

Appendix 1

Philippine Representative Office Cost Budget

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
INITIAL INVESTMENT						
Computer	\$2,100					
Printer + Scanner	\$300					
Fax	\$150					
Telephone	\$100					
Office equipment	\$1,000					
Government Administration	\$1,000					
Initial inward remittance	<u>\$30,000</u>					
	\$34,650					
OPERATIONAL COST						
Salary		\$31,850	\$35,035	\$38,539	\$42,392	\$46,632
Facility						
Office Rent (Including House)		\$4,200	\$4,620	\$5,082	\$5,590	\$6,149
Office Supply		\$360	\$396	\$436	\$479	\$527
Car		\$9,600	\$10,560	\$11,616	\$12,778	\$14,055
Gasoline		\$6,000	\$6,600	\$7,260	\$7,986	\$8,785
Fax		\$360	\$396	\$436	\$479	\$527
Telephone		\$360	\$396	\$436	\$479	\$527
Internet		\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
Electricity		\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
Water		\$600	\$660	\$726	\$799	\$878
Process						
Store Visit						
Metro Manila Island		\$2,400	\$2,640	\$2,904	\$3,194	\$3,514
Provinces		\$12,000	\$13,200	\$14,520	\$15,972	\$17,569
Entertaintt		\$2,400	\$2,640	\$2,904	\$3,194	\$3,514
Other Facilities						
Ticket (PHP-IND)		\$3,600	\$3,960	\$4,356	\$4,792	\$5,271
Visa		\$2,500	\$2,750	\$3,025	\$3,328	\$3,660
Other Benefit		\$9,600	\$10,560	\$11,616	\$12,778	\$14,055
Total Operational Cost		\$88,230	\$97,053	\$106,758	\$117,434	\$129,178
MARKETING ACTIVITIES						
Newspaper Ads		\$18,000	\$18,900	\$19,845	\$20,837	\$21,879
Radio Ads		\$15,000	\$15,750	\$16,538	\$17,364	\$18,233
Shop Sign		\$7,200	\$7,560	\$7,938	\$8,335	\$8,752
Banner		\$1,200	\$1,260	\$1,323	\$1,389	\$1,459
Catalogue		\$1,200	\$1,260	\$1,323	\$1,389	\$1,459
Exhibition		\$24,000	\$25,200	\$26,460	\$27,783	\$29,172
Other Activity		\$3,000	\$3,150	\$3,308	\$3,473	\$3,647
Total Marketing Cost		\$69,600	\$73,080	\$76,734	\$80,571	\$84,599
SALES PROGRAM						
3% from sales		\$24,000	\$28,800	\$34,560	\$41,472	\$49,766
Total Sales Program		\$24,000	\$28,800	\$34,560	\$41,472	\$49,766
TOTAL	\$34,650	\$181,830	\$198,933	\$218,052	\$239,477	\$263,543

Appendix 1

Questionare

Profile

1. Name :
2. Furniture Shop/Store Name :
3. Address :
4. Establish Since (year) :

Question

5. What Kind of Furniture Store do you have?
 - a. at the Mall Store
 - b. at the Road Shop
 - c. exclusive store
6. Do you sell Particle Board Furniture?
 - a. Yes
 - b. No

If you select "Yes", let's continue to next questions. If you select "No", please stop.

7. Do you sell :

a. Thailand Furniture?	1. Yes	2. No
b. Malaysian Furniture?	1. Yes	2. No
c. Indonesian Furniture?	1. Yes	2. No
d. Local Furniture?	1. Yes	2. No
e. China Furniture	1. Yes	2. No
8. From which channels do you get these products?
 - a. Import directly from the factory
 - b. From the local agent/importer
 - c.
9. From how many suppliers do you get these products?
 - a. 1 – 2 supplier/agent/importer
 - b. 3 – 4 supplier/agent/importer
 - c. 5 – 6 supplier/agent/importer
 - d. 7 – 8 supplier/agent/importer
 - e. More than 8 supplier/agent/importer

10. Can you tell me the average percentage sales of that Furniture to your sales?

No.	Source	Percentage (%)
a.	Thailand	
b.	Malaysia	
c.	Indonesia	
d.	Local	
e.	China	

11. Can you tell me your perception about these Particle Board Furniture products?

Please give them score (scale 1 to 9, 1 for the Worse/Lowest, 9 for the Best/Highest)

DESCRIPTION	1. Thai	2. Malay	3. Indo	4. Local	5. China
a. Design					
b. Quality					
c. Size					
d. Accessories (handle, hanger, etc)					
e. Durability					
f. Price					
g. Spare Parts Service					
h. Promotion (Ads, flyers, exhibition, etc)					
i. Catalogue					
j. Stock Availability from supplier/agent/importer					
k. Access from the agent/distributor/importer					

Thank you For Participating this Survey. Have a great day !