

Starting A Business



**FISHBALL
VENDING**

Starting a Business

Fish ball can be seen in any part of the city and in provinces being sold in a small mobile cart by street vendors. This kind of business ventures require small capital but can generate good profit.

I. ESTIMATED INVESTMENT COSTS

A. Cost of Utensils

Utensils	Cost
Kitchen spoon	89.00
Frying pan	52.00
Strainer	155.00
Subtotal	Php296.00

B. Equipment

Equipment	Cost
Kerosene Stove	400.00
Food Cart (wooden type with wheels)	3,500.00
Subtotal	Php3,900.00

C. Raw Materials/Ingredients Packaging Material

Raw Material	Kg.	Prices
Fish balls	1 k.	25.00

Ingredients		
Cooking Oil (2 liters/ day)	.166 liter	9.13
Kerosene Gas (1 liter/day)	.083 liter	3.50
Sweet and Sour Sauce		
Water	½ cup	
Vinegar	3 tbsp	.47
Sugar	¼ tbsp	.10
Cornstarch	1 tbsp	.42
Salt	½ tbsp	.15
Oil	2 tbsp	3.00
Catsup	3 tbsp	1.74
Siling Labuyo, chopped	1 pc	.10
Sweet Sauce		
Water	½ cup	
Soy Sauce	1 tbsp	.47
Brown Sugar	1 tbsp	.36
MSG	½ tsp	.43
Garlic Powder	2 tsp	2.74
Black Pepper	2 tsp	5.79
Subtotal		28.40

Packaging Material

Hotdog paper tray (P15 for 50pcs.)	18pcs.	5.40
Wooden Stick (P12 for 100pcs.)	18pcs.	2.16
Subtotal		7.56
Estimated Total Investment Cost		60.96

- Based on April 2009 prices.
- There are 180 pcs. of fish ball per kilo.

II. PROCEDURE

1. Select new delivery of fish balls in the wet market.
2. Place the pack of fish ball in the freezer.
3. To sell fish balls, heat oil in a frying pan before putting the raw fish ball. Deep frying is required.
4. The fish balls are cooked once they float to the surface.
5. Skewer in barbecue sticks and soak in sauce.

For the Sweet and Sour Sauce

1. In $\frac{1}{2}$ cup of water mixed all the ingredients mentioned above.
2. Put it in a pan for heating.
3. Cook until translucent texture is obtained.
4. Same procedures are to be followed in making sweet sauce.

III. ESTIMATED COSTING AND PRICING

A. Product Costing

Direct Cost

Particulars	Cost
Raw Material (1k. fishballs)	25.00
Ingredients used for 1 k.	28.40
Packaging Material	7.56
Total Direct Cost	Php 60.96

Indirect Cost

Particulars	Cost
Labor Cost (P100 per day / 12 kls.)	8.33
Transportation Cost (P50 per day/ 12 kls)	4.17
Contingency Cost (10% of Direct cost)	6.10
Total Indirect Cost	18.60

Production Cost

Particulars	Cost
Total Direct Cost	60.96
Add: Total Indirect Cost	18.60
Total over the 180 pcs. yield	79.56/180pcs.
Estimated Production Cost per pc.	.44

B. Product Pricing

Particulars	Cost
Production cost per piece	.44
Add: 10 % mark-up of the Production Cost	.04
Selling Price per piece	.48

Market Price per piece .50

FISH BALL VENDING

- The higher the volume sold per day (more than 12 kgs.), the lower the production cost, thus increasing the mark-up to more than 10%. The higher the mark-up the higher the profit margin.
- If price per piece is lower compared with the existing market price, increase mark-up to 10% or more.

IV. REGISTRATION REQUIREMENTS

1. Business Name Registration

Department of Trade and Industry (DTI) within NCR
Validity: 5 years

a. 2/F, Atrium of Makati Bldg. Makati Avenue
corner Paseo de Roxas St., Makati City
Tel. No. (632) 501.5135

b. 2/F Park N'Ride, Lawton
P. Burgos Ave., Dr. Basa St. Ermita, Manila
Tel. No. 536-7153

c. G/F Highway 54 Plaza, EDSA (across SM
Megamall), Mandaluyong City
Tel. No.: 706.1767

d. 5/F Araneta Square Mall, Monumento Circle
Caloocan City
Tel. Nos.: 332.0854/ 332.0829
Contact the Provincial Office where the business is
located.

2. Mayor's Permit/ Residence Certificate & Sanitary Permit

Contact the local municipality or city office where the
business is located.

Validity: 1 year

3. Tax Identification Number (TIN)

Bureau of Internal Revenue (BIR)
BIR National Office Bldg.
Agham Road, Diliman, Quezon City

Tel. No.: (632) 981.7000

Contact the Regional or District Office where the
business is located.

4. BFAD Certificate

Bureau of Food and Drugs (BFAD) within NCR
Civic Drive, Filinvest Corporate City Alabang,
Muntinlupa City

Tel. Nos.: (632) 807.0721/ 842.5606

Contact the Regional Office where the business is
located.

V. FINANCING

1. **GSIS Family Bank**
AIC Grande Tower, Garnet Road, Ortigas Center
Pasig City
Tel. Nos.: (632)706.0487 to 90 loc. 155
Fax No. 706.0493
(Direct lending for individual borrower)
2. **National Livelihood Development Corporation (NLDC)**
4^F, Hanston Building, F. Ortigas Jr., Road
Ortigas Center, Pasig City
Tel. Nos.: (632)914.7290 to 97 or 631.2955/57
3. **Opportunity Microfinance Bank**
OMB Building, Robinsons Homes East,
Commercial Arcade-1, Robinsons Homes East,
Circumferential Road, Barangay San Jose
Antipolo City
Tel. No.: 630.0141 local 222/229
(Direct Lending for individual borrower)
4. **People's Credit and Finance Corporation**
2F, Accelerando Bldg., 395 Sen. Gil Puyat Avenue
Makati City
Tel. No.: (632) 752.3745 local 130
(Retail Lending is through partner microfinance institutions.)
5. **Philippine Microenterprise Development Foundation (PMDF)**
G/F Melendres Bldg., F. Manalo St., Pasig City
Tel. No.: (632)641.2207/ 642.3895
(Direct Lending for group borrower)
6. **Small Business Corporation**
17^F and 18th /F, Antel Corporation Centre,
139 Valero Street, Salcedo Village, Makati City
Tel. No.: (632)751.1888
Fax Nos. (632) 894.1677 / 813.5726
(Direcy lending for individual borrower with an asset size of P500,000-P1M)

VI. TECHNICAL INSTITUTIONS

- 1. Department of Trade and Industry – Cottage Industry Technology Center (DTI-CITC)**
20 Russet St., SSS Village, Marikina City
Tel. Nos.: (632) 942.3974/ 948.2875/ 941.4516
Fax : (632) 942.0107
Email : citc_dti@yahoo.com
- 2. Department of Science and Technology – Science and Technology Information Institute (DOST-STII)**
Gen. Santos Ave. Upper Bicutan, Taguig, Metro Manila
Tel. Nos.: (632) 837.2191 to 95
Telefax: (632) 837.7520
Website: www.stii.gov.ph
- 3. Technology Resource Center (TRC)**
103 J. Abad Santos St.
Little Baguio, San Juan
Tel. No.: 727.6205 loc. 200
Website: www.trc.dost.gov.ph
- 4. Ultima Entrepinoy**
Nutrition Foundation of the Philippines Bldg.
107 E. Rodriguez Sr. Avenue, Quezon City
Tel. Nos.: 742.7866/ 411.1349/ 742.0826