

Starting A Business



HOW TO MAKE TOMATO CATSUP

Starting a Business

Ketchup, (spelled as catsup or catchup) also known as tomato ketchup, tomato sauce, or red sauce, is a condiment usually made from tomatoes. It started as a general term for sauce, typically made of mushrooms or fish brine with herbs and spices called "Ke Tsiap".

Tomato is classified as a vegetable. However, botanically speaking, tomato is a fruit of the tomato vine. Hence, tomato is both a vegetable and a fruit.

I. ESTIMATED INVESTMENT COSTS

A. Estimated Cost of Utensils

Utensil	Cost
Stainless/enamel kettle	P800.00
Measuring cups and spoons	70.00
Chopping board	60.00
Knife	140.00
Strainer	155.00
Wooden ladle	52.00
Casserole	220.00
Colander	90.00
Juice extractor (optional)	5,000.00
TOTAL	P6,587.00

B. Estimated Cost of Packaging Material

Item	Cost
330 ml. bottle	P12.50
Cap sealer (100 pcs./P20)	.20
Total	P12.70

C. Estimated Cost of Raw Materials/Ingredients

ITEM	PRICE
4 liters tomato pulp (approximately 5 kls.)	41.95*
4 cups sugar	34.32
1/2 tsp. cinnamon powder	1.18
1/2 tsp. pepper powder	1.45
1/2 tsp. cloves powder	1.28
1/2 tsp. paprika	1.28
1/2 cup fresh onions	1.65
2 cups vinegar (4.5% acidity)	14.40
2 tsp. sodium benzoate (optional)	.39
3 tbsp. cornstarch dissolved in 1 cup water	2.70
Total for estimated 13 (330 g.) bottles	100.60
Cost per 1 (330 g.) bottle	Php7.74

* Prices of tomatoes are based on prevailing **wholesale price** in Divisoria Market.

* Prices of tomatoes vary due to season, climate change, among others.

II. PROCEDURE

1. Select and wash ripe fleshy red tomatoes.
2. Blanch tomatoes for 30 seconds, transfer into cold water, peel and cut into halves (crosswise).
3. Remove the seeds and chop the pulp into small pieces. Strain the remaining seeds thru a fine mesh screen of strainer (if available, use a juice extractor).
4. Mix the juice with the pulp.
5. For every four 4 liters of pulp, add the following: 4 cups sugar, 1/2 tsp cinnamon powder, 1/2 tsp. pepper powder, 1/2 tsp. cloves powder, 1/2 tsp. paprika, 1/2 cup fresh onions, and then blend.
6. Place the mixture into a kettle and cook for 1/2 to 2 hours over low fire, stirring constantly to avoid scorching, or until the right consistency for ketchup is reached.
7. Add 2 cups vinegar and 2 tsp. sodium benzoate (optional) until nearly cooked.
8. Add cornstarch (3 tbsp. cornstarch dissolved in 1 cup water).
9. Pour while hot in sterilized bottles leaving 1/2 inch headspace.
10. Seal and cool. Label.

TOMATO KETCHUP

III. ESTIMATED COSTING AND PRICING

A. Estimated Product Costing per month

Particulars	Cost
Raw materials/Ingredients (P7.74 x 39 bottles per 2 hrs x 4 production a day x 22 days)	P26,563.68
Packaging material P12.70 per bottle x 156 x 22 days)	43,586.40
Labor (P382/minimum day wage x 22 days)	8,404.00
Total Direct Cost	P78,554.08

A.1 Estimated Direct Cost

Particulars	Cost
LPG, 11 kilos / 2 months	P250.00
Water	150.00
Electricity	300.00
Contingency (10% of the direct cost)	7,855.41
Total Indirect Direct Cost	P8,555.41

A.2 Estimated Indirect Cost

Particulars	Cost
Total Direct Cost	P78,554.08
Add: Total Indirect Cost	7,855.41
Production Cost for approximately 3,432 bottles per month	P87,109.49

A.3 Estimated Production Cost

Particulars	Cost
Production cost per 1 bottle	Php25.38
20% mark-up of the Production cost	5.08
Suggested Market Price per Bottle (330g.)	Php30.46

B. Estimated Product Pricing

Market Price of tomato ketchup: from P18.00 (250g .pouch) to P40.85 (567g. bottle), as of March 2009.

Figures used in this computation are based on February 2009 National Capital Region (NCR) prices and may vary from actual operation of the business.

V. REGISTRATION REQUIREMENTS

Business Name Registration

Department of Trade and Industry (DTI)

Contact the DTI Office in the province where the business is located or log on to www.bnrs.dti.gov.ph for online registration.

Validity: 5 years

For National Capital Region (NCR):

Area 1 Office-Manila, Pasay, Paranaque
2/F, Atrium of Makati Bldg., Makati Ave.,
corner Paseo de Roxas St., Makati City
Tel. No.: (632) 501.5135

Area 2 Office-Makati, Las Piñas, Muntinlupa, Pateros,
Pasig, Taguig
2/F Park N' Ride, Lawton
P. Burgos Ave., Dr. Basa St. Ermita, Manila

Area 3 Office-Mandaluyong, Quezon City,
San Juan, Marikina
G/F Highway 54 Plaza
EDSA, Mandaluyong City
Tel. No.: (632) 706.1767

Area 4 Office-Caloocan, Malabon, Navotas, Valenzuela
5/F Araneta Square Mall
Monumento Circle, Kalookan City
Tel. Nos.: (032) 332.0854 / 332.0829

Mayor's Permit

Contact the Municipality or City Hall in the area where the business is located.

Tax Identification Number

Bureau of Internal Revenue (BIR)

Contact the BIR in the region or district where the business is located.

Bureau of Food and Drugs (BFAD)

Civic Drive, Filinvest Corporate City

Alabang, Muntinlupa City

Tel. Nos.: (632) 807.0721 / 842.5606

Email: bfad@bfad.gov.ph

Website: www.bfad.gov.ph

Contact the regional office where the business is located.

VI. FINANCING

People's Credit and Finance Corporation (PCFC)

(through its Program Partners or Micro Finance Institutions)

2/F, Accelerando Building

395 Sen. Gil J. Puyat Avenue, Makati City

Tel. No.: (632) 897.8521 / 752.3745

Fax No.: (632) 325.0449/48

www.pcfc.gov.ph

VII. TECHNICAL ASSISTANCE

Technology Resource Center

TLRC Building, 103 J. Abad Santos corner
Lopez Jaena Streets, Little Baguio, San Juan, Metro Manila
Tel. No.: (632) 727.6205 loc. 200
Fax No.: (632) 721.0063
www.trc.gov.ph

Department of Agriculture-Bureau of Plant Industry Laboratory Services Division, Food Processing Section

692 San Andres Street, Malate, Manila
Tel. Nos.: (632) 524.0779 / 525.7909 / 525.7658 / 521.9291
Fax No.: (632) 521.7650
Email Address: cu.bpi@da.gov.ph

Department of Trade and Industry - Philippine Trade Training Center (DTI-PTTC)

International Trade Center Complex
PTTC Building, Roxas Boulevard
corner Sen. Gil J. Puyat Avenue, Pasay City
Hotline No.: (632) 468.8969
Fax No.: (632) 834.1343
Email Address: info@pttc.gov.ph
<http://www.pttc.gov.ph/home.php>

Department of Trade and Industry - Product Development and Design Center of the Philippines

PDDCP Building, CCP Complex
Roxas Boulevard, Pasay City
Tel. Nos.: (632) 832.1112 to 19
Fax No.: (632) 832.3649
Email Address: pddcp@mozcom.com/pddcp@dti.gov.ph
<http://www.info.com.ph/%7Epddcp/>

Department of Science and Technology - The Packaging R & D Center

DOST Compound, General Santos Avenue
Bicutan, Taguig City
Tel. Nos.: (632) 837.2071 to 82 local 2271
TeleFax No.: (632) 837.7530
Email Address: packaging@dost.gov.ph
<http://itdi.dost.gov.ph/>

Source of Packaging Materials

Synergos Management, Inc.

Union Welcome Rotonda Service Center
33 Quezon Avenue, Brgy. Lourdes, Quezon City
Tel. No.: (632) 712.7030
Telefax: (632) 711.0257



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