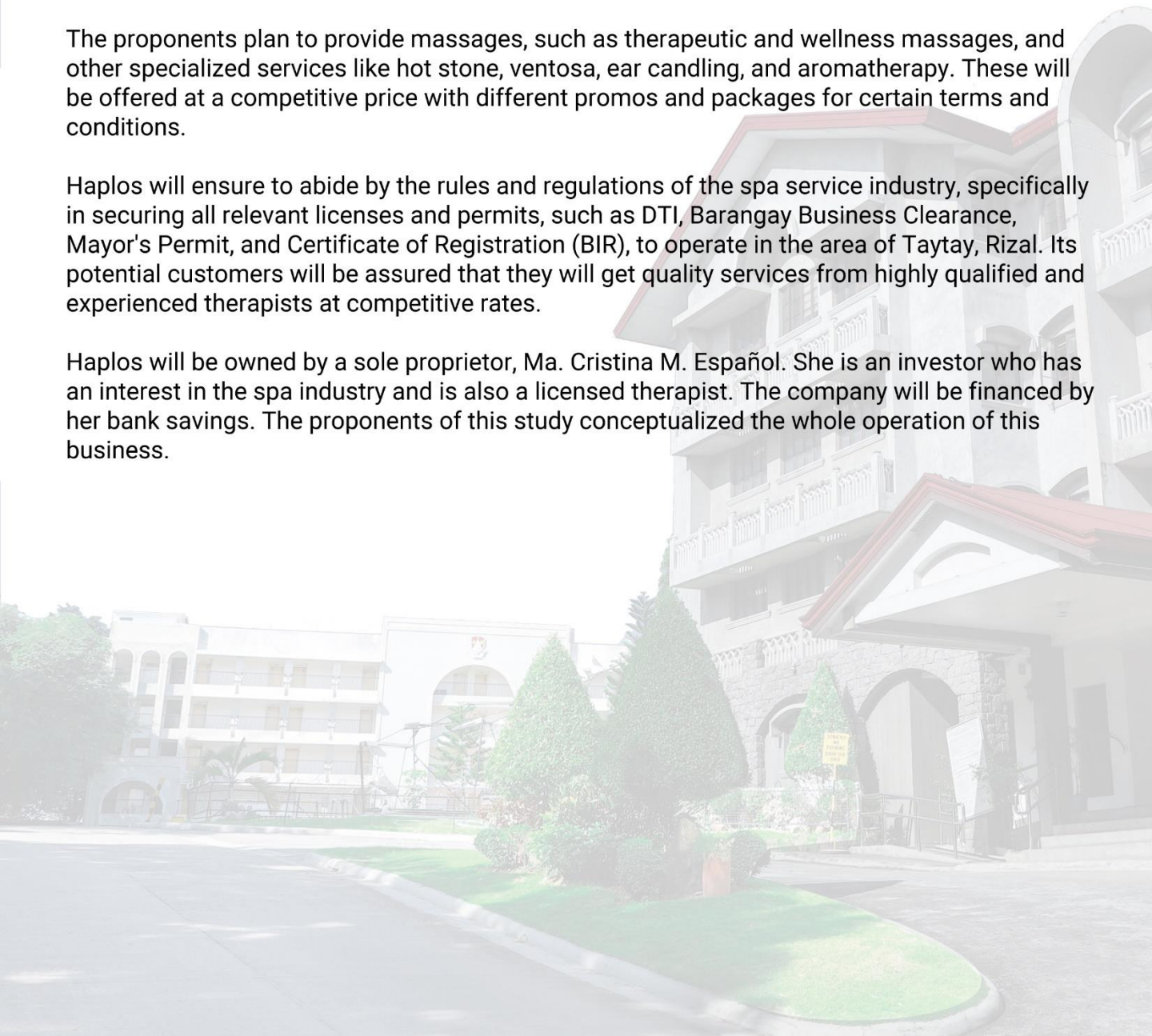
Adviser: **Gan, Felipe L., MBA**

Haplos is a therapeutic and wellness spa that would be based in Velasquez St. Sitio Bangiad, Brgy. San Juan, Taytay, Rizal.

The proponents plan to provide massages, such as therapeutic and wellness massages, and other specialized services like hot stone, ventosa, ear candling, and aromatherapy. These will be offered at a competitive price with different promos and packages for certain terms and conditions.

Haplos will ensure to abide by the rules and regulations of the spa service industry, specifically in securing all relevant licenses and permits, such as DTI, Barangay Business Clearance, Mayor's Permit, and Certificate of Registration (BIR), to operate in the area of Taytay, Rizal. Its potential customers will be assured that they will get quality services from highly qualified and experienced therapists at competitive rates.

Haplos will be owned by a sole proprietor, Ma. Cristina M. Español. She is an investor who has an interest in the spa industry and is also a licensed therapist. The company will be financed by her bank savings. The proponents of this study conceptualized the whole operation of this business.



Vida En El Suelo Organic Fertilizer

March 2019

Proponents: Escueta, Raymond eros T.
Felix, Ron Gerald B.
Francisco, Joeboy B.
Orendain, Charles Wilicen Q.
Rimando, Celso J.

Adviser: Gan, Felipe L., MBA

The proponents of this study are students from the College of Business Administration of Siena College of Taytay. They decided to use the concept of producing natural soil enhancer through vermicomposting in line with the increasing demand of organic food in the market. They are confident that the business is viable, because it promotes a healthy lifestyle, and at the same time, it is an aid to the local farmers.

The proponents named the business "Vida en el Suelo" which belongs to the agricultural industry and is in the field of social enterprise as it will specialize in selling environment-friendly fertilizers. Organic wastes will be turned into compost soil through the help of earthworms. Bio-degradable wastes will be sourced from public markets within the vicinity of Rizal.

Vida en el Suelo products will be directly offered to local farmers and garden supplies stores where the household consumers would purchase from. The business locations for its operation would be in Taytay, Rizal: one is the production site and the other is in the adopted community of Siena College of Taytay which the business chose to help by hiring resident workers here. The business will have comprehensive marketing strategies with the help of brochures, social media, and active participation in trade shows.

Through the use of the proponents' project timeline, Vida en el Suelo would start its operation upon completion of required permits and licenses and upon establishing the production site. The business will commit to an advocacy in protecting the welfare of the people and the environment through engaging in different activities that will provide livelihood, scholarship, and environmental awareness. With an initial capitalization of fifteen thousand pesos (Php 15,000), the return of investment (ROI) is possible within less than a month which will follow the proponents objective of achieving it in the first year of operation.

A.M.A. Enterprise

March 2019

Proponents: Aguirre, Maricel C.
Albindo, Joan Z.
Angeles, Alvin R.
Maranan, Sherlyn E.

Adviser: Gan, Felipe L., MBA

AMA Enterprises is a business involved in customizing and personalizing gifts and souvenirs items for any occasion. The home-based business would be located in Manggahan, Pasig City. The three proponents are living together and have a wide unused space in the area. All of the proponents are working and have their regular jobs, and their selected idea on selling and promoting their products is through the usage of social media. The business would reach companies and organizations through professional introduction of offerings by giving out flyers, catalogues, and business proposals with telephone and mobile numbers and emails on it. The proponents will also do a product presentation to its target corporate account to highlight its product offerings.

Besides local communities, businesses, such as hospitals, schools, pharmacies, industrial parks and local government units, within and around Pasig City and Quezon City are the target market of AMA Enterprises. These businesses are commonly in need of souvenir items for their business promotions.

AMA Enterprises focuses on the preference of customers on the materials and designs of the items. The products of the business are based on the personal request of the customer as to how the business wants to fulfill the needs of an individual to feel appreciated and valued beyond words. The AMA Enterprises main product offerings are personalized or customized shirts and mugs at affordable prices. Designs and printing are based on the preference of the customers. The business will use sublimation, vinyl and hotmelt processes for the printing. The business will use credible suppliers for the raw materials that will be used for the product.

The proponents' initial capital for the business is Php 350,000 and expect the return of investment within two years' time of the business operation.

JBL and Guys Fashion Warehouse

March 2019

Proponents: Fererria, Reagan M.
Francisco, Lorilyn H.
Igne, Jhon Carlo J.
Madrona, Julie Ann L.
Sancho, Bebilyn B.

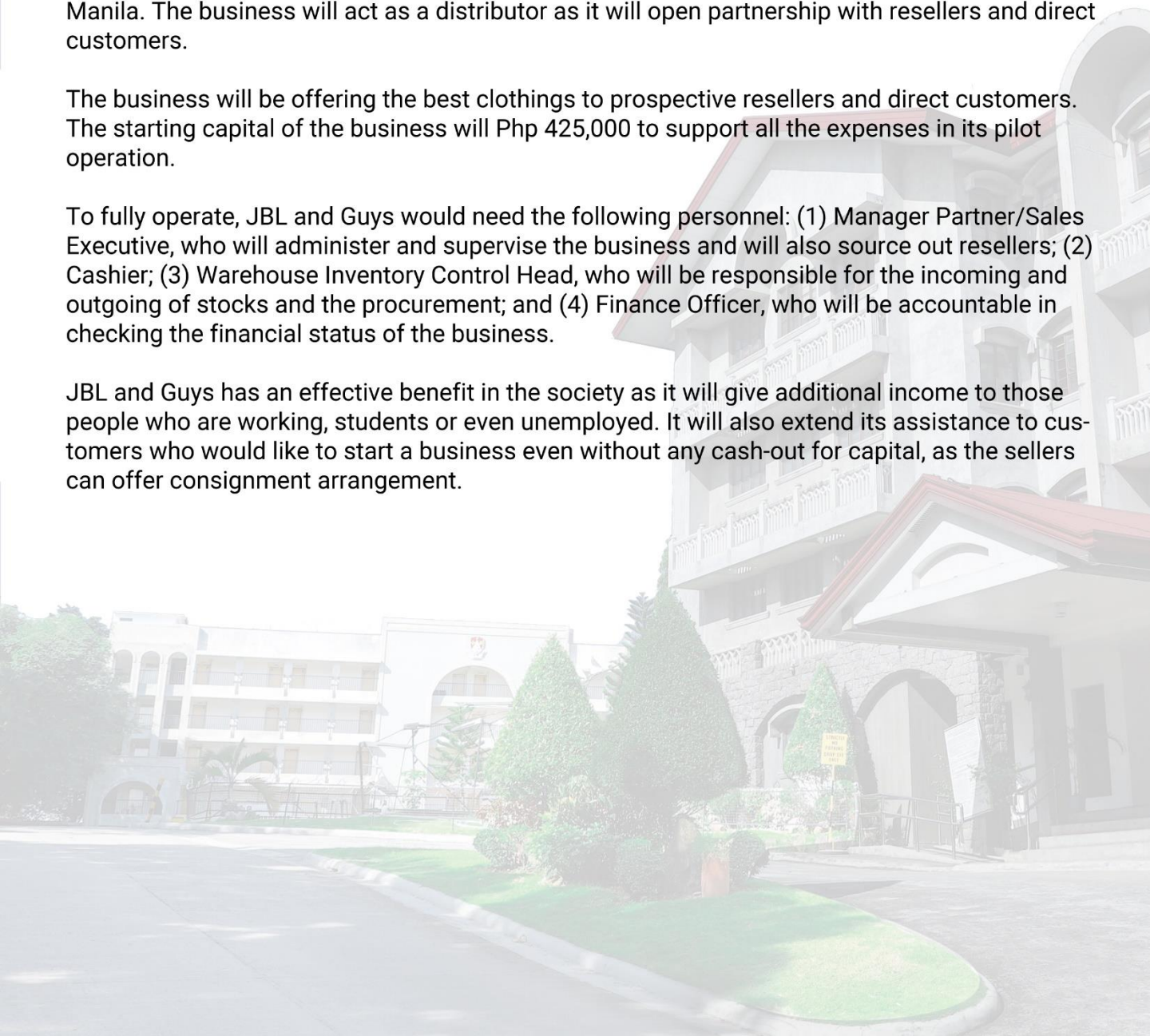
Adviser: Gan, Felipe L., MBA

JBL and Guys Fashion Warehouse will be the business' registered name, and the virtual store would be established in Cubao, Quezon City as it is located near the business districts of Metro Manila. The business will act as a distributor as it will open partnership with resellers and direct customers.

The business will be offering the best clothings to prospective resellers and direct customers. The starting capital of the business will Php 425,000 to support all the expenses in its pilot operation.

To fully operate, JBL and Guys would need the following personnel: (1) Manager Partner/Sales Executive, who will administer and supervise the business and will also source out resellers; (2) Cashier; (3) Warehouse Inventory Control Head, who will be responsible for the incoming and outgoing of stocks and the procurement; and (4) Finance Officer, who will be accountable in checking the financial status of the business.

JBL and Guys has an effective benefit in the society as it will give additional income to those people who are working, students or even unemployed. It will also extend its assistance to customers who would like to start a business even without any cash-out for capital, as the sellers can offer consignment arrangement.



JBL and Guys Fashion Warehouse

March 2019

Proponents: Fererria, Reagan M.
Francisco, Lorilyn H.
Igne, Jhon Carlo J.
Madrona, Julie Ann L.
Sancho, Bebilyn B.

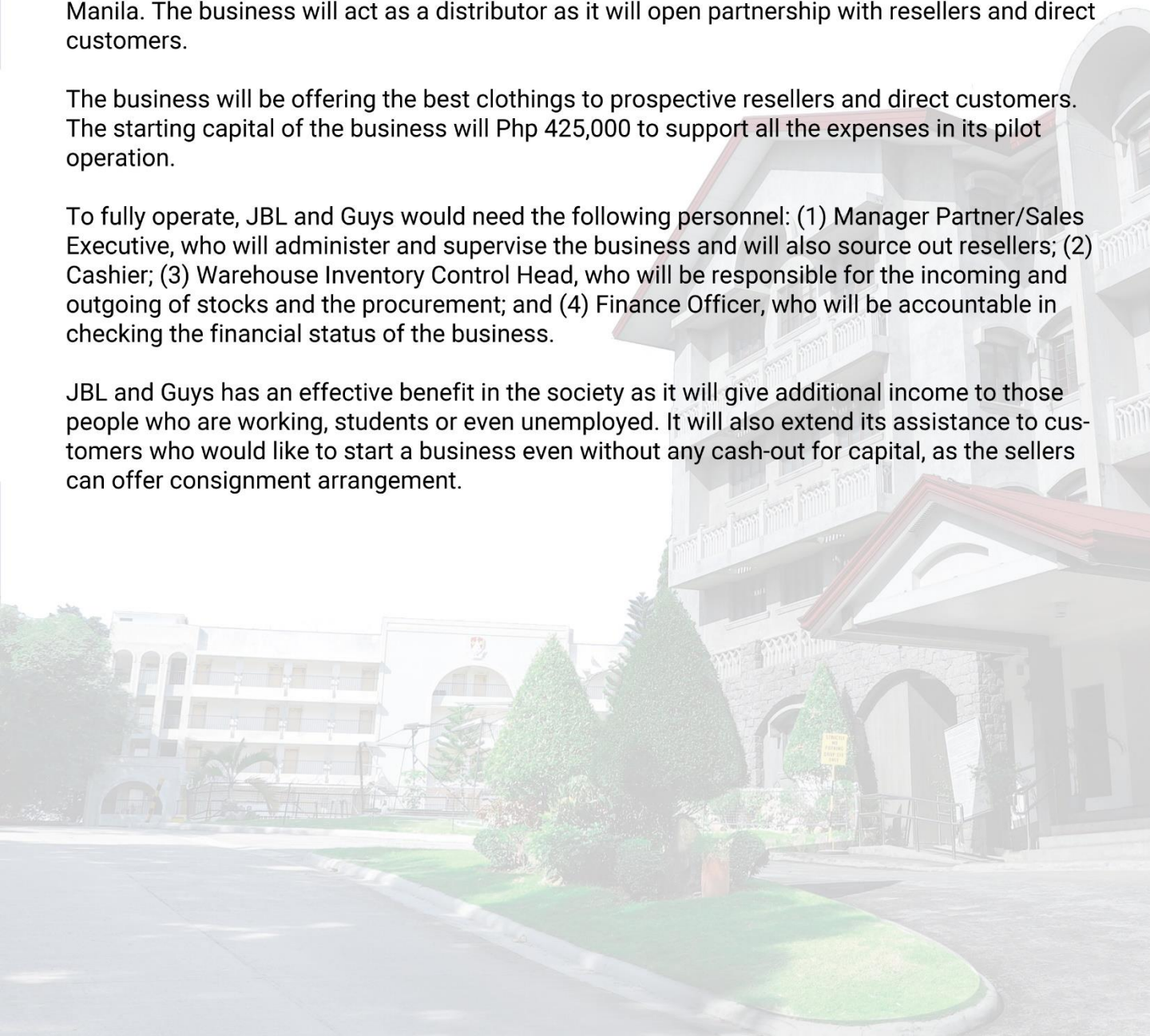
Adviser: Gan, Felipe L., MBA

JBL and Guys Fashion Warehouse will be the business' registered name, and the virtual store would be established in Cubao, Quezon City as it is located near the business districts of Metro Manila. The business will act as a distributor as it will open partnership with resellers and direct customers.

The business will be offering the best clothings to prospective resellers and direct customers. The starting capital of the business will Php 425,000 to support all the expenses in its pilot operation.

To fully operate, JBL and Guys would need the following personnel: (1) Manager Partner/Sales Executive, who will administer and supervise the business and will also source out resellers; (2) Cashier; (3) Warehouse Inventory Control Head, who will be responsible for the incoming and outgoing of stocks and the procurement; and (4) Finance Officer, who will be accountable in checking the financial status of the business.

JBL and Guys has an effective benefit in the society as it will give additional income to those people who are working, students or even unemployed. It will also extend its assistance to customers who would like to start a business even without any cash-out for capital, as the sellers can offer consignment arrangement.



InasaWrap

February 2019

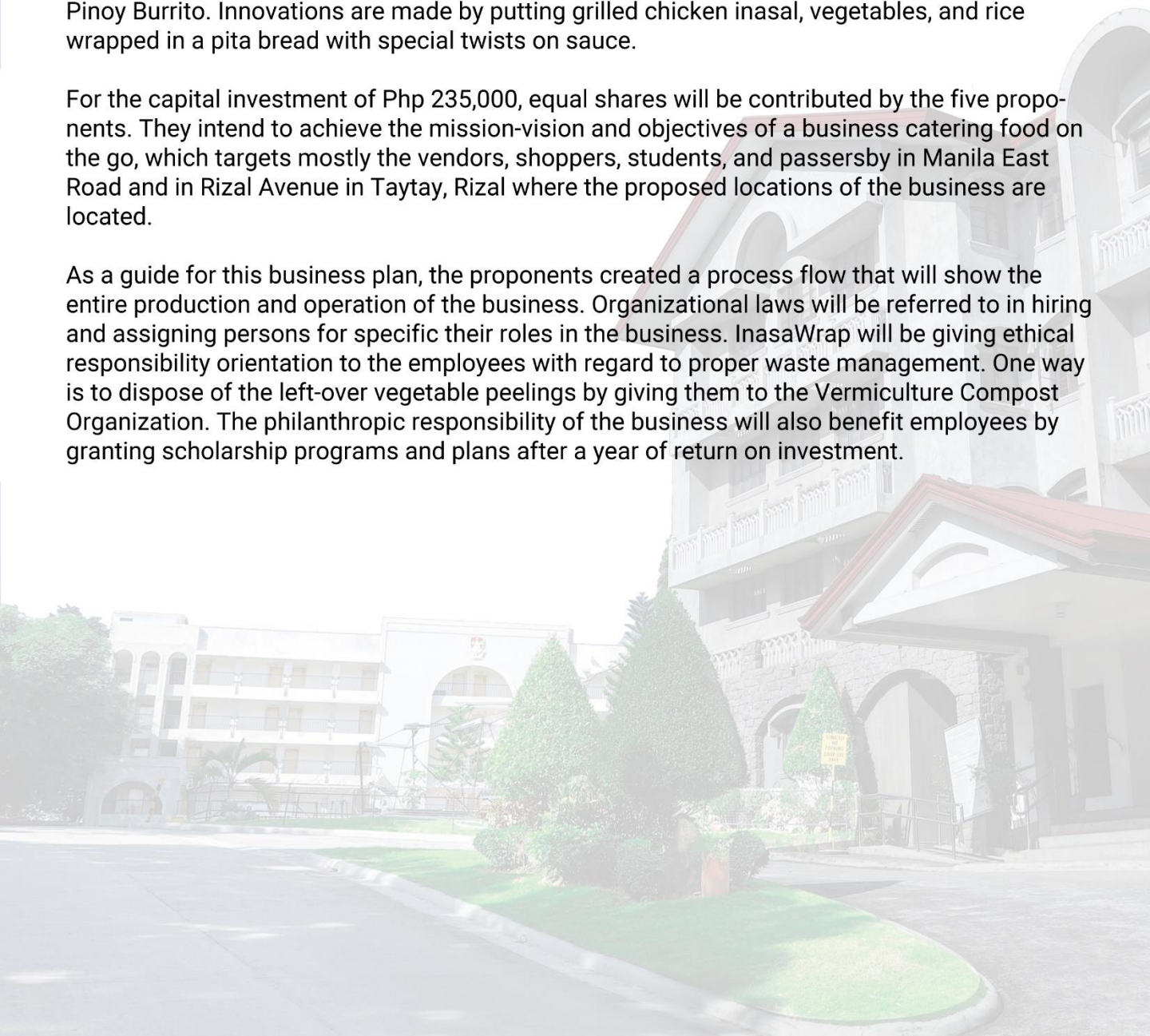
Proponents: Gacutura, Mary Ann C.
Gonzales, Eugenie B.
Magalanan, Angelica V.
Reyes, Jennifer
Wilson, Julievine C.

Adviser: Gan, Felipe L., MBA

Inasa Wrap is a small-scale business enterprise that offers Filipino food innovations on the go. The idea developed from the two concepts proposed by the proponents, Chicken Inasal and Pinoy Burrito. Innovations are made by putting grilled chicken inasal, vegetables, and rice wrapped in a pita bread with special twists on sauce.

For the capital investment of Php 235,000, equal shares will be contributed by the five proponents. They intend to achieve the mission-vision and objectives of a business catering food on the go, which targets mostly the vendors, shoppers, students, and passersby in Manila East Road and in Rizal Avenue in Taytay, Rizal where the proposed locations of the business are located.

As a guide for this business plan, the proponents created a process flow that will show the entire production and operation of the business. Organizational laws will be referred to in hiring and assigning persons for specific their roles in the business. InasaWrap will be giving ethical responsibility orientation to the employees with regard to proper waste management. One way is to dispose of the left-over vegetable peelings by giving them to the Vermiculture Compost Organization. The philanthropic responsibility of the business will also benefit employees by granting scholarship programs and plans after a year of return on investment.



Chick 'N Go

March 2018

Proponents: Carado, Katherine DL.
Dalisay, Irene M.
Frias, Grace S.
Mahusay, Marivic A.

Adviser: Gan, Felipe L., MBA

The proposed business Chick N Go is a kiosk type establishment that belongs to the food industry. Chick N' Go aims to introduce a flavorful chicken dish to the customers. The proponents would offer a fast service through take away orders. They would implement various marketing strategies to promote the business.

The initial capital of the business is Php 800,000. The total operating expenses for the one year is Php 747,845.22. With accurate projection, the business would have its return of investment within one-year of operation and an expansion through additional branches after three years.

Bean There Drank That

March 2018

Proponents: Amistad, Vanessa Jane L.
Mendoza, Nadine O.
Villegas, Donna D.

Adviser: Gan, Felipe L., MBA

The proponents are students from the College of Business Administration of Siena College of Taytay who came up with the business concept of a movable coffee kiosk, BEAN There DRANK That. The moving kiosk will go around the area of Eastwood City and offer freshly brewed coffee to passersby. Eastwood City is a very busy business area where people come and go, from one place to another. This is what differentiates Bean There Drank That from other coffee shops, it provides convenience to people on the go who want to purchase coffee without the need to enter shops and that is reasonably priced. The product is normally offered and served along the paths where the target market usually walk by. Since Eastwood City is dominated by BPO industries, employees of these companies who are commonly coffee drinkers, especially those in the graveyard shifts, are the target market of this business.

The business was named as such, because BEAN represents the product offered by the business and DRANK means how the product is consumed, and it was also an offshoot of the familiar expression "Been there done that." It would carry the tagline "Let's start your day the right way," since a cup of coffee is usually part of the routine that keeps us awake and active.

The initial capitalization of the business is Php 900,000. The total operating expenses for the one year is Php 729,550.13. The return on investment is within nine months.

External Financing for SME in Textile Business in Taytay Rizal: An Assessment

March 2019

**Proponents: Pesa, Deo Venedict I.
Barajas, Iana Angelie N.
Guillermo, Sandra Mae B.
Maglente, Charis S.**

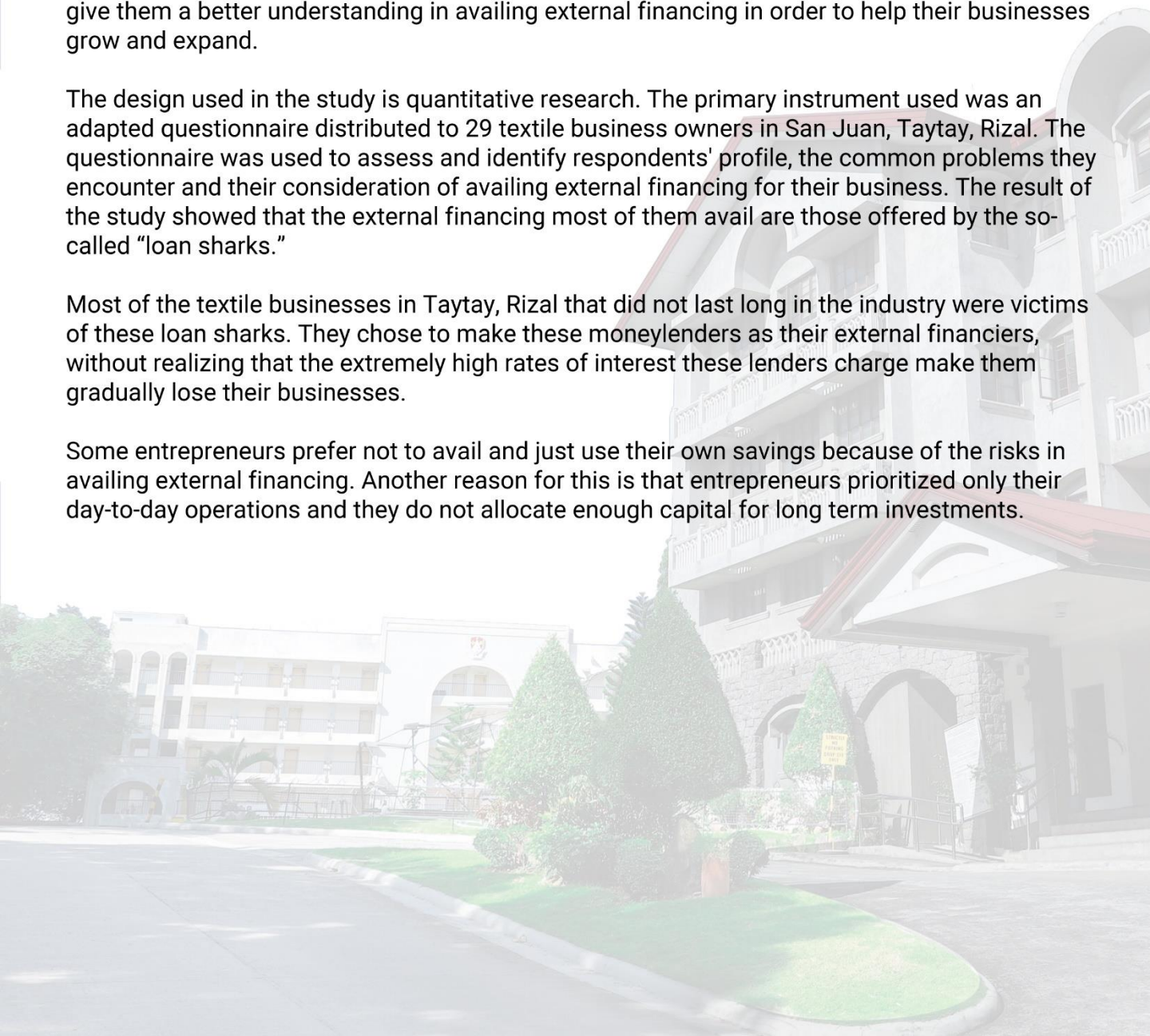
Adviser: Tueres, Ma. Teresa B., MBA

This study aimed to know if small-medium enterprises in textile businesses in Taytay Rizal are availing external financing; and if so, the researchers of this study would like to introduce and give them a better understanding in availing external financing in order to help their businesses grow and expand.

The design used in the study is quantitative research. The primary instrument used was an adapted questionnaire distributed to 29 textile business owners in San Juan, Taytay, Rizal. The questionnaire was used to assess and identify respondents' profile, the common problems they encounter and their consideration of availing external financing for their business. The result of the study showed that the external financing most of them avail are those offered by the so-called "loan sharks."

Most of the textile businesses in Taytay, Rizal that did not last long in the industry were victims of these loan sharks. They chose to make these moneylenders as their external financiers, without realizing that the extremely high rates of interest these lenders charge make them gradually lose their businesses.

Some entrepreneurs prefer not to avail and just use their own savings because of the risks in availing external financing. Another reason for this is that entrepreneurs prioritized only their day-to-day operations and they do not allocate enough capital for long term investments.



Proper Accounting for Inventory System of Mini Grocery in Taytay Rizal: An Assessment

March 2019

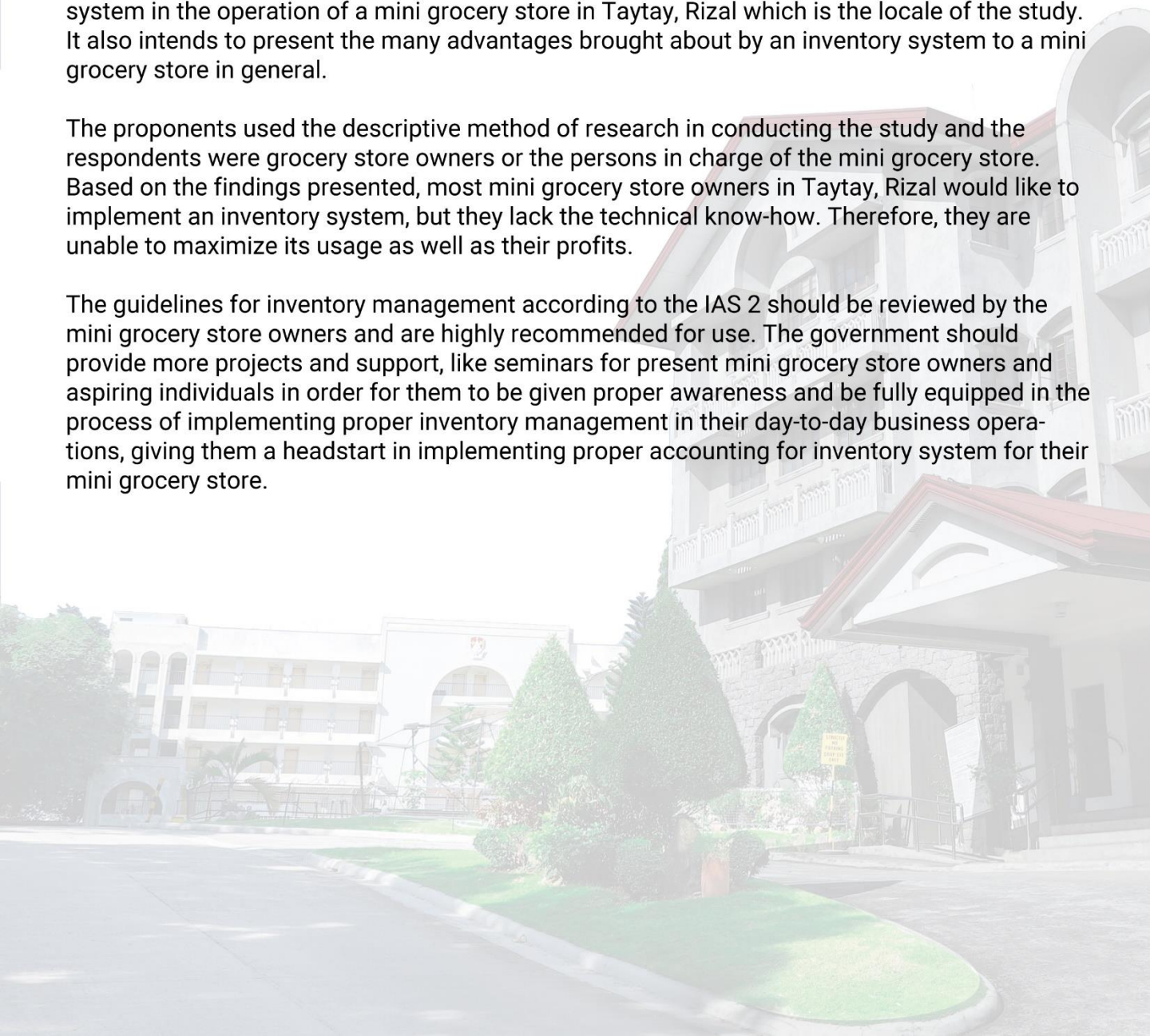
Proponents: Cabuenas, Angela Nicole
Camero, John Jefferson M.
Galapon, Ericka Mae M.
Mateo, Maricris
Nakila, Zyrene jade E.

Adviser: Tueres, Ma. Teresa B., MBA

This study was conducted in order to determine the effect of implementing a proper inventory system in the operation of a mini grocery store in Taytay, Rizal which is the locale of the study. It also intends to present the many advantages brought about by an inventory system to a mini grocery store in general.

The proponents used the descriptive method of research in conducting the study and the respondents were grocery store owners or the persons in charge of the mini grocery store. Based on the findings presented, most mini grocery store owners in Taytay, Rizal would like to implement an inventory system, but they lack the technical know-how. Therefore, they are unable to maximize its usage as well as their profits.

The guidelines for inventory management according to the IAS 2 should be reviewed by the mini grocery store owners and are highly recommended for use. The government should provide more projects and support, like seminars for present mini grocery store owners and aspiring individuals in order for them to be given proper awareness and be fully equipped in the process of implementing proper inventory management in their day-to-day business operations, giving them a headstart in implementing proper accounting for inventory system for their mini grocery store.



Momshie Malunggay Siomai, Atbp.

March 2019

Proponents: Alcoriza, Lorena G.
Banzuela, Lea E.
Canlas, Nelda S.
Cureg, Jonalyn A.
Macaraeg, Jocelyn U.

Adviser: Gan, Felipe L., MBA

The researchers created the concept Momshie Malunggay Siomai, ATBP that will sell diversified products of siomai and lumpia. The researchers put a twist on the products by using fresh milkfish and fresh malunggay leaves. To make it healthier, the researchers used milkfish as an alternative ingredient for meat. The MMS, ATBP is a general partnership form of business wherein all the partners are responsible in all the decisions made for the business with equal capital investment and share of dividend.

It would be operated as a retail store with a kiosk-type design and located at Tanchoco Avenue, Taytay Rizal to capture the target market which are parents and students. The commissary of the business would be located at 793 Salonga Street, San Juan Heights Subdivision, Brgy Mahabang Parang, Binangonan, Rizal. The direct competitor of the business is Tim Hao which also sells siomai. Indirect competitors are the Farron Cafe for coffee, John Lemon Juice for refreshments and Lots of Pizza. The marketing activities will include installing banners inside and outside the establishment, giving away of leaflets, and free tasting.

The partners will be responsible in making the products which will be delivered by the store supervisor to the kiosk store. The partners will provide all needed equipment for the production. They would need to hire two cashiers for the store, because it would be open for 13 hours a day. They will have to accomplish all the requirements mandated by the government.

The initial capital requirement for the business is Php 460,000. On reaching the target sales forecast, the proponents created various marketing strategies on getting the sales forecast, the proponents assumed that 15.71% of the traffic count estimated a Php 2,300 sales per week. Also, the proponents expected a monthly ideal inventory for the products, because it is highly perishable.

The business will support waste management practices by recycling vegetable stripes into organic fertilizer that could be sold at the lowest price to farmers and interested individuals.

The business is feasible because of the availability of materials and suppliers for the ingredients. It will be profitable since it is located in a residential area, but very near to commercial establishments and different schools.

C. A. R. B. S.

March 2019

Proponents: Dela Virgen, Sherylad B.
Galdones, Bernardita A.
Isidro, Rose B.
San Juan, Aileen M.

Adviser: Gan, Felipe L., MBA

The proposed business is a start-up small business named CARBS Pasta and Cake CARBS is derived from the first name initials of the proponents: Cora, Aileen, Rose, Bernardita, and Sherylad. Likewise, CARBS also signifies the main component of the business offerings, which is carbohydrates.

CARBS Pasta and Cake is a home-based online business, which serves delightful foods lovingly and freshly made by moms. It will deal with virtual stores through social media. For more details and offerings of CARBS, everyone can visit and inquire at its Facebook page and Messenger account. Its production place would be located at 5 Rosas St., Brgy. Sta Ana, Taytay, Rizal where orders can also be picked up. It can also offer a delivery-meet-up option for customers who are not familiar with the place.

The company will also have intensive campaigns and promotions of its products with the use of virtual pictures, banners, and tarpaulins to keep the products in mind and help stimulate demand. Another promotional strategy to generate the interest of the customers and buy the product would be free tasting of samples, so that tasters would know that the product innovations by C.A.R.B.S. are its competitive edge from other food companies, specially their pasta, which are not only freshly homemade and nutritious, but are also available in variants of flavor.

The proponents calculated the buying behavior and willingness to buy the products of its possible customers who would most likely be looking for a seller and supplier of affordable good tasting pasta and sweets. They would likely target individuals who celebrate special occasions, caterers, canteens, and coffee shops as the business' market. Orders can be for solo or family consumption to bulk.

For the profitability of the business, the company predicts to reach 83% of Return on Equity/Investment for its first year of existence. The payback period based on profit would be within eight months with an initial capital of Php 150,000.



COLLEGE OF HOSPITALITY TOURISM, CULINARY MANAGEMENT

Tea by the Wind

January 2017

Proponents: Mendoza, Maria Yzabela T.
Arabit, Pamela Denise M.
Bilog, Judy Mae D.
Javier, Bon Claudette C.
Torio, Jemmalyn B.
Cruz, Diane Hazel L.

Adviser: Romero, Nenita M., MASL

The proposed business name is Tea by The Winds. Its concept is similar to cafes in France which have the view of the grandeur of Eiffel Tower; only this one has windmills, mountains and fresh grasses for its main attractions where customers shall experience a homey feeling away from the busyness of the city.

Tea by the Winds would be located in Pililla, Rizal where there's a captivating view of the famous windmills of the east. Its target guests will be the tourists and residents within the area. The proponents consider Daily Beans Coffee Lounge as their direct competitor.

The following people shall be involved in the full operation of Tea by the Winds: 1) the owner will be responsible for overseeing that the organizational structure of the company and the tasks covered are executed; 2) the store supervisor will be responsible for the daily operation of the store. He/she must ensure that customer care is top priority; 3) the barista/cashier will be responsible for taking orders, making orders, and serving the orders to the customers. He/she will also receive the payment of customers for the food ordered and served, and dispense the correct change; 4) the dishwasher/janitor will be responsible for cleaning the kitchen, the dishes, and utensils. He/she will be also responsible in sweeping and mopping the floor, polishing the furniture and fixtures, and emptying the trash bins.

Tea by The Winds would be donating 100 sets of school supplies for students in Halayhayin Elementary School as its charity program. Its projected five-year income statement is Php 3,847,710.44. Based on computations, its payback period would be within 10 months.

Sonic Music Pub

January 2017

Proponents: **Aralar, Jesus Lourd S.**
 De Jesus, Joshelle Marfen F.
 De Villa, Jonilyn L.
 Labarbio, Jinella Mariz A.
 Millena, Pauline Jeanina A.
 Valencia, Paul Alekhine DI.

Adviser: **Young, Johana Karmina V., MBA**

The proposed name is Sonic Music Pub, where sonic means anything that relates to sound. The proponents unanimously decided to name the business as such, along with its concept of a fusion of café and music pub, because of their mutual love for music and food.

The proponents chose general partnership as their form of management since it involves two or more individuals sharing the concerns and commitments for the business.

Ms. Millena, as the leader of the group, will be the Overall-Head of the business and will oversee its daily operations. Ms. De Jesus, as the Production and Purchasing Manager, will do the planning, coordination, and control of manufacturing processes; she will also be the Kitchen-head. Mr. Valencia will be in-charge of the recruiting, interviewing, and hiring of new staff; he will also be the consultant for the business. Mr. Aralar will be overseeing and managing the company's information technology projects, and will also coordinate the project phases from development to installation. Ms. De Villa, being the Marketing Manager, will administer the marketing, advertising, promotional stuff and activities of the organization. Ms. Lobarbio, as the Financial Manager, will be engaged in financial analysis on such areas as forecasting, budgeting, and aging in cost reduction analysis, and reviewing operational performances,

Sonic Music Pub's target market would be working individuals who would want to relax while dining and the people around and within the Katipunan area who would just like to have fun and experience good music and food. It would be situated at 196 Katipunan Avenue, in Quezon City which is a residential and commercial area and it has become popular for its good stretch of restaurants that offer anything from comfort food, dessert specialties, up to international cuisines. Sonic Music Pub's major competitors are Route 196 and Garage 88. Its projected return on investment is within two (2) years.

Oh, My Bibingka!

February 2017

Proponents: Cerda, Fe Marie T.
Garol, Arnold Benz D.
Laude, Rossana O.
Zaragoza, Carl Henz P.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

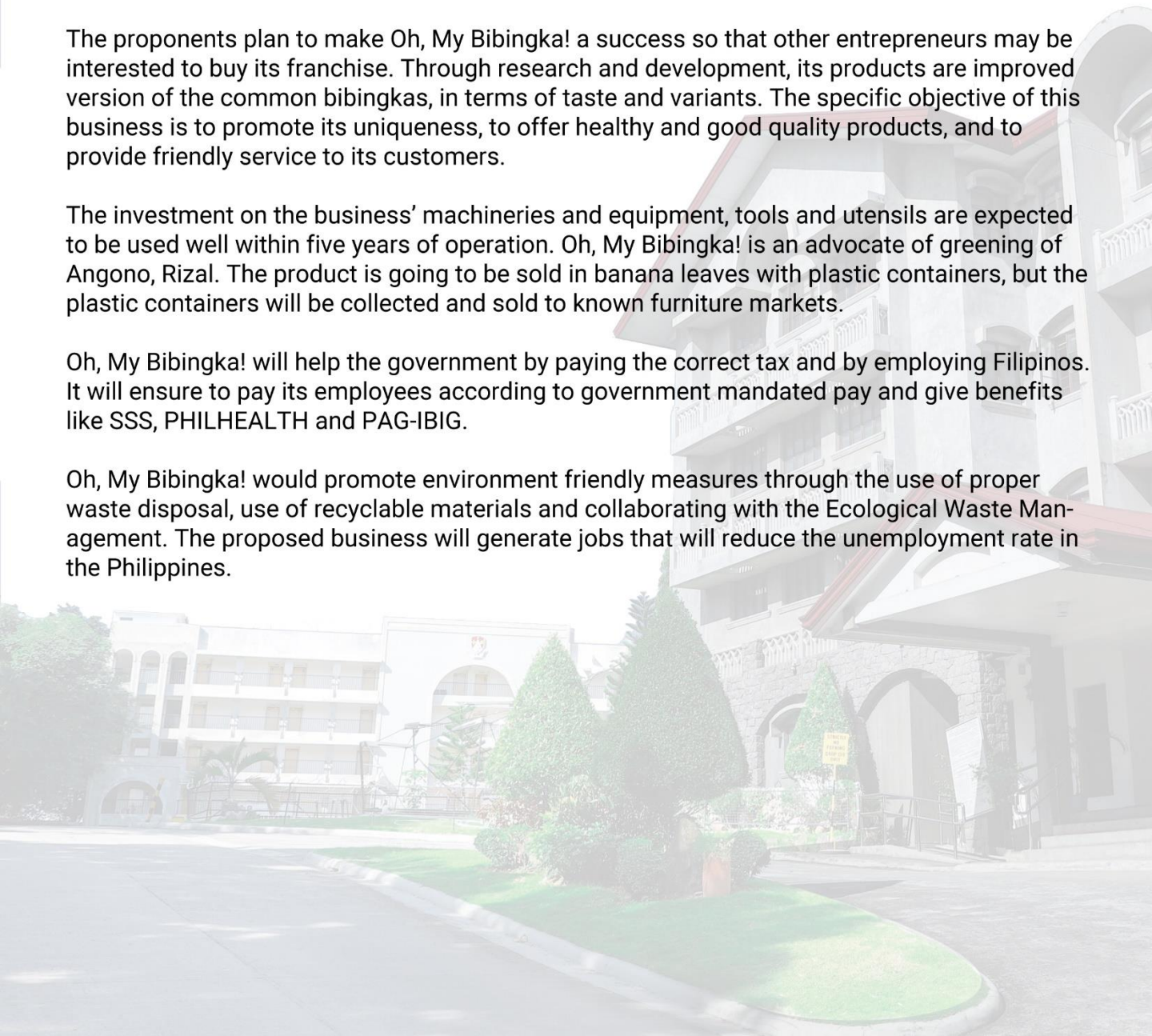
Oh, My Bibingka! is a business idea that was conceptualized as a small-scale business. Its proponents set up this business for the purpose of providing different kinds (and flavors) of bibingka products which they intend to be popularly known in the food industry someday.

The proponents plan to make Oh, My Bibingka! a success so that other entrepreneurs may be interested to buy its franchise. Through research and development, its products are improved version of the common bibingkas, in terms of taste and variants. The specific objective of this business is to promote its uniqueness, to offer healthy and good quality products, and to provide friendly service to its customers.

The investment on the business' machineries and equipment, tools and utensils are expected to be used well within five years of operation. Oh, My Bibingka! is an advocate of greening of Angono, Rizal. The product is going to be sold in banana leaves with plastic containers, but the plastic containers will be collected and sold to known furniture markets.

Oh, My Bibingka! will help the government by paying the correct tax and by employing Filipinos. It will ensure to pay its employees according to government mandated pay and give benefits like SSS, PHILHEALTH and PAG-IBIG.

Oh, My Bibingka! would promote environment friendly measures through the use of proper waste disposal, use of recyclable materials and collaborating with the Ecological Waste Management. The proposed business will generate jobs that will reduce the unemployment rate in the Philippines.



Pista Karihan

February 2017

Proponents: **Apostadero, Princess Lucky Z.**
 Bautista, Arvin M.
 Partoza, Vincent Allen M.
 Teologo, David Karl A.
 Vazquez, Jasper B.

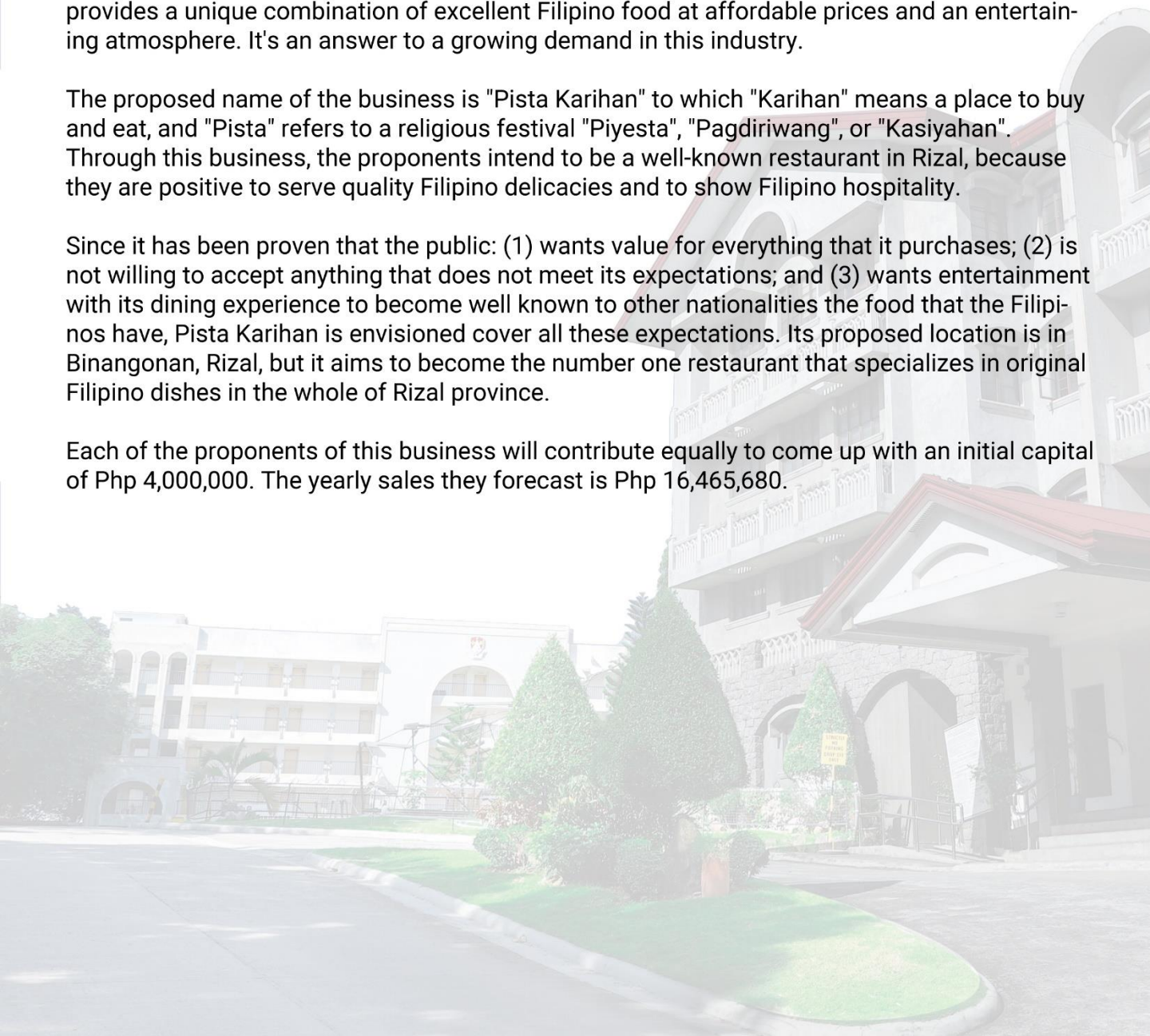
Adviser: **Punay, Ma. Lutgarda Manuela B., MBA**

This study is about the business plan for Pista Karihan. Its proposed location is at #01 BJT Compound, Sitio San Jose, Barangay Pag-asa, Binangonan, Rizal. Unlike a typical restaurant, it provides a unique combination of excellent Filipino food at affordable prices and an entertaining atmosphere. It's an answer to a growing demand in this industry.

The proposed name of the business is "Pista Karihan" to which "Karihan" means a place to buy and eat, and "Pista" refers to a religious festival "Piyesta", "Pagdiriwang", or "Kasiyahan". Through this business, the proponents intend to be a well-known restaurant in Rizal, because they are positive to serve quality Filipino delicacies and to show Filipino hospitality.

Since it has been proven that the public: (1) wants value for everything that it purchases; (2) is not willing to accept anything that does not meet its expectations; and (3) wants entertainment with its dining experience to become well known to other nationalities the food that the Filipinos have, Pista Karihan is envisioned cover all these expectations. Its proposed location is in Binangonan, Rizal, but it aims to become the number one restaurant that specializes in original Filipino dishes in the whole of Rizal province.

Each of the proponents of this business will contribute equally to come up with an initial capital of Php 4,000,000. The yearly sales they forecast is Php 16,465,680.



House of Mug Cakes

February 2017

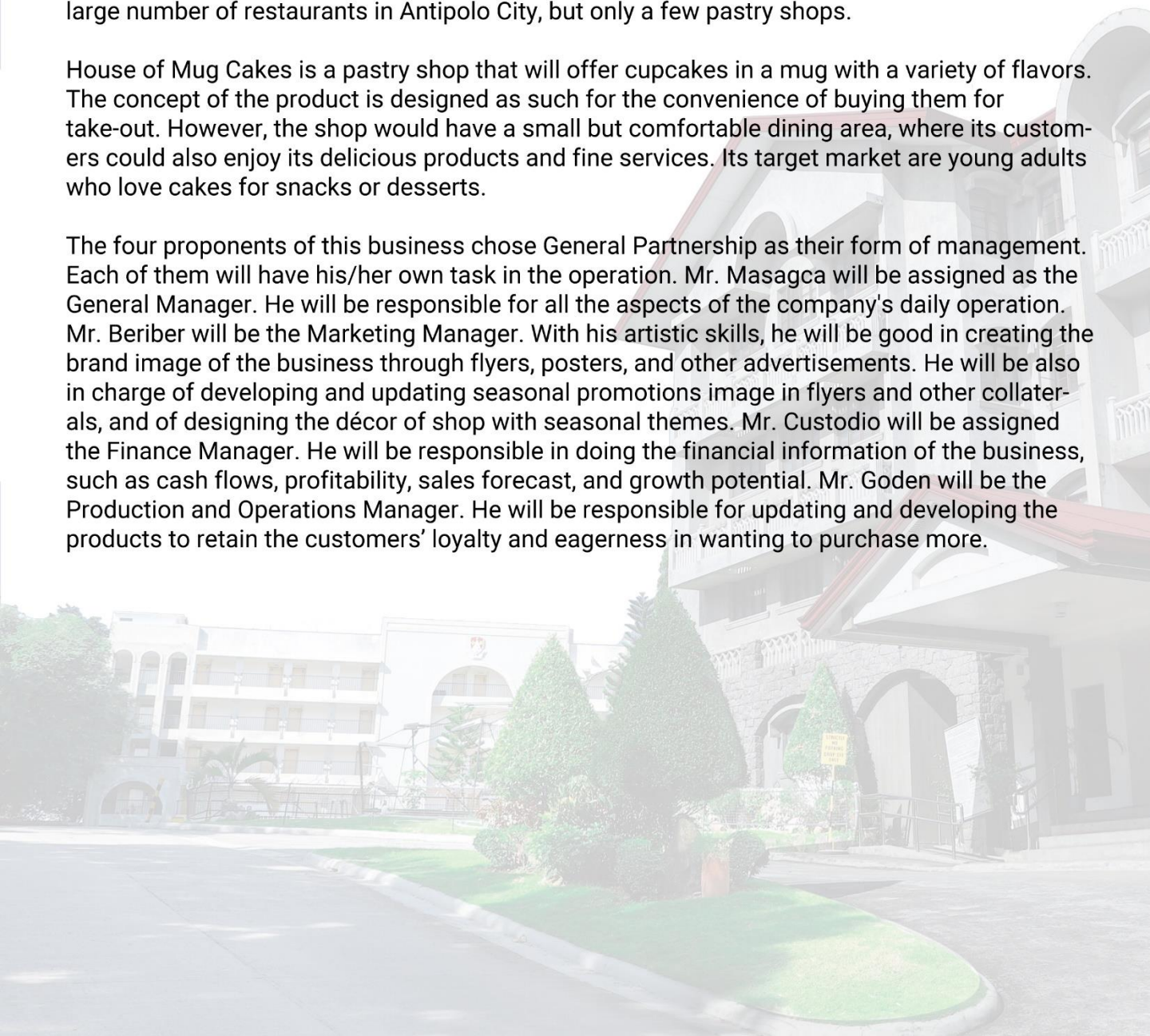
Proponents: Beriber, Kevin Patrick Ray R.
Custodio, Vincent Brian Y.
Golden, Roibinn P.
Masagca, Jojie Nino P.

Adviser: Young, Johana Karmina V., MBA

The proposed business belongs to the pastry industry particularly on desserts. Its name would be "House of Mug Cakes" and it would be a kiosk which would be placed at Robinsons Place in Antipolo City, Rizal. This site was chosen because the proponents noticed that there are quite a large number of restaurants in Antipolo City, but only a few pastry shops.

House of Mug Cakes is a pastry shop that will offer cupcakes in a mug with a variety of flavors. The concept of the product is designed as such for the convenience of buying them for take-out. However, the shop would have a small but comfortable dining area, where its customers could also enjoy its delicious products and fine services. Its target market are young adults who love cakes for snacks or desserts.

The four proponents of this business chose General Partnership as their form of management. Each of them will have his/her own task in the operation. Mr. Masagca will be assigned as the General Manager. He will be responsible for all the aspects of the company's daily operation. Mr. Beriber will be the Marketing Manager. With his artistic skills, he will be good in creating the brand image of the business through flyers, posters, and other advertisements. He will be also in charge of developing and updating seasonal promotions image in flyers and other collaterals, and of designing the décor of shop with seasonal themes. Mr. Custodio will be assigned the Finance Manager. He will be responsible in doing the financial information of the business, such as cash flows, profitability, sales forecast, and growth potential. Mr. Goden will be the Production and Operations Manager. He will be responsible for updating and developing the products to retain the customers' loyalty and eagerness in wanting to purchase more.



BC Quietude

March 2017

Proponents: Cruz, Jayvee
Ramos, Julie Ann
Senseng, Maria Jollie Anne
Vedua, Jennifer

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The business being proposed will offer products and services belonging to a food industry. It will serve an all-day breakfast with rice or bread, coffee, and tea that would serve as the main products. Moreover, as for the identity, BC Quietude shall be affordable.

The business proposed location would be in Ortigas Center, near Robinsons Galleria. The area has a variety of big and small establishments, such as call center companies, banks, networking companies, condominiums, and different kinds of food shops and restaurants. These restaurants that also serve all-day breakfasts would serve as BC Quietude's direct competitors.

BC Quietude as a simple organization shall be comprised of four proponents, the Restaurant Supervisor who will be in charge of leading and directing employees in daily operations; the Research and Development Head that will make and develop new products; the Purchasing Manager who will constantly check and order stocks; and the Finance Officer who will be in-charge in all financial aspects.

From the start of the preparation, it would take about one month for the proponents to have the business opened. BC Quietude business life span would depend on the capital margin that would be provided by the owner. Its capital would be Php 1,800,000 which would be enough to finance the establishment's initial requirements, machineries and equipment, tools and utensils, furniture and fixtures and renovation.

The business shall help contribute for environmental preservations and be a source of inspiration for ecological maintenance. It will manage proper waste disposal, trash segregation, use of environmental all-purpose cleaner, and maximum utilization of ingredients to lessen pollution.

Based on the resources gathered by the proponents, it could be positively concluded that the business shall be successful in the future. With one-year projected sales of Php 14,866,740, the business is expected to return its investment in one year and three months.

Lasa Kitchen

March 2017

Proponents: Flora, Alec Marvin
Joaquin, Joel Lenar
Ladiamora, Aljon
Limpin, Joanna Paula
Santos, Winfred
Sta. Ana, Odezza Marie

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

Lasa Kitchen is a concept restaurant designed to modernize Filipino food that will surely intrigue the guests' pallet. It would be located at Bonifacio Global City High Street, the main street retail concept in the Philippines. Simple white paint and half-glass walls would reflect the modernity, simplicity and elegance of the restaurant. The establishment would seat approximately 96 customers. Al fresco dining would also be available. The revenues would come from two elements of the restaurant operation. Lunch is expected to gather more than half of Lasa Kitchen's seating capacity. Dinner will bring more customers as foot traffic count is high during this time of the day. Expected number of guests would be around 145.

The objective of the operation is to be known in the local gastronomy scene when it comes to modern Filipino cuisine with the warmth of Filipino hospitality. Also, another primary goal is to use fresh and high-quality ingredients. The keys to success will be focused on product quality, service, and ambience.

Although there are plenty of direct and indirect competitors around and within the business area, these would not be enough to cater to more than a hundred offices, twenty-seven banks, twenty-one residential zones, seventeen car dealerships, five educational institutions, three churches, and a hospital in the same area.

Taken into consideration were the different elements that came into play, such as foot traffic count, survey results, competitors, and sales generator. Lasa Kitchen's main prospective customers are the people who reside in Bonifacio Global City. They are usually corporate executives or middle management relocated here for work assignments, with or without their families. Moreover, Bonifacio Global City plays host to large international companies, such as JP Morgan and Chase, which is considered the largest bank in the United States of America. The company has more than six thousand employees and two offices in the area. There is also Telus, an wide-ranging Business Process Outsourcing company.

The project would cost eight million pesos (Php 8,000,000), and projected earnings would be around fifty-seven million pesos (Php 57,000,000).

AMBROSIA

August 2017

Proponents: Cambal, Kyla C.
Cayabyab, Ginger Ann F.
Dela Cruz, Jirahlyn Mae P.
Fernando, Juan Gabriel B.
Paragoso, Shiela Mae G.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The objectives of the proposed business are to innovate and develop a wide variety of food, to provide a customer-friendly service, to be widely known in Antipolo City where the business will take place, to put up another branch eventually, and to achieve the return of investment. Ambrosia snack bar is a kind of establishment that aims to give a customer-crave-satisfaction with less pressure and in an easier way of management compared to establishing a fine-dining restaurant. It would be a food snacks innovation made by its aspiring owners that intends to conquer the taste of different cuisines. The proponents plan to come up with these innovated food snacks through searching popular food snacks from different online sites and make a mix-and-match to formulate a new presentation or recipe. Ambrosia is a Greek word which means "something extremely pleasing to taste".

The proponents decided to have limited partnership for the proposed business, as some of them would only be limited partners, while the others are general partners. Fifty percent of the prospective customers are at the age range of 18-25 years old, 30% are at the age range of 17 years old-below, 10% are at 26-35 years old fell, while another 10% are at 36 years old and above. This only means that the potential clients are mostly students and young professionals. Competitors of the business are Figaro, High Tide Bistro, Little House of Cheesecake, and Sega Cofi. The business will compete by offering innovative foods that are something new to the clients and create a unique form of snacks and beverages that will make them more appealing and reasonable to their prices.

The proponents will hire employees based on their qualifications that will help them in the business operation, such as a manager, a cook, a service crew, a cashier, and a dishwasher. They will make sure that all employees have the knowledge and experience when it comes to food handling and customer service. All of them will undergo trainings and seminars that will help them enhance their knowledge, skills, and attitude according to their job descriptions.

Ambrosia Snack Bar is projected to have a net income of Php 1,782,781.34 for its first year of operation; then Php 2,145,732.06 for the following year; Php 2,491,278.08 for its third year; Php 2,854,204.94 for the fourth year; and it will increase to Php 3,201,939.20 for its fifth year.

Trouvaille

August 2017

Proponents: Borja, Sara Jane D.
Ceñidoza, Monica Joy M.
Enriquez, Jesy Mae A.
Jontilano, Jeurenz B.
Pecson, Gia Isabelle H.
Sanga, Celine Kyle DS.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The proposed name of the business is Trouvaille. It would be a movie theater, the first of its kind in Mandaluyong City, and it would offer a fusion cuisine of Mexican and Filipino food for its specialty. Its mission is to give its customers a refreshing and relaxing environment to unwind from their stressful days at school and at work.

Trouvaille would be located at the Greenfield District of Mandaluyong City. All of its proponent-partners will be taking management roles for its business operation. Ms. Pecson will be the General Manager; Ms. Enriquez, the Assistant Manager; Ms. Jontilano, the Financial Manager; Ms. Sanga, the Marketing Manager; Ms. Ceñidoza, the Purchasing Manager; and Ms. Borja, the Human Resource Manager.

Trouvaille is aiming to have an operating line of Php 4,581,889 in order for the business to function well. Each of the general partners invested the amount of Php 824,740 while the minor partners invested Php 733,102.22 each to meet the working capital of Php 1,557,842.22. From the target opening date of the business, the expected return of investment is within five years.

Based on Trouvaille's market size and computed market area, the sales projection for its first year is P 626,562.34 with a growth rate of 25%. For the first five years, Trouvaille will be having eleven employees which consists of a store manager, a kitchen manager, a kitchen supervisor, a store supervisor, a cashier, three dining staff, three kitchen staff and a receptionist.

Some of Trouvaille's competitors are Starbucks Coffee that offers coffee and pastries, Motora Azul 1995 Café Lounge that offers Filipino cuisine, and Le Pliel that offers coffee, cakes, smoothies, and bingsu. Trouvaille's competitive advantage is the dine-in movie house theater, with its good cozy ambiance and innovative foods to offer. Customers can eat while they are seated comfortably in lounging chairs and watching a movie.

Trouvaille would seek to help the Haribon Foundation in line with its being environmentally friendly as part of its ethical responsibility and philanthropic responsibility.

Ambrosia Snack Bar

August 2017

Proponents: Gabuyog, Mikke F.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The Ambrosia Snack Bar is a seventy sq. meter snack bar which belongs to food and beverage industry that could accommodate 20 people. Its vision is to be known as one of the best-selling snack bars which offers unique food products and made to collaborate with the events and catering services in terms of providing unique snacks; and has a mission of providing the best quality and reasonably priced products. It has a limited partnership form of management with half a million pesos worth of capital.

The Ambrosia Snack Bar would be located at Circumferential Rd. cor P. Oliveros St. Antipolo City, in a newly-built commercial space in front of Ynares Center where most of the citizens are passing by to and from their schools and work places.

Ambrosia Snack Bar would have its return on investment within two years through sales forecasts made by the proponents. This will be made possible by means of implementing intensive marketing strategies that can capture its target market.

Dicet Delish

September 2017

Proponents: Bertiz, Jerrie Vonn F.
Cerezo, Regine Mary R.
Gipulan, Diorella Mae DS.
Sambrano, Larryka Bianca P.
Tamayo, Rose Angeline A.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The proposed business is named Dicey Delish, a diner restaurant that offers nice meals, burgers, sandwiches, milkshakes and many more. It would be located in the ML Quezon Road in the quiet hills of Antipolo City at The Village Center with a total of 110 square meters consisting 46 seating capacity and owned by a limited partnership. The proposed business target market are the students of Antipolo City.

Dicey Delish would have its place at the second floor of Vista Mall wherein the customers may also enjoy the overlooking view of Antipolo City. Its ambience would be a retro classic style that is consciously imitative of trends, music, modes, fashions, or attitudes of the recent past which can make pictures taken here by customers Instagram-worthy.

On top of the comfort fast foods that the proposed business will offer, it aims to be well known for its two specialties: first is the Fegato rice (Mexican fried rice with chicken livers) with crispy fried pork belly; and second is the Curry Rice with Baby Back Ribs.

These rice meals, the ambience or the interior design of the restaurant will be Dicey Delish's competitive advantages from other restaurants in the area.

The company will have public promotions and advertisements in order to strengthen its marketing strategies and to increase its sales. Marketing strategies would include distributing flyers, installing posters and banners, posting on social media accounts, and providing frequency cards.

Dicey Delish will provide uniforms which should establish a professional business image that attracts customers. It will also promote the company and its the brand. For dining staff, women will wear dress type uniforms, aprons, and caps, while men will wear white long sleeves, black pants, aprons, and caps. All dining staff must wear white shoes. Kitchen staff, on the other hand, will wear chef jackets, chef pants, and clog shoes.

Cafe Fiatto

September 2017

Proponents: Cruz, John Lorenz S.
Garcia, John Bryan M.
Paderes, Ronald Jr. A.
Villareal, Maria Chiara B.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The Cafe Fiatto is a conceptualized business proposal that falls under the food and beverage industry. This Café would be located at JP Rizal, Barangay San Roque, Marikina City beside OTTO shoes and in front of Our Lady of the Abandoned Church with a total of 200 square meter in land area and can accommodate forty-three (43) seating capacity.

The proposed business would showcase Italian food and beverages that are in fusion with Filipino flavors and ingredients. The customers would have a totally different experience because of the rustic ambiance that would let them feel relaxed. The proponents chose "Cafe Fiatto" as the name of the business, as Fiatto came from the word "Piatto" which means cuisine and the main concept of the Cafe is to showcase Filipino cuisine, but in Italian way.

Each proponent will give an equal share of investment to have four million three hundred twenty-three thousand eight hundred forty-nine pesos and thirty-nine centavos (Php 4,323,849.39) as their initial capital with a return on investment expected to be due less than three (3) years of operation. They chose the general partnership form of management which is the most effective where all proprietors would have equal share of ownership among the business partners, and making all of them responsible for the business future profits and liabilities.

The proponents chose professionals and young professionals as their target market. Café Fiatto would be advertised using different marketing strategies, such as, posters, Facebook fan page, flyers and loyalty cards. The proponents believe that this business will be viable to the target market.

The proponents will abide to pay monetary taxes and declare the right percentage of their government obligations. The café would also support and contribute to Manila Boys Town in Marikina City as part of its charity works.

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The Crib Cafe

October 2017

Proponents: Cardinez, Katrina Bianca M.
Esenzo, Elisha May A.
Murillo, Aldrin V.
Paredes, Paul Anthony I.
Quesea, Ryan Christian M.

Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The Crib Café is the name of the proposed business which would be located at CK Square Mall in Cainta, Rizal. The store is a small-scale quick service café which specializes in different varieties of burger among other product offerings, such as pasta, rice meals, snacks, frappes, and hot and cold drinks. It will be known for its innovation in product presentation that aims to customize the flavor or taste according to the preference of each individual customer. The facility would include a 50-seating capacity area in a loft style type of dining.

In today's highly competitive environment, it is becoming more difficult to differentiate one cafe concept from the other. The Crib Cafe would make a difference by being the sole business that provides burgers, which should be extraordinary because the customers have the privilege to customize their own burgers, based on their own will and satisfaction. Its main goal is to broaden the Filipinos experience with a one-of-a-kind cafe that caters an out of this world burger chain which offers a "Do-it-Yourself" burger, with a whole lot of choiced ingredients to pour in. The patties to be used will be 100% freshly made by the owner, while all the added ingredients will come from known suppliers. Aside from the DIY burgers, a lot of special menus that are delectably good and enticing will be offered, as well.

The proponents intend for this business to be the mini scale, quick service café of choice for every kind of person. Young and old, single and dating, all will be catered. Customer's satisfaction would be the paramount objective of this café, but the employee welfare would be given equal importance. All will be treated fairly with utmost respect. Happy employees make happy guests.

Based on the projected financial statement of The Crib Cafe, with a start-up investment of Php 3,500,000 and sales projection of Php 13,640,925.35, the payback period is one year.

The proponents will commit not only to the goals and objectives of the proposed business, but also to give various contributions to the environment, to the government, and the society.

In one month and one week, from the construction of the Cafe up to the actual grand opening of the business, the proponents foresee the business becoming a success.

Big Buddies Cafe

October 2017

Proponents: **Abuan, Joshua Dominic L.**
 Aralar, Lourd Jesus S.
 De Jesus, John Raymond M.
 Layosa, Justine Cybelle R.
 Tuazon, Bernadette L.

Adviser: **Punay, Ma. Lutgarda Manuela B., MBA**

The proponents named their business “Big Buddies Café”, inspired by the large group of friends they belong to. Big Buddies Cafe would serve varieties of meals, such as rice bowls, pastas, etc. The proponents will make sure that their customers will enjoy and be satisfied with their products and service.

The business would be located at Blue Mountains Residence in Antipolo City. The area measures at 300 sqm in total, but only 110 sqm would be used by the establishment itself and the rest would be for the parking space. Its target market will be students, particularly those from the Our Lady of Fatima University and College of San Benilde, as these schools are near the proposed location.

Big Buddies Café will offer reasonably priced products since it would cater to students, and based on the average allotted budget which resulted from the market survey conducted. Distinct marketing strategies will be executed to make the business known to the public.

The proponents believe that the success of the business will depend on the effective performance of its workers. Thus, they will make sure that all people involved in the operation of Big Buddies Café, managers and staff alike, will have sufficient knowledge on their tasks and regular trainings to continuously improve their knowledge and skills. Each one of them must be fully aware of the company’s different rules and regulations, and the dos and don’ts of a business in general.

The proponents will have an investment of Php 5,400,000. Based on their financial ratio analysis, they projected for a return on investment (ROI) within one year and seven months. They are positive, not just in making the business successful, but also in helping their workers and the community.

Underbone Food Injected

November 2017

Proponents: Gallano, Christian Mari P.
Manalo, Thursday Kyle P.
Sia, Frances Minerva B.
Tecson, Ericka U.
Villanueva, Mark Gil D.

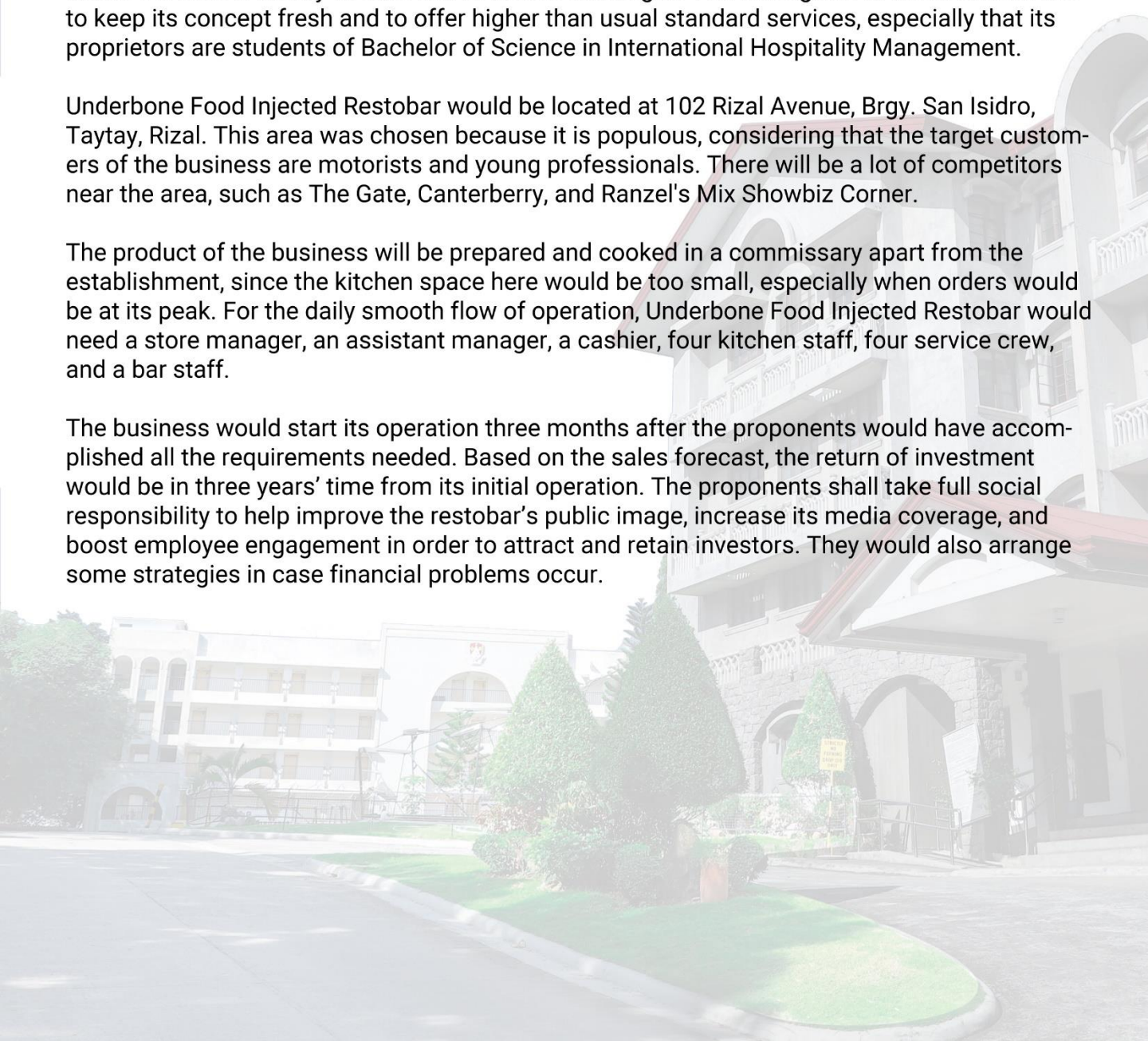
Adviser: Punay, Ma. Lutgarda Manuela B., MBA

The proposed business name is Underbone Food Injected. It is a motorcycle-themed restobar which will offer a variety of food and alcoholic beverages. The main goals of this business are to keep its concept fresh and to offer higher than usual standard services, especially that its proprietors are students of Bachelor of Science in International Hospitality Management.

Underbone Food Injected Restobar would be located at 102 Rizal Avenue, Brgy. San Isidro, Taytay, Rizal. This area was chosen because it is populous, considering that the target customers of the business are motorists and young professionals. There will be a lot of competitors near the area, such as The Gate, Canterbury, and Ranzel's Mix Showbiz Corner.

The product of the business will be prepared and cooked in a commissary apart from the establishment, since the kitchen space here would be too small, especially when orders would be at its peak. For the daily smooth flow of operation, Underbone Food Injected Restobar would need a store manager, an assistant manager, a cashier, four kitchen staff, four service crew, and a bar staff.

The business would start its operation three months after the proponents would have accomplished all the requirements needed. Based on the sales forecast, the return of investment would be in three years' time from its initial operation. The proponents shall take full social responsibility to help improve the restobar's public image, increase its media coverage, and boost employee engagement in order to attract and retain investors. They would also arrange some strategies in case financial problems occur.



Underbone Food Injected

November 2017

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Manalo, Thursday Kyle P.
Sia, Frances Minerva B.
Tecson, Ericka U.
Villanueva, Mark Gil D.

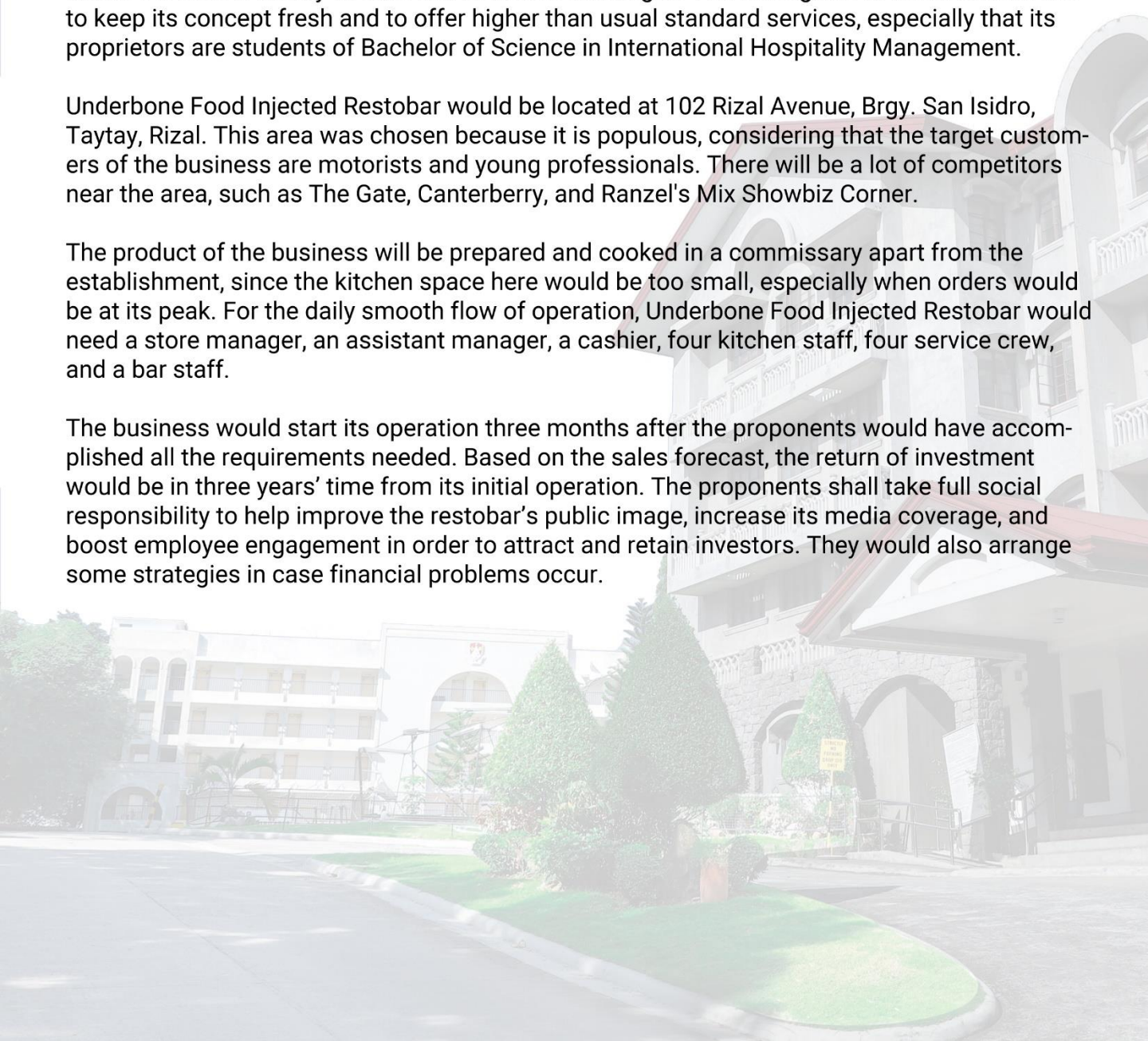
Adviser: Punay, Ma. Lutgarda Manuela B., MBA

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About the Cover

T'nalak (also spelled tinalak), is a weaving tradition of the T'boli people of South Cotabato, Philippines. T'nalak cloth is woven exclusively by women who have received the designs for the weave in their dreams, which they believe are a gift from Fu Dalu, the T'boli Goddess of abacá.

This year's cover features the craftsmanship of the different Sienans, who just like the weavers of South Cotabato, envisions their research into reality.

Academic Research and Publication Office



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