OBJECTIVES

a) To determine the name of the business

b) To identify the uses and benefits of the products to the consumers.

c) To determine the strength, weaknesses, opportunities and threats.

d) To determine the target market of the business.

e) To identify the competitors of the "Doble de Sombrero" in the market world.

f) To provide marketing programs for the improvement of the business.

g) To learn the promotional strategy to be use in promoting their products.

h) To prepare the basis of the pricing strategy.

PRE OPERATING PERIODS

The start-up process is the application of different documents, licenses and the registration before they start operating the business. They also determine the location of the "JAMCAP Store", the address will be on A8 Sixto Castillo Street Barangay 7, Poblacion 3, Tanauan City, Batangas. The proponents will also prepare all the materials needed in building the business as well as the soon to be

START OF OPERATION OF BUSINESS

All equipment's and machines are ready, employees are already allocated in their area of expertise, they organized the techniques and strategies too so the proponents decided to start operating the business since they are all prepared to enter the chaotic world of market in a competitive manner.

FORMS OF BUSINESS ORGANIZATION

The business organization is the construction of business itself, the commercial and industrialized enterprise and the people who constitute it. In choosing what business to operate they first consider the nature of the business, the volume, the size of the market, the amount of capital and the degree of control by the owners.

The JAMCAP enterprises is a kind of partnership organization wherein it is owned by three person namely Julie, Ana Marie and Luigi Angelo. Partnership is defined as "two or more individuals created in the formed of contract, the firms' means partners and the partner means the firm. They are into a general partnership whereas each partner takes part of the responsibility and management of the organization. The good thing about general partnership is that they don't have to pay income tax because they can filled it as personal income tax return, business is easy to establish in this kind of partnership, there is an ability to raise funds, wider pool knowledge, skills and contacts. The three of them agreed to the terms and conditions of managing and operating the business which includes their duties and responsibilities and also in terms of decision making, capital contribution, the liabilities, deductions of taxes and the fair distribution of profit.

Advantages of Partnership

- Capital – the partners will fund the business with start-up capital. As the number of partners increases then there is a possibility that there will be more money to be put in the business. The flow of the business will become flexible and there will be continues growth. There's also a big possibility that more profit will be generate since more money will be invest in the business and that profit will be equally divided to the members.
- Flexibility – since they are only three, decision making won't take too much time, it would be easier for them to form, operate, manage and run the business. Less strictly as compare to other kind of organization in terms of laws that governs the business itself as long as the partners agree to the agreement.
- Shared Responsibility –members of the organization must be assigned to their area of expertise. If one is good in managing people then he will be assigned in the human resource department or the manager of the business, if he is good in accounting then he will be assigned in the computation of taxes, budgeting and recording of financial aspects of the business. And if the member is good in designs and arts and knows sales talk then he will be the sales person of the business.

- Decision Making – the last step right after members do some brainstorming, each of them must provide solutions to every problems that they will encounter they must know the advantages the disadvantages and the possibilities in order to end up on good decision making, numerous plans must be always ready so they won't end up on difficult situation.

Disadvantages of Partnership

- Disagreements – disagreements between partners are one of the major problem in partnership. People are different they have different ideas and point of views in running the business, who will do the task, how duties and responsibilities will be divided and the assurance that their money will grow. That's why every member must be aware to the procedures that they are going to do right after they can't handle the disagreement anymore.
- Liability – in some cases, unlimited liability are always present in every organization, for every liability each members are subject to the terms and conditions of payment and the possible risk that they will going to encounter.
- Taxation – another major disadvantages of partnership is the rules in taxation laws wherein every partners must pay tax in the same way as sole traders, each submitting a *Self-Assessment* tax return each year. They are also required to register as self-employed with HM Revenue

Sales manager	1	Forecasting and predicting the sales, sales team and sales goals of the organization
Accounting manager	1	Establishes financial status by developing and implementing systems for collecting, analyzing and verifying financial information.
Worker (Seamstress)	6	Responsible in sewing any fabric, some alterations, sew visors, lining, underlining and interlining.
Total	**9**	

Every employer must give his employees not less than 60 minutes time-off for their regular meals. During day shifts this is usually at 12:00pm.

Night shift differential

Every employee shall be paid a night shift differential of not less than 10% of his regular wage for each hour of work performed between 10:00pm and 6:00am.

Overtime work

Work may be performed beyond eight hours a day provided that the employee is paid for the overtime work, an additional compensation equivalent to his regular wage plus at least 25% thereof. Work performed beyond eight hours on a holiday or rest day shall be paid an additional compensation equivalent to the rate of the first eight hours on a holiday or rest day plus at least 30% thereof.

Undertime not offset by overtime

Undertime work on any particular day shall not be offset by overtime work on any other day. Permission given to the employee to go on leave on some other day of the week shall not exempt the employer from paying the additional compensation required.

Record of Attendance

1. To record the time that the employee spend in the workplace, he is required to use the prescribed attendance recording system (e.g., biometric clock) at the

b. Performance-Based Bonus - an employee may be granted this bonus based on his office and his productivity and performance.

c. Loyalty Incentive Reward - an employees shall be entitled to receive this reward if he had rendered a minimum of 10 years continuous and satisfactory service and a multiple of 5 years of service thereafter in the Department. Likewise, he shall be granted with the Loyalty Incentive Reward if he had rendered at least 25 years of continuous and satisfactory service in the Department.

d. Length of Service Incentive Reward (Salary Step Increment) - an employee shall be given this reward if he had rendered at least 3 years of continuous satisfactory service in a particular position.

Sick Leave - It shall be used in case of the dependent's illness

Vacation Leave - It shall be used if an employee would like to take a respite from the work.

Forced/mandatory Leave -If an employee have at least 10 days' vacation leave credits he shall be required to go on vacation leave whether consecutively or intermittently for 5 working days annually. This leave shall be automatically forfeited at the end of the year if not used.

Special Privilege Leave - if an employee have rendered at least 6 months of government service, he may enjoy special privilege leave to mark personal milestones and/or attend to filial and domestic responsibilities for a maximum of 3 days in a given year.