

# Starting A Business



**SARI-SARI  
STORE**

# Starting a Business

**Sari-sari** stores are small neighborhood retail outlets that dot the urban and rural landscape. They allow procurement of necessities within easy walking distance avoiding the need for transportation. *Sari-sari* stores account for 90% of the retail outlets in the Philippines. They have been around to make money for countless small proprietors. It is a business worth considering for a gradual entrepreneurship take off.

## I. ESTIMATED INVESTMENT COST

### A. Product

| Grocery Items                 | Qty. | Cost/pc. | Cost              |
|-------------------------------|------|----------|-------------------|
| <b>a. Drygoods</b>            |      |          |                   |
| Sardines (big)                | 30   | P28.00   | P 840.00          |
| Sardines (small)              | 30   | 12.00    | 360.00            |
| Corned beef                   | 30   | 26.00    | 780.00            |
| Tuna                          | 30   | 28.00    | 840.00            |
| Pineapple juice               | 30   | 20.00    | 600.00            |
| Creamer (sachet)              | 60   | 2.50     | 150.00            |
| Egg                           | 48   | 5.00     | 240.00            |
| Catsup                        | 20   | 25.00    | 500.00            |
| 3 in 1 coffee                 | 120  | 4.00     | 480.00            |
| Food mix enhancer             | 48   | 2.00     | 96.00             |
| Choco powdered drink (sachet) | 72   | 4.50     | 324.00            |
| Iced tea powdered juice       | 48   | 9.00     | 432.00            |
| Orange powdered juice         | 24   | 9.00     | 216.00            |
| Evaporated milk               | 20   | 22.00    | 440.00            |
| <i>Sinigang</i> mix           | 48   | 10.00    | 480.00            |
| Lechon sauce (in pack)        | 48   | 9.50     | 456.00            |
| Cooking oil (small)           | 48   | 11.50    | 552.00            |
| Cooking oil (big)             | 36   | 24.50    | 882.00            |
| Sugar                         | 48   | 9.00     | 432.00            |
| Fish sauce                    | 48   | 11.00    | 528.00            |
| Vinegar in plastic pack       | 48   | 4.50     | 216.00            |
| Soy sauce in plastic pack     | 48   | 6.00     | 288.00            |
| Noodles in plastic cups       | 30   | 15.00    | 450.00            |
| Candies                       | 300  | .50      | 150.00            |
| Noodles (pancit canton)       | 72   | 7.50     | 540.00            |
| Noodles (soup)                | 72   | 6.50     | 468.00            |
| Tomato sauce                  | 20   | 13.00    | 260.00            |
| Meat loaf                     | 25   | 55.00    | 1,375.00          |
| Batteries ( big)              | 30   | 25.00    | 750.00            |
| Batteries ( small)            | 30   | 11.00    | 330.00            |
| Diaper                        | 60   | 6.00     | 360.00            |
| <b>Subtotal</b>               |      |          | <b>P14,599.00</b> |

|                            |     |          |                    |
|----------------------------|-----|----------|--------------------|
| <b>b. Toiletries</b>       |     |          |                    |
| Shampoo                    | 96  | 4.00     | 384.00             |
| Conditioner                | 96  | 4.00     | 384.00             |
| Body soap                  | 30  | 28.00    | 840.00             |
| Toilet tissue              | 60  | 9.00     | 540.00             |
| Toothpaste in sachet       | 60  | 9.00     | 540.00             |
| Sanitary napkin            | 48  | 4.00     | 192.00             |
| <b>Subtotal</b>            |     |          | <b>2,880.00</b>    |
| <b>c. Laundry Products</b> |     |          |                    |
| Detergent powder           | 72  | 10.00    | 720.00             |
| Detergent bar soap         | 72  | 8.50     | 612.00             |
| <b>Subtotal</b>            |     |          | <b>1,332.00</b>    |
| <b>d. Drinks</b>           |     |          |                    |
| Bottled softdrinks         | 144 | 7.00     | 1,008.00           |
| <b>TOTAL</b>               |     |          | <b>P 19,819.00</b> |
| <b>e. Others</b>           |     |          |                    |
| <b>E-Load</b>              | 7   | 1,000.00 | P7,000.00          |

## B. Cost of Good Sold

| Particulars  | Goods       | E-Load     |
|--|-------------|------------|
| Initial purchase   | P 19,819.00 | P 7,000.00 |
| Add : 40% Weekly Purchase for 3 weeks replenishment of goods | 23,782.80   | 21,000.00  |
| Total Cost of Good Sold                                      | 43,601.80   | 28,000.00  |
| Add: 20% Mark-up   | 8,720.36    | 5,600.00   |
| Total  | P52,322.16  | P33,600.00 |

## C. Projected Income

| Particulars                | Goods      | E-Load     | Total     |
|----------------------------|------------|------------|-----------|
| Sales (P52,322.16 x 80%)   | P41,857.73 | P26,880.00 |           |
| Less : Cost of Sales       | 34,881.44  | 22,400.00  |           |
| Net Sales                  | 6,976.29   | 4,480.00   | 11,456.29 |
| Less: Operating Expenses   |            |            |           |
| Water and Electricity      |            |            | 400.00    |
| Labor                      |            |            | 3,000.00  |
| Transportation             |            |            | 200.00    |
| Miscellaneous              |            |            | 2,180.00  |
| Total Operating Expenses   |            |            | 5,780.00  |
| Total Estimated Net Income |            |            | P5,676.29 |



# SARI-SARI STORE

## Assumptions:

- 40% of the items are being replenished every week
- Mark-up of 20% per item
- 80% of total goods are considered sold per month
- 20% of the goods remain in the inventory per month

## II. REGISTRATION REQUIREMENTS

### 1. Business Name Registration

Department of Trade and Industry (DTI)

Validity : 5 years

- a) 2/F, Atrium of Makati Bldg. Makati Avenue  
corner Paseo de Roxas St., Makati City  
Tel. No. (632) 864.0847 / 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, Caloocan City  
Tel. Nos.: (632) 332.0854 / (632) 332.0829
- e) 208, 2F Atrium Building  
Makati Avenue, Makati City  
Tel. No.: (632)864.0847

DTI Provincial 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 & 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

Tel. No.: (632) 981.7000 / 981.8888

[www.bir.gov.ph](http://www.bir.gov.ph)

BIR Regional or District Office where the business is  
located

### III. FINANCING

- **People's Credit and Finance Corporation (PCFC)**

2/F, Accelerando Bldg., 395 Sen. Gil Puyat Avenue, Makati City

Tel. No. .897.8521 / 752.3745

Fax Nos. 896.1610/ 325.0449

Email: [info@pcfc.ph](mailto:info@pcfc.ph)

Website: [www.pcfc.gov.ph](http://www.pcfc.gov.ph)



**BUREAU OF MICRO, SMALL AND MEDIUM  
ENTERPRISE DEVELOPMENT (BMSMED)**

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361 Sen. Gil J. Puyat Ave. Makati City

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