

**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
<b>Subtotal</b>	<b>P 5,015.00</b>

### 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
<b>Subtotal</b>	<b>P 2,120.00</b>

### C. Raw Materials/Ingredients

Item	Price/ kl.
<b>Raw Materials</b>	
Fresh Galunggong, 60 kilos @ P 90.00/kilo	P 5,400.00
<b>Subtotal</b>	<b>P 5,400.00</b>
<b>Ingredients</b>	
Salt, 6.5 kilos (for every 60 kilos of fish) @ P9.00/kilo	P 58.50
Water	15.00
<b>Subtotal</b>	<b>P 73.50</b>

**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

## 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
<b>Total Direct Cost</b>	<b>P 98.43</b>

#### 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
<b>Total Indirect Cost</b>	<b>P 10.66</b>

#### Production Cost

Particulars	Cost
Total Direct Cost	P 98.43
Add: Total Indirect Cost	10.66
<b>Estimated Production Cost per kilogram</b>	<b>P 109.09</b>

### B. Product Pricing

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

**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) 12/F, Trafalgar Plaza,  
105 H.V. Dela Costa St., Salcedo Village,  
Makati City  
Tel. No.: (632) 811.8232 loc 208
- 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](http://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](mailto:contact_us@cctr.bir.gov.ph)  
[www.bir.gov.ph](http://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](mailto:bfad@bfad.gov.ph)  
[www.bfad.gov.ph](http://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](http://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](mailto:info@pcfc.ph)  
[www.pcfc.gov.ph](http://www.pcfc.gov.ph)

##### National Livelihood Development Corporation (NLDC)

4/F, Hanston Building, F. Ortigas Jr. Road,  
Ortigas Center, Pasig City  
Tel. Nos.: (632) 914.7290 to 97 or 631.2955/57  
Email: [nlsf-info@nlsf.gov.ph](mailto: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](mailto:vbb@stii.dost.gov.ph)  
[www.stii.dost.gov.ph](http://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](http://www.trc.dost.gov.ph)

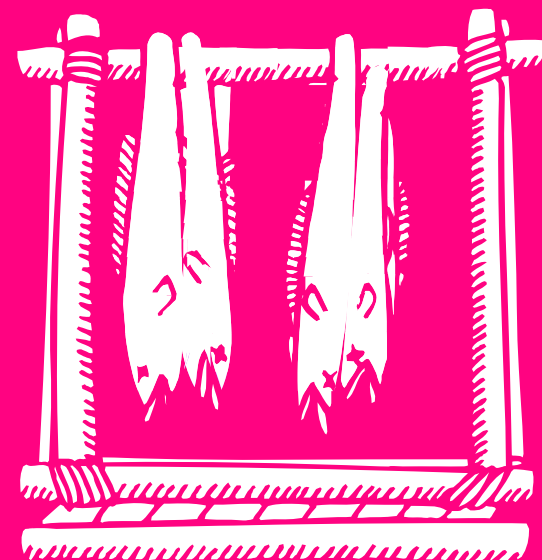
##### Technical Education and Skills Development Authority Women's Center

37 East Service Road, South Superhighway, Taguig City  
Telefax No.: (632) 818.8062  
Trunkline: (632) 814.4076 loc. 278  
Email: [tesdawomen@yahoo.com](mailto:tesdawomen@yahoo.com)  
[twc.tesda.gov.ph](http://twc.tesda.gov.ph)



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5/F, Trade and Industry Building  
361 Sen. Gil J. Puyat Ave. Makati City  
Tel. Nos.: (02) 897.1693 / 897.7596 / 890.4968  
Fax No.: (02) 896.7916 ♦ Email: [bmsmed@dti.gov.ph](mailto:bmsmed@dti.gov.ph)  
[www.dti.gov.ph](http://www.dti.gov.ph)

# Starting A Business



## SALTED DRIED SPLIT FISH DAING