

Starting A Business



**HOME BAKESHOP:
PANDESAL**

Starting a Business

Pandesal is a Spanish word for "salt bread". It is a rounded bread usually eaten by Filipinos during breakfast. It is made of flour, eggs, lard, yeast, sugar, and salt. It has a soft, powdery texture, and is eaten in a number of ways combined with sandwich spreads. Despite the literal meaning of its name, the taste of *pandesal* varies from bland to slightly sweet.

I. ESTIMATED INVESTMENT COST

A. Cost of Utensils*

Utensils	Cost
Measuring cups/ spoons (plastic or stainless steel)	P 70.00
Spatula	49.00
Stainless bowl # 32 (2 pcs.)	260.00
Dough cutter	53.50
Plancha	64.75
Cheesecloth	25.50
Subtotal	P 522.75

B. Equipment*

Equipment	Cost
Weighing scale	P 379.00
Dough kneader	83,853.00
Oven (8planza thermostat)	45,738.00
Working table	15,246.00
Subtotal	P 145,216.00

C. Raw Materials/Ingredients*

Item	Baker's %	Kilogram s	Cost
Bread flour	100	30 kg.	1,128.00
Water	55	500 g	-
Refined sugar	18	120 g	186.00
Vegetable shortening	5	50 g	84.00
Salt	1	10 g	60.00
Instant yeast	19	7 g	69.00
Bread crumbs		.25g	45.00
Sub-total			P1,572.00

Estimated Total Investment Cost	P147,310.75
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* Based on February 2009 prices.

II. PROCEDURE

One of the methods in bread making is the straight-dough method. The procedures are simple and can be done in your own home.

1. Preheat oven at 175°C.
2. Mix all ingredients.
3. Knead the dough, place in bowl, cover with damp cheesecloth and leave for two hours.
4. Punch dough to remove air.
5. Divide the dough into 16 equal portions (about 550 g. per piece).
6. Form each dough piece with approximate length of 30 inches and roll in breadcrumbs.
7. Rest dough for 45 minutes.
8. Cut dough into 20 equal portions (about 27.5 g. per piece).
9. Roll in breadcrumbs and arrange on baking trays in cut side up manner.
10. Proof until double in size in warm and moist proofing cabinet (about 32-34°C with 85% relative humidity).
11. Bake for 12-15 minutes or until golden brown.

III. ESTIMATED COSTING AND PRICING

A. Product Costing

Direct Cost

<i>Particulars</i>	<i>Cost</i>
Raw Materials (30kg. flour)	P 1,128.00
Ingredients used	444.00
Total Direct Cost per kilogram	P 1,572.00

Indirect Cost

<i>Particulars</i>	<i>Cost</i>
Labor Cost (P382/day based on minimum wage)	P382.00
Transportation Cost	100.00
Water and Electricity	100.00
Contingency Cost (10% of direct cost)	157.00
Total Indirect Cost per kilogram	P739.00

Production Cost

<i>Particulars</i>	<i>Cost</i>
Total Direct Cost	P 1,572.00
Add: Total Indirect Cost	739.00
Total over the 2,700 pcs. yield	2,311/ 2,700
Production Cost per kilogram	P .86

- Finished product will result in 2,700 pcs. of *pandesal*.

HOME BAKESHOP: PANDESAL

B. Product Pricing

Production cost per kg. P .86

Add: 10% markup of the production cost .09

Selling price per piece .95

Market price per piece P1.00

* *The higher the volume of production per day (i.e., more than 2,700 pcs.), the lower the production cost, thus increasing the markup to more than 10%.*

* *If price per kilogram. is lower compared with the existing market price, increase the markup to more than 10%.*

IV. REGISTRATION REQUIREMENTS

1. Business Name Registration

Department of Trade and Industry (DTI) within NCR

a) 2/F, Atrium of Makati Bldg. Makati Avenue
corner Paseo de Roxas St., Makati City
Tel. No. (632) 864.0847 / 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, Kaloocan City
Tel. Nos. 332.0854 / 332.0829

DTI Provincial Office where the business is located.

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

Municipality or City where the business is located.

3. Tax Identification Number (TIN)

Bureau of Internal Revenue (BIR)

BIR National Office Bldg., Agham Road, Diliman
Quezon City

Tel. No.: (632) 981.7000

BIR 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

BFAD Regional Office where the business is located.

V. FINANCING

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)

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

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)

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.)

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)

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
(Direct lending for individual borrower with an asset size
of P500,000-P1M)

VI. TECHNICAL ASSISTANCE

Department of Trade and Industry – Cottage Industry Technology Center (DTI-CITC)

20 Russet St., SSS Village, Marikina City
Tel. No.: (632) 942.3974/ 948.2875/ 941.4516
Fax : (632) 942.0107
Email : citc_dti@yahoo.com

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
www.stii.gov.ph

Technology Resource Center (TRC)

103 J. Abad Santos St.,
Little Baguio, San Juan, Metro Manila
Tel. No.: 727.6205 loc. 200
www.trc.dost.gov.ph

Ultima Entrepinoy

Nutrition Foundation of the Philippines Bldg.
107 E. Rodriguez Sr. Avenue, Quezon City
Tel. Nos.: 742.7866/ 411.1349/ 742.0826



BUREAU OF MICRO, SMALL AND MEDIUM ENTERPRISE DEVELOPMENT (BMSMED)

5/F, Trade and Industry Building
361 Sen. Gil J. Puyat Ave. Makati City
Tel. Nos.: (02) 897.1693 / 897.7596 / 890.4968
Fax No.: (02) 896.7916 ♦ Email: bmsmed@dti.gov.ph
www.dti.gov.ph