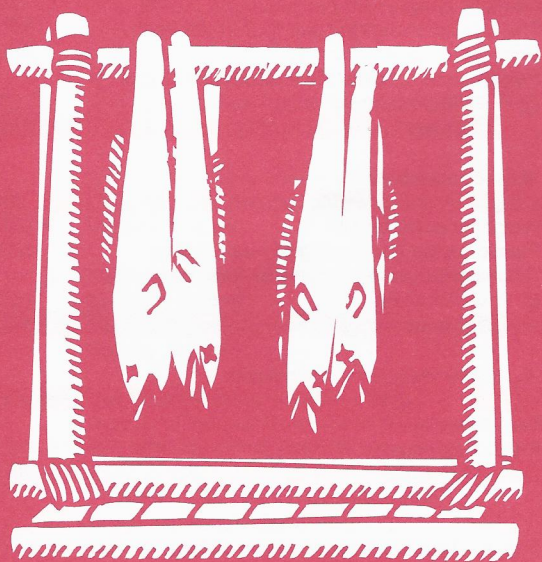


Starting A Business



SALTED DRIED SPLIT FISH
DAING

Starting a Business

Dried split fish, commonly known as "**daing**" (split form) is the fish that has been converted from the fresh state to a much lower moisture level with the use of heat with or without salt to maintain its acceptability over an extended period of time.

I. ESTIMATED INVESTMENT COSTS

A. Cost of Utensils

Utensils	Cost
Strainer Bowl, 10 pcs @ P 155.00 each	P 1,550.00
Measuring cup	45.00
Cutting Board	60.00
Knife	110.00
Big Basins, 6 pcs @ P 150.00 each	900.00
Cooking Tongs	70.00
Trays (12x8 inches), 8 pcs @ P 75.00 each	600.00
Brining Container, 6 pcs @ P 275.00 each	1,650.00
Polyethylene plastic (.002" thick), 100 pcs @ P 30.00 per pack of 100s	30.00
Subtotal	P 5,015.00

B. Equipment

Equipment	Cost
Weighing scale for fish	P 900.00
Plastic Sealer (for sealing of plastic bags)	800.00
Wire screen mesh (12 meters, cut in half) @ P 35.00/meter	420.00
Subtotal	P 2,120.00

C. Raw Materials/Ingredients

Item	Price/ kl.
Raw Materials	
Fresh Galunggong, 60 kilos @ P 90.00/kilo	P 5,400.00
Subtotal	P 5,400.00

Ingredients	
Salt, 6.5 kilos (for every 60 kilos of fish) @ P9.00/kilo	P 58.50
Water	15.00
Subtotal	P 73.50

ESTIMATED TOTAL INVESTMENT COST P 12,608.50

**Based on 2009 prices*

***Sources of prices:*

- *Paco, San Andres, and Sta Ana Wet Markets (for fresh fish and ingredients);*
- *Landmark, SM Department Store, Binondo shops/stores (for utensils and equipments)*

II. PROCEDURE

1. Wash the *Galunggong* thoroughly with clean and fresh water.
 2. Split the fish into butterfly fillet and remove the gills and internal organs. Wash fish again thoroughly.
 3. Place the fish in a strainer and drain.
 4. Prepare the brine solution (i.e., mixture of water and salt). For a 60-kg. fresh fish, use 6.5 kls. of salt and 5 gallons of water.
 5. Soak the fish in brine solution for one hour.
 6. Drain the salted fish.
 7. Rinse the fish thoroughly under running water to wash off excess salt.
 8. Arrange or lay fish in wire screen mesh. Do not place the fish on top of each other so that fish will dry evenly.
 9. Cover the fish with the other half of the screen mesh/wire screen to prevent contamination while drying.
 10. Dry fish under the sun or direct sunlight for two to three days.
 11. After drying, allow the dried fish to cool for at least 6 hours at room temperature.
 12. Weigh, pack, seal, and store dried fish at room temperature.
- Assumptions:
 - Salted fish drying is done for 22 days / month.
 - 60-kg. fish produces 40 kg. of dried fish (daing).
 - Sources on procedures:
 - Sustainable Livelihood Options for the Philippines – An Information Kit (Coastal Ecosystem). Department of Environment and Natural Resources (DENR).
 - Department of Science and Technology (DOST) – Industrial Technology Development Institute

SALTED DRIED SPLIT FISH: DAING

III. ESTIMATED COSTING AND PRICING (FOR 1 KILOGRAM OF GALUNGGONG DAING)

A. Product Costing

Direct Cost

Particulars	Cost
Raw Material (1kg. Fresh Fish)	P 90.00
Ingredients used	1.31
Packaging Material	.75
Labor Cost* (P382/day min. wage / 60kgs. Produced / day/ 1 worker)	P 6.37
Total Direct Cost	P 98.43

Indirect Cost

Particulars	Cost
Water (Php 330 / 60 kgs. / 22 days)	.25
Electricity (P750 / 60 kgs. / 22 days)	.57
Contingency Cost (10% of Direct cost)	9.84
Total Indirect Cost	P 10.66

Production Cost

Particulars	Cost
Total Direct Cost	P 98.43
Add: Total Indirect Cost	10.66
Estimated Production Cost per kilogram	P 109.09

B. Product Pricing

Particulars	Cost
Production cost per kilogram	P 109.09
Add: 25% mark-up of the Production Cost	27.27
Estimated Selling Price per kilogram	P 136.36

Market Price per kilogram P 150-200.00

- * *The higher the volume of production per day (more than 60kgs.), the lower the production cost, thus further increasing the mark-up to more than 25%. The higher the mark-up, the higher the profit margin.*
- * *If price per kilogram is lower compared with the existing market price, increase mark-up to 25% or more.*
- * *Labor is based on NCR Minimum Wage Rates per Wage Order No. NCR-14 effective 14 June 2008.*

IV. REGISTRATION REQUIREMENTS

1. Business Name Registration

Department of Trade and Industry (DTI) within NCR

- a. 2/F, Atrium of Makati Bldg., Makati Ave., corner
Paseo de Roxas St., Makati City
Tel. No.: 501.5135
- b. 2/F, Park N' Ride, Lawton,
P. Burgos Ave., Dr. Basa St. Ermita, Manila
Tel. No.: (632) 536.7153
- c. G/F, Highway 54 Plaza,
EDSA, Mandaluyong City (across SM Megamall),
Tel: No.: (632) 706.1767
- d. 5/F, Araneta Square Mall,
Monumento Circle, Kalookan City
Tel. No.: (632) 332.0854 / 332.0829

DTI Office in the province where the business is located

Website: www.bnrs.dti.gov.ph for online registration

Validity: 5 years

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

Municipality or city where the business is located

Validity: 1 year

3. Tax Identification Number (TIN)

Bureau of Internal Revenue (BIR)

BIR National Office Bldg., Agham Road, Diliman,
Quezon City

Trunkline: (632) 981.7000 / 981.8888

Email: contact_us@cctr.bir.gov.ph

www.bir.gov.ph

BIR Regional or District Office where the business is located

4. BFAD Certificate

Bureau of Food and Drugs (BFAD)

Civic Drive, Filinvest Corporate City, Alabang,
Muntinlupa City

Tel. No.: (632) 807.0721 / 842.5606

Email: bfad@bfad.gov.ph

www.bfad.gov.ph

BFAD Office in the province where the business is located.

Validity: 1 year

V. FINANCING

Small Business Corporation

17/F and 18/F, Antel Corporate Center,
139 Valero Street, Salcedo Village, Makati City
Tel. No.: (632) 751.1888

www.sbgfc.org.ph

(Direct lending for individual borrower with an asset size of
P 500,000 – P100M)

People's Credit and Finance Corporation

2/F, Accelerando Building,
395 Sen. Gil Puyat Ave., Makati City
Tel. Nos.: (632) 897.8521 / 752.3745

Fax Nos.: (632) 325.0448/49

Email: info@pcfc.ph

www.pcfc.gov.ph

National Livelihood Development Corporation (NLDC)

7/F, One Corporate Plaza, 845 A. Arnaiz Ave., Makati City

Tel. Nos.: (632) 817.3012 / 817.2657 / 817.0445

Email: nlsf-info@nlsf.gov.ph

VI. TECHNICAL ASSISTANCE

Department of Science and Technology – Science and Technology Information Institute (DOST-STII)

Gen. Santos Ave., Upper Bicutan,
Taguig, Metro Manila

Tel. Nos.: (632) 837.2191 to 95

Telefax: (632) 837.7520

Email: vbb@stii.dost.gov.ph

www.stii.dost.gov.ph

Technology Resource Center (TRC)

TRC Building, 103 J. Abad Santos cor.

Lopez Jaena Sts., Little Baguio, San Juan, Metro Manila

Tel. Nos.: (632) 727.6205

www.trc.dost.gov.ph

Technical Education and Skills Development Authority Women's Center

37 East Service Road, South Superhighway, Taguig City

Telefax No.: (632) 818.8062

Trunkline: (632) 814.4076 loc. 278

Email: tesdawomen@yahoo.com

twc.tesda.gov.ph