

# Entrep-Eskwela

YOUR SCHOOL ON ENTREPRENEURSHIP

## Grassroots Entrepreneurship Management (GEM)

A partnership between  
Bayan Academy for Social Entrepreneurship and  
Human Resource Development, Inc.  
and  
Center for Community Transformation

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### Days 6-8

## PRACTICAL RESEARCH METHODOLOGIES

## OPPORTUNITY SEEKING, SCREENING AND SEIZING

## TEACHING GUIDE



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### Day 6

## PRACTICAL RESEARCH METHODOLOGIES

### Teaching Guide



**ENTREP-ESKWELA**  
**Grassroots Entrepreneurship Management (GEM) Program**



**TEACHING GUIDE 06**



**Module Title : PRACTICAL RESEARCH METHODOLOGIES**

**By Rolando Averilla**

**Duration : 1 day**

**Module Objectives :**

1. To instill the discipline of undertaking research as a process to make better decisions
2. To teach simple, easy-to-apply market research tools
3. To understand basic customer profiling and segmentation
4. To impart various criteria in evaluating a location
5. To determine the bases for analyzing competitors

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**PAGPILI NG KOSTUMER AT LOKASYON, AT PAGSUSURI NG KOMPETISYON**  
**Mga Importanteng Pinagaaralan sa Negosyo**

The facilitator should start the module by discussing its basic parts. It is essentially divided into two parts. Part one discusses research as a basic tool for understanding one's external business environment. He should emphasize that in today's competitive world, the need for information is paramount. From the biggest malls like SM and Robinson's, to the smallest neighborhood sari-sari store like Maria's Sari-sari Store and Juana's Sari-sari Store, competition is getting tougher and tougher. Therefore understanding the environment is critical, and research would help the entrepreneur do just that. On the other hand, part two talks about what it is the entrepreneur exactly must study. Having mentioned the external business environment previously, the facilitator should stress that it is really the micro market that must be studied. This micro market which includes the customer, the competition, and the location is what part two is all about.

Starting with part one, the facilitator should introduce the session by emphasizing to the participants the importance of doing a thorough analysis of their customers, location, as well as competition. He should further stress that a good assessment of these items would definitely spell great success and help them overcome unnecessary failures. A good example would be McDonald's and Jollibee. As these two hamburger fastfood giants try to outdo and outsell each other, they keep a close watch on these three critical factors. The results are: 1) better food in terms of new products, 2) better value for money in terms of attractive packages, 3) better toys for kids in the value meals, and 4) generally better service in terms of dealing with customers. It should be pointed out that when entrepreneurs do their homework, it results to better competition and to the benefit of the customers. Ultimately, such improvements would find its way back to the business in terms of profit.



Slide two is an original quotation developed for this module. In English translation it means a business has better chances of growing if there is a fit between customer characteristics and location characteristics. The facilitator could then explain that the picture depicts such a fit. The "jollijeeb", while cramped and inconvenient, and located in a side street without any shade, still attracts a good crowd and makes money simply because the nature of the customers that patronize it fit exactly the location it is situated at. In further explaining this concept of fit, the facilitator should talk about the nature of the customers of a "jollijeeb". These are office workers, probably rank and file whose salaries range from 8,000 to 12,000 per month. Since they are rank and file, then they do not have the luxury of extended lunch breaks. Thus, they have to strictly follow the one hour mandated lunch break. Enter the jollijeeb. The prices of its products are quite affordable for the income level of its customers. It is conveniently located just right outside the employees' office building in the Makati Central Business District. It also provides home-cooked meals that are ready-to-eat thus fitting perfectly to the time and taste requirements of its customers.

The title of the third slide asks the question how we know that there is that fit. The facilitator should emphasize to the participants that having a criteria is very important as it would serve as a guide as they try to establish the fit between customer and location characteristics. In this connection, the first criterion is to make sure that there is a need of the market that is being met. The graphics suggest that be it hot-off-the-oven bread or garden fresh vegetables that are needed, then the entrepreneur must make it point that he or she provides such. It would be advisable to give some more examples of customer needs and wants that are being met by some enterprises. Such examples could be culled from day-to-day events and simple products like food, cellular phones, and the like. Examples can likewise be elicited from the participants' knowledge and experience.

The second criterion that would establish the fit as shown in slide four is if the business is experiencing repeat customers. The facilitator could give the example of how customers used to line up at a Zagu pearl shakes outlet. And these customers are mostly repeat customers as they keep on passing by practically day after day going home from work. The popularity of this product in fact enticed other entrepreneurs to enter and compete in the same business. Gonuts Donuts, a company that is in the business of selling donuts likewise experienced this business phenomenon a couple of years ago as the same people kept lining up even if it took them an hour just to wait for their turn to purchase donuts. In the earlier days of the lechon manok, Andok's and Baliwag also had their fair share of repeat business. For a more applicable example to the participants, the facilitator could say that in most neighborhoods, there is that one carinderia who seem to be a favorite eating place of taxi drivers. In fact one could see the same taxi drivers everyday during lunchtime all converging in that place to eat. A good example is a small eatery in Project 6 Quezon City along Road 10. It is known for its soup-based fish dish called "ulo-ulo" and the same office employees and drivers frequent the place. The facilitator could share with the participants a basic tenet in Marketing 101 pertaining to repeat business. It says that for a product to be deemed successful and have a better chance of making it in the marketplace, its repeat customers should be a multiple of its first time customers. It means that over time, the increase in repeat customers should be greater than the increase in first time customers. This is reflective of a good marketing program and a superior product altogether. However, when it is the other way around, it means that the product is not reflective of the market needs and is being tried maybe just because of promotions. Not only does it mean that it has no sustainability, but worse, it means there is no fit.

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### Day 7-8

## OPPORTUNITY SEEKING, SCREENING AND SEIZING

### Teaching Guide





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MODULE TITLE:

## Pagdiskubre ng Pagkakakitaan sa Ating Kapaligiran



**ENTREP-ESKWELA**  
**Grassroots Entrepreneurship Management (GEM) Program**



**TEACHING GUIDE 07-A**



**Module Title** : **OPPORTUNITY SEEKING**

**By Luis. T. Cruz, Jr.**

**Duration** : **1 Day**

**Module Objectives** : To understand the sources of entrepreneurship in the environment

<b>Part 1</b>	<p><b>Class Discussion: Spot the Opportunity</b></p> <p>The slide shows some day-to-day situations. For each photo, the participants will be asked to list down as many possible enterprise opportunities that they feel may be viable. These ideas may be range from very obvious ones to very creative ones, that may involve some conjecture from the participants.</p> <p><b>Examples for Each Slide</b></p> <p><b>Slide 1 – Flower Vendor</b></p> <p>Flower Vase Flower arrangement services Chocolates Fresh fruits</p> <p><b>Slide 2 – Train in Squatters Area</b></p> <p>Food/Refreshments for passengers Earplugs for residents</p> <p><b>Slide 3 – Little Girl with Umbrella</b></p> <p>Daycare service Ice cream for little girl Juice/Refreshments for little girl</p> <p><b>Slide 4 – Heaven Bar</b></p> <p>Cellphone load Beer Entertainment Ladies clothes</p>
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**Slide 5 – Man with Horse**

School for horseback riding  
Fertilizer  
Food for horse  
Veterinary services/products

**Slide 6 - Airplanes**

Airplane cleaning services  
Tour guide  
Taxi service for passengers

**Slide 7 – Singing**

Voice lessons  
Talent management  
Earplugs  
Singer/Songwriter

**Slide 8 – Vegetable stalls**

Fruit stand  
Meat shop  
Karinderya  
Delivery services for vegetables  
School for the little boy

**Slide 9 – Jeepney**

Jeepney wash  
Refreshments for driver  
Face towel  
Massage service

The facilitator shall list down the ideas that are identified by the participants. The facilitator should give each participant ample time to look at the photo and write down as many ideas as he or she may identify. As the participants mention their ideas, the facilitator shall ask the participants how they felt that such an idea is viable.

As program participants mention their ideas, the facilitator shall make a list of ideas and classify them according to their source: opportunities in the environment, opportunities arising from a personal skill, or opportunities arising from a person's passion. However, the facilitator should not yet divulge these classifications just yet.

The facilitator closes this portion of the discussion by asking



	<p>which of the opportunities are truly unique and at the same time possible viable business ideas. The main lesson from this exercise is to show that opportunities abound around us and can be seen in the most mundane situations. Good entrepreneurs are those who view things differently and can conceive possible business ideas where others see none.</p>
<p><b>Part 2</b></p>	<p><b>Case Study: Puno Fashion</b></p> <p>The facilitator should begin the discussion by asking whether they can consider the protagonist in the video, Ms. Velia Puno, as an entrepreneur.</p> <p>The second area for discussion shall be the source of opportunity for Velia.</p> <p>The video case study shows how an opportunity can come from a person's passion for a particular undertaking. The video shows how a person, a woman, persisted with her passion for sewing and fashion design despite major challenges faced. The lady in the case, Ms. Puno, agreed that initially her decision to pursue fashion desing, against the wishes of her parents, resulted in tension among them, but she persisted nonetheless. As she was starting her enterprise, she didn't know how to start, where to locate and who her customers are, but she persisted. There were major stumbling blocks during the early part of the venture, but she persisted.</p> <p>The case highlights one possible source of opportunities – one's inherent passion and skill. Regardless of the situation in the external environment, a person can use his passion as fuel to persist with the enterprise. A person's passion makes the person persist thru challenges. It makes the person strive for perfection – and the marketplace recognizes perfection such that the inevitable purchase by customers is but a natural consequence.</p>
<p><b>Part 3</b></p>	<p><b>Case Study: Barangay Laging Tuyo</b></p> <p>The facilitator should discuss what opportunities can be seen in Barangay Laging Tuyo. The facilitator must explain that the class has to identify the problems first before the solution.</p> <p>Once all the problems have been identified, then the facilitator can start asking for creative solutions to these problems that will lead to potentially viable enterprises. There should be a clear identification of the problem because different solutions may offer themselves once the problems have been clearly identified.</p> <p>Examples of basic opportunities are selling purified water, water delivery, and opening up a carwash. Creative enterprise are offering cooked food, water filtration systems, and water purifying tablets.</p>

The case study shows how a problem in the environment can be a source of a lot of different opportunities. The case study shows how one main problem, in this case the lack of water, is translated into different manifestations of irritants for different members of the community. For one, it was the lack of bathing water. For another, it's the lack of water for cooking. For yet another, it's the lack of water for cleaning the care.

**The power point presentation in pdf file contains teaching notes that serve as a guide for the trainor to explain the content of each slide and how it should be delivered.**