

# **HERBANA CARIAE**

**Enterprise Development Project Manuscript  
Submitted to the Faculty of College of Economics,  
Management and Development Studies  
Cavite State University  
Indang, Cavite**

**In partial fulfillment  
of the requirements for the Degree of  
Bachelor of Science in Business Management**

**ERIKA AIRA-DALATEN  
GELLIMAE S. JUNGCO  
CATHRINE A. PANGANIBAN  
June 2019**

# HERBANA CARIAE

Enterprise Development Project Manuscript  
Submitted to the faculty of College of Economics,  
Management and Development Studies  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the Degrees of  
Bachelor of Science in Business Management



**ERIKA AIRA DALATEN**  
**GELLIMAE S. JUNGCO**  
**CATHRINE A. PANGANIBAN**  
June 2019

## ABSTRACT

**DALATEN, ERIKA AIRA, JUNGCO, GELLIMAE S., PANGANIBAN, CATHRINE A., Herbana Cariae.** Entrepreneurial Development Project. Bachelor of Science in Business Management major in Marketing Management. Cavite State University. Indang, Cavite. June 2019. Adviser: Ms. Tania Marie P. Melo.

Herbana Cariae is a local business that aimed to produce chemical-free roller blend essential oils and camphor-free inhalers. These products help people to live healthier and encourage them to help the environment by using natural and organic products. The enterprise offered twelve varieties of roller blend essential oils and two varieties of inhalers that were formulated by the owners.

The business was operated by Ms. Erika Aira Dalaten, Ms. Gellimae S. Jungco, and Ms. Cathrine A. Panganiban in the form of partnership and used business-to-business (B2B), business-to-customer (B2C), direct, and indirect distribution channels. The business production area was located at Block 15 Lot 22 23<sup>rd</sup> Street Phase A Istana Subdivision Malagasang 1-E Imus City, Cavite.

The business operated from January 21, 2019 to April 18, 2019 with an initial capital of P30,000.00 equally shared by the entrepreneurs. The capital was used in purchasing direct materials, indirect materials, promotion expense, packaging supplies and office supplies needed in the operation of the business.

The business generated sales amounting to P39,105.00 and had a net income of P17,657.23 during its 88 days of operation.



## TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA .....	ii
ACKNOWLEDGEMENT .....	v
ABSTRACT .....	x
LIST OF TABLES .....	xiii
LIST OF FIGURES .....	xiv
LIST OF APPENDIX FIGURES .....	xv
LIST OF APPENDICES .....	xvi
INTRODUCTION .....	1
Nature of the project .....	2
Description of the logo .....	3
Objectives of the project .....	5
Time and place of the project .....	5
DESCRIPTION OF THE ENTERPRISE .....	6
Location and lay-out of the project .....	6
Organization and management .....	6
Timetable of activities .....	10
Production .....	10
Procurement of raw materials, tools and office supplies .....	11
Production process .....	14
Production cost per unit .....	17
Production summary .....	20
Marketing .....	24
Products .....	24
Price .....	28
Place .....	29

Promotion .....	29
<b>FINANCIAL ANALYSIS .....</b>	<b>31</b>
Sales summary .....	32
Financial statement.....	34
Statement of income .....	34
Statement of financial position .....	35
Statement of cash flow.....	36
Statement of change in partner equity .....	37
Financial Ratios.....	38
<b>PROBLEMS, SOLUTIONS, AND INSIGHTS .....</b>	<b>41</b>
Problems and solutions.....	41
Insights .....	42
<b>SUMMARY AND RECOMMENDATION .....</b>	<b>43</b>
Summary .....	43
Recommendation .....	44
<b>REFERENCE .....</b>	<b>45</b>
<b>APPENDIX FIGURES .....</b>	<b>46</b>
<b>APPENDICES .....</b>	<b>59</b>

## LIST OF TABLES

Table	Page
1 Timetable of activities.....	12
2 Total cost initial of procurements of direct materials, indirect materials, tools and office supplies.....	13
3 Production cost per unit, Herbana Cariae Roller Blends.....	17
4 Production cost per unit, Herbana Cariae Inhalers.....	19
5 Production summary.....	20
6 Beginning inventory, purchased, production, and ending inventory for the first month.....	21
7 Beginning inventory, purchased, production, and ending inventory for the second month.....	22
8 Beginning inventory, purchased, production, and ending inventory for the third month.....	23
9 Product description of Herbana Cariae Roller Blend Essential Oils & Inhalers.....	25
10 Wholesale Price of Herbana Cariae Roller Blend Essential Oils and Inhalers.....	28
11 Retail Price of Herbana Cariae Roller Blend Essential Oils and Inhalers.....	28
12 Price of Roller Blend Essential Oils sold by the other sellers.....	29
13 Marketing strategies.....	30
14 Retail sales summary.....	32
15 Wholesale sales summary.....	32
16 Finished goods inventory summary.....	33
17 Initial capital breakdown.....	33
18 Statement of income.....	34
19 Statement of financial position.....	35
20 Statement of cash flow.....	36
21 Statement of changes in partner's equity.....	37

LIST OF FIGURES

Figure		Page
1	Herbana Cariae logo.....	4
2	Location map of Herbana Cariae.....	7
3	Lay-out of Herbana Cariae production area.....	8
4	Organization structure.....	9
5	Process of flow chart, Herbana Cariae Roller Blends.....	15
6	Process of flow chart, Herbana Cariae Inhalers .....	16

## LIST OF APPENDIX FIGURES

<b>Appendix Figures</b>		<b>Page</b>
1	Herbana Cariae logo.....	47
2	The entrepreneurs.....	49
3	Sample products.....	51
4	EDP store.....	53
5	Facebook and Instagram page of Herbana Cariae.....	55
6	Herbana Cariae flyers.....	57



## LIST OF APPENDICES

<b>Appendix</b>		<b>Page</b>
1	Request for adviser and technical critic.....	60
2	Title approval sheet.....	62
3	Request for oral review of proposal.....	64
4	Approval sheet for proposal.....	66
5	Request for oral review of manuscript.....	68
6	Routing Slip.....	70
7	Passbook.....	72
8	Auditor's report.....	74

# **HERBANA CARIAE**

**Erika Aira Dalaten  
Gellimae S. Jungco  
Cathrine A. Panganiban**

---

An Enterprise Development Project manuscript submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution No. 2019-052E. Prepared under the supervision of Ms. Tania Marie P. Melo.

---

## **INTRODUCTION**

Talking about the choices of every household on looking for the perfect support for such ailments that is powerful has expanded. Some people still use the ancient medication that is also called as "herbalism", in which people use clay, plants, and soils as healing support or healing agents. Nowadays, most of the people use soothing balms or heat rubs to make this as a support or to relieve stiffness and pains in their bodies. According to Bengué (1995), these liniments are used to temporarily relieve muscle and joint pain that is associated with such bone problems like arthritis, bruises, simple backaches, sprains and strains.

Due to the expanding population of liniments, chemicals are involved that may cause harm such as the methyl salicylate that is the active analgesic ingredient in some heat-rub products and this can be toxic if they are used in excess. Heating pads are not also recommended to use with heat rubs, because the added warmth may cause over absorption of the active ingredients (Cerner Multum, Inc., 1998).

Each individual has its main goal to find the best for their families or for their loved ones that does not give any harm and also to find a product that will meet their needs and wants. Regarding this, essential oils, the root of today's pharmaceuticals,