

Nimfa L. Balmaaceda ROV



SEMINAR ON BUSINESS ENTERPRISE  
DEVELOPMENT AND MANAGEMENT







# ACPC/DA INTEGRATED RURAL FINANCING PROGRAM

Administered by the  
**LAND BANK OF THE PHILIPPINES**

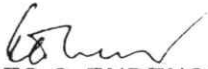
19 September 2006

## SPECIAL ORDER NO. 06-03 Series of 2006

Consistent with our efforts to enhance the capability of our Program staff, the following Luzon based IRF personnel are directed to attend the **Enterprise Development and Management Course** on October 02-06 at the Hotel Supreme, Magsaysay Avenue, Baguio City, viz:

	NAME	POSITION	STATION
1.	Thelma Espiritu	IBS	DAC I
2.	Domin-Eng Cawi	IBS	-do-
3.	Alvin Ronquillo	IBS	-do-
4.	Mary Jane Arizala	IBS	DAC II
5.	Christie Chansuyco	IBS	-do-
6.	Elemar Jacob	IBS	-do-
7.	Elmer Pacunayan	IBS	DAC III-A
8.	Ariel Magat	IBS	DAC III-B
9.	Pablo Cayaba	IBS	-do-
10.	Amorsolo Carino	IBS	DAC IV
11.	Flor Rosal	IBS	DAC IV-A
12.	Michael Silva	IBS	-do-
13.	Bonifacio Pascual	IBS	DAC IV-B
14.	Perceverando Fajardo	IBS	-do-
15.	Genevieve Publico	IBS	-do-
16.	Enrico Datuin	IBS	-do-
17.	Nimfa Balmaceda	IBS	DAC V
18.	Charito Yago	IBS	-do-
19.	Ma. Shiela Ciudadano	IBS	-do-
20.	Antonio Supan	APDS	DAC III-B
21.	Janet Sicat	IBO	-do-
22.	Darwin Reyes	MIS	PMO
23.	Rodrigo Garcia Jr.	RA	-do-
24.	Ann Shella Esteban	ASO	-do-
25.	Mari May Espino	EA	-do-
26.	Mari Chris Osen	Bookkeeper	-do-

Food and accommodation except traveling expenses will be provided for the entire duration of said activity. All other reasonable expenses are hereby authorized, subject to usual auditing and accounting rules of the Bank.

  
VP DONATO C. ENDENCIA  
Executive Director, IRF and  
Head, DAD/LBP

Cc: All personnel concerned  
DAC Heads concerned

**PROVISIONAL SCHEDULE<sup>1</sup>  
SEMINAR ON BUSINESS DEVELOPMENT/MANAGEMENT AND  
CREDIT FACILITIES PROPOSAL**

October 01-06, 2006  
Hotel Supreme, Magsaysay Ave., Baguio City

DAYS PERIOD	DAY 0 Oct. 01, 2006 Sunday	DAY 1 Oct. 02, 2006 Monday	DAY 2 Oct. 03, 2006 Tuesday	DAY 3 Oct. 04, 2006 Wednesday	DAY 4 Oct. 05, 2006 Thursday	DAY 5 Oct. 06, 2006 Friday
AM		Opening ceremonies  <b>Topic 1:</b> Enterprise Defined  BREAK  <b>Topic 2:</b> The Entrepreneur  <b>Topic 3:</b> Entrepreneurship Defined	<b>Topic 7:</b> Production/ Service Plan  BREAK  Workshop for Topic 7	<b>Topic 9:</b> Financial Plan  BREAK  Workshop for Topic 9	<b>Topic 11:</b> Credit Facilities Proposal  BREAK  Continuation of CFP	Staff Meeting
12nn		LUNCHBREAK	LUNCHBREAK	LUNCHBREAK	LUNCHBREAK	LUNCHBREAK
PM	Arrival Registration Billeting	<b>Topic 4:</b> Identifying Opportunities  Workshop for Topic 4  BREAK  <b>Topic 5:</b> Enterprise Development Cycle  <b>Topic 6:</b> Organizational Plan	<b>Topic 8:</b> Marketing Plan  BREAK  Workshop for topic 8	<b>Topic 10:</b> Basic Problem Solving Skills  BREAK  Presentation and Critiquing of Results	Workshop for CFP Preparation  BREAK  Presentation	Closing ceremonies

<sup>1</sup> Schedule is subject to change without prior notice.



INTRODUCTION  
TO  
ENTREPRENEURSHIP

Starting a business is the  
easiest part, its sustaining  
and growing it that's  
difficult.

*John Dytian*

*Creative Cuisine Services*



## A. ENTREPRENEURSHIP

The quality that enables people to start a new business or vigorously and innovatively to expand an existing one (Harper 1983).

**Consists in doing things that are not generally done in the ordinary course of business routine.**

*...is a mindset. It is a thinking process. It is a way of looking at the environment. (A. Ferreria)*

“Entrepreneurship is the process of identifying, developing, and bringing a vision to life. The vision may be an innovative idea, an opportunity, or simply a better way to do something. The end result of this process is the creation of a new venture, formed under conditions of risk and considerable uncertainty.”

*The Entrepreneurship Center  
at Miami University of Ohio*

## B. ENTREPRENEUR

- An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it. *Bygrave (1997)*
- "One who undertakes a commercial enterprise with a chance of profit or loss" (1991, *Hawkins, J.M., The Oxford Reference Dictionary, Clarendon Press, Oxford*)
- **Entrepreneurship is an expression of our humanness. To be human is to be created in the image of God. The world is a fallen order (ongoing state of deterioration). Entrepreneurship is a redeeming and innovative activity. To restore, to do something new. It has an economic component.**

*(The premise of Dr. Gordon T. Smith and Dr. Ralph McCall)*

## Entrepreneur

**Seeks to perform or revolutionize the pattern of production by:**

- exploiting an invention, or more generally an untried technological possibility for producing a new commodity;
- or producing an old one in a new way;
- by opening up a new source of supply of materials;
- or a new outlet for products