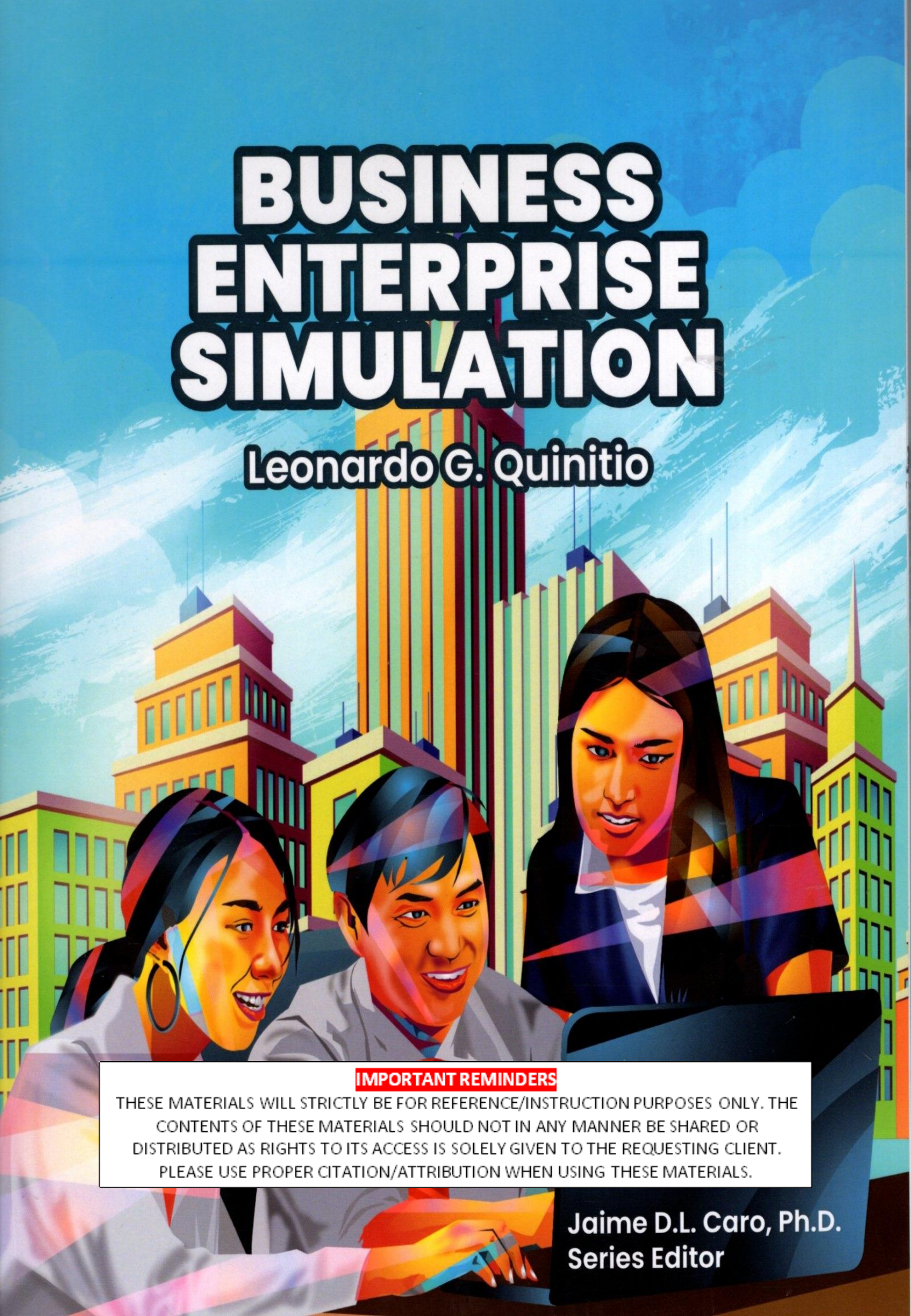


# BUSINESS ENTERPRISE SIMULATION

The background of the cover features a vibrant, stylized illustration of three business professionals. In the foreground, a woman with long dark hair and large hoop earrings, a man with short dark hair, and another woman with long dark hair are gathered around a laptop. They are all looking at the screen with interest and smiles. The background shows a city skyline with several tall buildings in various colors like yellow, orange, and green, set against a blue sky with white clouds.

Leonardo G. Quinitio

## IMPORTANT REMINDERS

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.

Jaime D.L. Caro, Ph.D.  
Series Editor



# TABLE OF CONTENTS

## MODULE 1: What Do I Remember About Business Enterprise and the Business Plan?

### LESSON 1: How Does a Business Start?

Classification of Businesses According to Ownership	6
Classification of Businesses According to Size and Capitalization	6
Generating Business Ideas	7
Screening Your Business Idea	8
Business Registration	9

### LESSON 2: What Is a Marketing Plan?

13

### LESSON 3: What Is an Operations Plan?

21

### LESSON 4: What Is a Human Resource Plan?

33

### LESSON 5: What Is a Financial Plan?

41

## MODULE 2: How Do I Put A Comprehensive Business Plan Together?

47

### LESSON 6: What New Product or Service Will I Sell, How, and to Whom?

51

Generating Business Ideas	51
Screening Your Business Idea	52
Defining Your Marketing Mix	53
Branding	56
Sales Forecast	57

<b>LESSON 7: How Will I Produce, Manufacture, or Craft My Product or Service?</b>	<b>61</b>
Product or Service Specifications	61
Product Illustration or Picture	62
Process Flow	63
Raw Materials	63
Suppliers	64
Equipment	65
Furniture and Fixtures	66
Utilities	66
Plant	66
<b>LESSON 8: How Will I Organize My Working Team?</b>	<b>71</b>
Manpower Requirements	71
Contractual Positions	72
Organizational Chart	73
Organizational Culture	74
<b>LESSON 9: Where Will I Get Capital, How Much Are My Costs and Potential Earnings?</b>	<b>79</b>
Projected Capital Expenses	80
Sources of Capital	85
Sales Projection	85
<b>LESSON 10: How Should I Write My Business Plan?</b>	<b>91</b>
Executive Summary	92
Company Description	92
Marketing Plan	93
Operations Plan	96
Human Resource Plan	102
Financial Plan	105

<b>MODULE 3: How Does It Feel Like To Be In Business?</b>	<b>117</b>
<b>LESSON 11: How Is a Business Team Managed?</b>	<b>121</b>
<b>LESSON 12: How Are Finances of a Business Managed?</b>	<b>125</b>
<b>LESSON 13: How Are the Production Operations of a Business Managed?</b>	<b>135</b>
<b>LESSON 14: How Are We Going to Market and Sell?</b>	<b>145</b>
<b>LESSON 15: How Do We Keep Records and How Do We Use Them To Improve Our Business?</b>	<b>157</b>
<b>MODULE 4: How Did We Fare? How Do We Push Our Business Forward?</b>	<b>159</b>
<b>LESSON 16 How Should We Improve Our Business?</b>	<b>161</b>
<b>KEY TERMS</b>	<b>164</b>