

Product Pricing

Particulars	Cost
Production cost per 100 liters	P4,078.50
Add: 10% - 40% mark-up	<u>1,631.40</u>
Estimated Selling Price for 100 liters	P5,709.90
@ P57.10 /liter	

Market Price per liter	P50.00 – P80.00
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Estimated Income/day	Cost
Liquid dishwashing 100 liters	P5,709.90
Less: All Expenses	
Raw Materials	2,815.00
Overhead	130.00
Labor (P426.00 x 2)	<u>852.00</u>
	<u>3,797.00</u>
Estimated Income per Day	P1,912.90

Registration Requirements

1. Business Name Certification

Department of Trade & Industry (DTI) within NCR
Validity: 5 years

- Area 1 Office (Manila, Pasay, Makati)
Mezzanine Floor, Roxas Strip Bldg., Roxas Blvd., corner
Arnaiz Avenue, Pasay City
Tel. No.: (632) 659.4203 / Fax No. 804.0307
Email: emma_asusano@hotmail.com
- Area 2 Office (Las Piñas, Parañaque, Pasig, Muntinlupa)
2/F Atrium of Makati Bldg., Makati Ave., corner
Paseo de Roxas St., Makati City
Tel. No.: (632) 864.0847 / Fax No. 864.0829
Email: dtincr2@gmail.com
- Area 3 Office (Mandaluyong, Quezon City, Marikina, San Juan)
G/F Highway 54 Plaza, EDSA Mandaluyong City
(across SM Megamall)
Telefax. No.: (632) 706.1767 / 706.1703
Email: dtincr3@info.com.ph
- Area 4 Office (Caloocan, Malabon, Navotas, Valenzuela)
5/F Araneta Square Mall, Bonifacio Monumento Circle,
Rizal Avenue, Ext. Cor. Samson Rd., Caloocan City
Tel. No.: (632) 332.0829 / Fax No. 322.0854
Email: emd@dtincr.ph / dtincr4@info.com.ph

For businesses located outside Metro Manila, you can register your business at the DTI Provincial Office where the business is located or log on to www.bnrs.dti.gov.ph for online registration www.bir.gov.ph

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

From the local municipality where the business is located
Validity: 1 year

2. Tax Identification Number (TIN)

Bureau of Internal Revenue National
Office, Agham Road, Diliman, Quezon City
Trunkline: (632) 981.70000 / 981.8888
Email: contact_us@cctr.bir.gov.ph

Financing

1. SSS Special Financing Program

Social Security System (SSS)
Loans and Investment Office
SSS Building, East Avenue, Diliman, Quezon City
Tel. Nos.: (632) 920.6401 / 920.6446
Email: member_relations@sss.gov.ph
www.sss.gov.ph

2. Small & Medium Enterprise Credit

Phil. Business for Social Progress
18th Flr., Phil. Social Dev't. Center,
Magallanes cor. Real St., Intramuros, Manila
Tel. Nos.: (632) 527.7741 to 48
Fax No.: (632) 527.3743

3. People's Credit and Finance Corporation (PCFC)

395 Sen. Gil Puyat Ave., Makati City
Tel. Nos.: (632) 897.8549 / 752.3746
Fax No.: (632) 897.8523 / 897.8528
Email: info@pcfc.ph
Website: www.pcfc.gov.ph

Technical Assistance

1. DTI-Cottage Industry Technology Center (CITC)

20 Russet St., SSS Village, Marikina City
Tel. Nos.: (632) 942.0880 / 942.3974
Email: citc_dti@yahoo.com

2. Technology Resource Center (TRC)

2/F, Jacinta II Bldg., EDSA, Guadalupe Nuevo, Makati City
Tel. Nos.: (632) 822-50-87
Email: tlidsg@yahoo.com
<http://www.trc.dost.gov.ph>

3. Technical Education and Skills Development Authority For Women Center (TESDA-WC)

37 East Service Rd., South Superhighway, Taguig City
Trunkline: (632) 887-7777
Email: tesdacontactcenter@gmail.com
<http://twc.tesda.gov.ph>



**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) 896.1693 / 897.7596 / 890.4968
Fax No.: (02) 896.7916 ♦ Email: bmsmed@dti.gov.ph
www.dti.gov.ph

Starting A Business



POWDERED DETERGENT FABRIC SOFTENER DISHWASHING LIQUID

Three of the most commonly used cleaning agents are **laundry detergent**, **fabric softener** and **dishwashing liquid**. Laundry detergent or washing powder helps break out and remove dirt and stains to make the laundry clean. Fabric softener is used while washing laundry to eliminate static cling at the same time reduce creases and make clothes soft. Liquid dishwash is a thick formulation that removes grease on dishes and leaves them sparkling clean.

ESTIMATED INVESTMENT COSTS
(for the three products excluding raw materials)

Tools and Equipment	Qty.	Unit Cost	Cost
Basin	5 @ 45 each		P225.00
Wooden Ladle/Plastic Ladle	6 @ 25 each		150.00
Measuring Cup and Spoon	10 @ 25 each		250.00
Transparent Plastic Bag	20 pcs		20.00
Pail	3 @ 70 pcs		210.00
Gas / Electric Stove	1 @ 255 00		255.00
Bottles (small and medium size)	20 @ 10 each		200.00
Weighing Scale	1 @ 355 00		355.00
Hand Gloves	2 pairs @ 15 each		30.00
TOTAL COST			P1,695.00

* Based on 2012 prices

A. POWDERED DETERGENT

Materials	Qty.	Unit Cost
Soda Ash	1000 g	P33.00
Linear Alykyl Benzene Sulfuric (LABS)	160 g	36.00
Distilled Water	100 ml	15.00
Sodium Tripolyphosphate (STPP)	40 g	6.00
Sodium Sulfate	800 g	18.00
Sodium Metasillicate	100 g	4.00
Sodium Sulphite	40 g	4.00
Sodium Perborate	60 g	5.00
Carboxy Methyl Celluse (CMC)	20 g	3.00
Coco Fatty Alcohol Sulfate (CFAS)	24 g	5.00
Speckles	10 g	5.50
Ariel	5 ml	6.00
Subtotal		P140.00

* Makes 2 kilos of powdered soap

PROCEDURE

1. Mix soda ash and LABS. Use wooden ladle while mixing.
2. Add water at least 100 ml. of water.
3. Mix thoroughly. Let it cool.
4. Add the remaining ingredients and mix.
5. Add perfume if desired, and then pack it for retail.

ESTIMATED COSTING AND PRICING

Direct Cost of Materials for 50 kilos @ P70.00 per kilo	P3,500.00
Indirect Cost (Based on the average 50 kilos produced per day of 2 skilled workers)	
Particulars	Cost
Labor cost* (P426/day min. wage x 2)	P852.00
Transportation cost**	70.00
Water and electricity	60.00
Contingency cost (10% of direct cost)	350.00
Total Indirect Cost per piece	P1,332.00

- * Minimum wage may vary from different areas as determined by the Regional Wage Board.
- ** May vary depending on distance from raw material

Product Costing and Pricing

Particulars	Cost
Total Direct Cost (70.00 /kilo x 50 kilos)	P3,500.00
Add: Total Indirect Cost	1,332.00
Production Cost Per Day	4,832.00
Add: 20% - 40% mark-up	1,932.80
Estimated Selling Price for 50 kilos @ 135.30 per kilo	P6,764.80
Current Market Price per kilo	P100.00 – 150.00

Estimated Income/day	Cost
Powdered detergents 50 kilos	P6,764.80
Less: All Expenses	
Raw Materials (70.00 x 50)	3,500.00
Overhead (70 00 + 60.00)	130.00
Labor (426.00 x 2)	852.00
	4,482.00
Income per Day	P2,282.80

B. FABRIC SOFTENER

Particulars	Quantity	Cost*
Fabric Softener Flakes	250 g	70.00
Ethyl Alcohol	10 ml	2.00
Downy Scent	10 ml	25.00
Total Direct Cost		P97.00

- *Makes 3 liters of fabric softener
- *Based on 2012 prices

PROCEDURE

1. Crush 250 g. of fabric softener flakes in a plastic container, using a wooden ladle.
2. Gradually pour the flakes to 2 l. of hot de-ionized water and stir to dissolve the flakes.
3. Mix it and let it cool.
4. When all the flakes had dissolved, pour additional 1 l. de-ionized or distilled water.
5. Add the 10 ml. ethyl alcohol and 5 ml. - 10 ml. downy fragrance consecutively.

ESTIMATED COSTING AND PRICING

Direct Cost of Materials for 300 liters @ 32.33 /liter	P9,700.00
Indirect Cost (Based on 300 liters daily produce of 2 skilled workers)	
Particulars	Cost
Labor Cost (P426/day min. wage x 2)	852.00
Transportation Cost (70.00)	70.00
Water and Electricity (60.00)	60.00
Contingency Cost (10% of direct cost)	970.00
Total Indirect Cost	P1,952.00
Product Cost	
Particulars	Cost
Total Direct Cost	P9,700.00
Add: Total Indirect Cost	1,952.00
Estimated Production Cost	P11,652.00

Product Pricing

Particulars	Cost
Production cost per 300 liters	P11,652.00
Add: 10% - 40% mark-up	4,660.80
Estimated Selling Price for 300 liters @ 54.37 per liter	P16,312.80
Current Market Price per liter	P50.00 – 100.00

Estimated Income/day	Cost
Fabric Softener 300 liters	P16,312.00
Less: All Expenses	
Raw Materials	9,700.00
Overhead	130.00
Labor (P426.00 x 2)	852.00
	10,682.00
Estimated Income per Day	P5,630.00

C. LIQUID DISHWASHING COMPOUND

Particulars	Qty.	Cost*
Sodium Lauryl Ethyl Sulfate (SLES)	150 g	P25.00
Sodium Chloride	50 g	1.00
Coco Deethanolomyte (CDEA)	60 ml	16.25
Water Soluble – Dye Green	10 ml	4.00
Benzalkonium Chloride	.01 ml	.05
Kalamansi Scent	10 ml	10.00
Total Direct Cost		P56.30

- *Makes 2 liters of liquid dishwashing
- *Based on 2012 prices

PROCEDURE

1. Mix 150 g. of SLES with 50 g. Sodium Chloride.
2. Stir and add 1,400 ml. hot de-ionized water of tap water gradually.
3. Pour on the additives and fragrance. Let it cool.
4. Put in plastic containers or bottles.

ESTIMATED COSTING AND PRICING

Direct Cost of Materials for 100 liters @ P28.15 per liter	P2,815.00
Indirect Cost (Based on 100 liters daily produce of 2 skilled workers)	
Particulars	Cost
Labor Cost (P426/day min. wage x 2)	P852.00
Transportation Cost	70.00
Water and Electricity	60.00
Contingency Cost (10% of direct cost)	281.50
Total Indirect Cost	P1,263.50

Product Cost

Particulars	Cost
Total Direct Cost	P2,815.00
Add: Total Indirect Cost	1,263.50
Estimated Production Cost	P4,078.50