

I. Executive Summary

Food is the essential product for us in order to live and continue living. When you buy food especially raw ones, hunger satisfaction doesn't take place, you cook foods first before you eat. The equipment used in cooking foods is stove and it can only perform its function with complementary product that can be in the form of LPG, electricity, charcoal, wood and battery. The traditional and most common one that we use in our home is the gas stove.

Over the years, the price of LPG seems fluctuating meaning it goes up and down. It has been a part of weekly/monthly budget of every Filipino people for which majority belongs to mass market. This market is the price sensitive ones meaning price increase to their commodities is a burden to them. They can't totally shift into cooking equipment alternatives because of the disadvantages and inconvenience it will cost so they have no choice but probably decrease their gas consumption instead. Stove innovations of different brands focus on the stove features that create efficiency in cooking of customers.

Gas stoves, electric stoves, induction stoves (for upper class) are offered into the market yet the traditional one which is gas stove is still used by many because according to them it is practical. But having the kind of life today where goods and even services including gas and electricity price goes up, it is really a high time to develop a new kind of stove which is more energy efficient, money saving but safe and durable at the same time.

With this dilemma, Solux stove which is under Electrolux brand is formed. It is a solar powered stove with the use of thermal batteries and has heat indicator, heat/fire control buttons and switch features. The stove is worth PhP3700 while its thermal battery is worth PhP499 each which can be consumed in 3 months (with 3x of cooking a day). This will be distributed nationwide. Chef Boy Logro will be the brand endorser of Solux.

The target profit is at least PhP3, 000,000 to its first year of launch. It will be first at a little percentage of ROI for it was an introductory product under Electrolux. The company aims to achieve a 60% product awareness among the target audience within the first year of operation and 30% product awareness for the first quarter of the year. For the next years and long-term lifetime of the product, increasing brand's units sold until the reach of maturity stage.

The marketing programs will focused on creating brand equity to consumers and establish customer relationship that will make up the market share of the brand. Solux Stove will adapt the positioning of Electrolux's "Thinking of You". The message is also suitable for mass market which depicts the innovative efforts to improve customer's way of life. Upon the launching of the Solux, it will be quickly available to the market. There will be an extensive and intense promotion and public relation programs for Solux brand. Value pricing will be practiced and pricing tactics will be applied to thermal batteries. Solux stove will always be affordable to customers over time. Solux will market through regional and local appliances store scattered along the Philippines. In addition, the firm plans to expand online sales by offering the product via Internet only, thus distinguishing between Internet offerings and specialty ship offerings.

In the future, after the success of the Solux, it will be launching new and improved solar powered stove that is completely powered by the heat of the sun with the use of solar panel attached in the roof connected to the stove with touch screen heat adjustor to achieve the desired heat in the future. Solux will be the market leader of innovative and energy efficient stove in the industry.

II. Situation Analysis

A. Category/Competitor Definition

The Philippine electronics industry began in the mid-seventies when industrialized nations relocated their production facilities to third world countries in order to control the escalating cost of production. The Philippines was ideal relocation site due to its cost competitive, highly educated and English-speaking labor. Other factors included the country's geographical location (being at the crossroads of international trade), and attractive government incentives. The Appliance Industry generally groups its products into 3 categories namely: Brown Lines, White Lines and Convenience Items.

The appliance industry are mainly sold to the domestic market which accounted for almost 90% of the products sold to domestic consumers and 10% are exported or sold to exporters. Philippine consumers prefer the "basic appliances" such as Television, refrigerators, stoves or ranges, electric irons and electric fans. With the global increase in basic production inputs of oil and steel, manufacturers were forced to increase prices. The price increase was limited by intense competition among existing players. Part of this competition was the introduction by the manufacturers of new and more desirable features together with value-added services. There is growing popularity of mid and premium brands of domestic electrical appliances among Filipino consumers and demand highly innovative, stylish, health promoting and energy-efficient products.

B. Category Analysis

B.1. Aggregate Market Factors

B.1. A. Category Size (+)

There is critical mass of electronics industry players. From year 2000 to 2004, the Philippines became a home to over 300 electronic firms of which are mostly multinational corporations. But domestic competition in electronics industry is weak except for consumer electronics. Consumer electronics industry was one of the sub-sectors of appliances industry that suffered from negative growth rates, taking down from 301M in 2009 to 293M in 2010.

Demand in volume terms spiked by nearly 20 percent compared to 2012 while translating to a 22 percent growth in total dollar value in the following regions - Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Cambodia and Laos. Demand for products at the other end of the spectrum by the rising affluent class will continue to fuel strong demand for larger capacities, new features and better technology and together, these will continue to thrust the sector in this high potential region to even greater heights in the years to come.

B.1. B. Category Growth (+)

Electronic products remain the top Philippine exports; their share in total exports continues to slip, down to around 43% in 2012 from 60% in 2010. Then, upward adjustments in the prices of selected household appliances together with increased salary of household help in some regions effected higher annual average growth in furnishings, household equipment and routine maintenance of the house index in the three areas: Philippines, 3.7 percent from 2.5 percent; NCR, 3.2 percent from 1.2 percent; and AONCR, 3.9 percent from 3.0 percent. The highest annual average increase of 8.7 percent was seen in Region X while the lowest average rate was in Region I at 0.7 percent.

For electronics and semiconductors industry, there is a recorded decline of 10 percent to 12 percent in the first three quarters of 2013, due to lackluster performance. But forecast for semiconductor, one factor of input for production on appliances will remain bleak in 2014 due to

foreseen continuation of price cuts, but industry is expecting to rebound targeting for a modest 5 percent growth.

B.1. C. Product Life Cycle (+)

Most players in the industry have already established their brands and stays at the maturity stage in the Product Life Cycle and there is a slow growth because of intensified arrival of latest and prominent competitors both from domestic and foreign companies of electronics appliances industry players.

B.1. D. Sales Cyclicality (+)

The appliances industry belongs to consumer goods industry in general and in highly capital intensive businesses, with a relatively high capital-to-labor ratio. Declines in semiconductors industry could affect the pricing and output of appliances. Circumstances like economic situations could likely affect the sales of stove and appliances industry. Such lack of access to credit leads to minimal reduction in sales by the demanders. Circumstances caused by economic crisis like this might convince purchasers to substitute to other available cooking scheme, more likely to decrease their consumptions especially to those purchases with relatively large or smaller financial risk. Higher growth of economy in the country bulges to rapid increase in sales, making stove purchases better off.

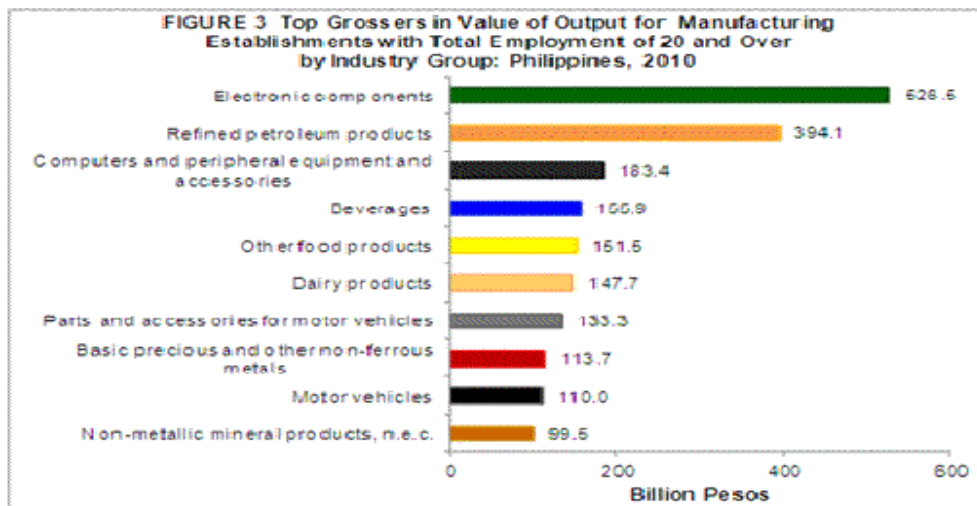
B.1. E. Seasonality (+)

Electronic appliances do not need to be totally involved in seasonal price wars, unlike with the food industry and other seasonal products. Most of the time, they are the one deciding whether to decrease or increase price during months. Price reduction months are the seasons wherein customers are watching out. These seasons could cause rapid increase in sales and upward slope in seasonal business cycle. Businesses involved in this kind of industry are more

likely to have seasons of changing of pricing according to their strategies. Some appliances companies' less priced seasons are during start of the year and about the end of the year, mostly on October. During holidays, companies just stock their inventory.

B.1. F. Profits (+)

Appliances industry's profitability varies over time. Value of output of manufacturing establishments with TE of 20 and over was estimated at PHP3.5 trillion in 2010. More than half (57.2%) of the total value of output of manufacturing establishments with TE of 20 and over was accounted for by ten industry groups led by Electronic components with an output share of 15.0 percent (PHP526.5 billion). Refined petroleum products followed as the second leading industry in terms of value of output with a share of 11.2 percent (PHP394.1 billion).



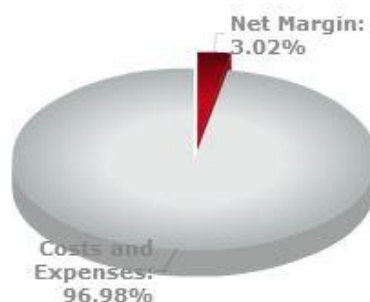
Profitability Information & Trends

Appliance & Tool Industry Profitability Ratios	4 Q	3 Q	2 Q	1 Q	4 Q
	2013	2013	2013	2013	2012
Gross Margin	24.26 %	27.22 %	26.61 %	27.1 %	26.1 %
Gross Margin (TTM)	24.29 %	26.75 %	26.46 %	26.41 %	26.15 %
Gross Margin Ranking	# 50	# 57	# 57	# 54	# 56
EBITDA Margin	7.38 %	10.8 %	11.33 %	9.56 %	9.26 %
EBITDA Margin (TTM)	9.02 %	10.26 %	9.96 %	9.52 %	9.51 %
EBITDA Margin Ranking	# 58	# 59	# 54	# 58	# 51
Operating Margin	6.83 %	9.1 %	9.92 %	7.87 %	7.84 %
Operating Margin (TTM)	7.7 %	8.71 %	8.43 %	7.96 %	7.92 %
Operating Margin Ranking	# 56	# 61	# 53	# 57	# 53
Pre-Tax Margin	3.53 %	6.9 %	7.43 %	5.38 %	5.2 %
Pre-Tax Margin (TTM)	5.02 %	6.25 %	5.71 %	5.2 %	5.14 %
Pre-Tax Margin Ranking	# 61	# 64	# 56	# 61	# 56
Net Margin	3.02 %	5.49 %	5.74 %	5.64 %	8.57 %
Net Margin (TTM)	4.49 %	6.37 %	5.85 %	5.5 %	5.05 %
Net Margin Ranking	# 62	# 60	# 51	# 53	# 36



Appliance & Tool Industry's Revenue increased sequentially by 7.44 % faster than Gross Profit which increased by 5.78 %, this led to contraction in Gross Margin to 24.26 %, below Industry average. On the trailing twelve months basis gross margin in 4th Quarter fell to 24.29 %. Within Consumer Cyclical sector 3 other industries have achieved higher gross profit margin. Gross profit margin total ranking has improved so far to 50, from total ranking in previous quarter at 57.

chart by amCharts.com



Gross margin contracted to 24.26 % in 4th quarter from 24.64 % in previous quarter of 2013, now Ranking 50 and ranking 4th within sector of Consumer Cyclical. Profit net margin for Appliance & Tool Industry is 3.02 % below industry average. Appliance & Tool Industry achieved cash flow margin of 6.93 % and below average return on equity of 11.74 %

Tools Segment			
Revenues		Income	
16.96%	2.87%	16.15%	2.93%
Y/Y	Q/Q	Y/Y	Q/Q

B.II. Category Factors

B.II. A. Threat of New Entrants (+)

Threat of new entrants into the Appliances industry is not a very big issue. The structural entry barriers identified were: economies of scale, access to distribution channels, product differentiation, capital requirements, and technology acquisition. There still is some threat of companies originating from other regions. The biggest threat of new entrants comes from within the industry itself. This is the threat of companies entering other sub-segments, for example Electrolux recently announced to enter the small domestic appliances segment. This may be a big threat for the current small appliances manufacturers since Electrolux has already well established brand names for large appliances, which may facilitate awareness and perceived reliability.

* Economies of Scale (+)

The industry is advantageous in having a decrease of cost as production increases. This means that as a company grows and production units increase, a company will have a better chance to decrease its costs. The industry contributes to the economic growth since economies of scale are realized. This also serves as one of the barriers to entry of new competitors.

* Product differentiation (+)

The appliances industry enjoys this since the players in the industry are not that populated. For example, Ariston Appliances offer very sophisticated kitchen appliances with the cleaning accessories offered by them, homeowners can be tension-free about the performance of their kitchen appliances. What makes Ariston distinct from others is its understanding of people's needs. Whirlpool on the other hand, has advance technology to the point of simplicity. Standard Appliances has been providing Filipinos with top-of-the-line, quality appliances for the kitchen, laundry and living room; helping raise every Filipino's Standard of living. An ENERGY STAR[®] qualified appliances deliver eco-efficient operation that exceeds the toughest government standards.

***Capital Requirements (-)**

The materials and technology for Appliances Industry is very expensive and hard to find such as Thermal Insulation used to improve energy efficiency and safety in cooking appliances; Insulating fiber so that there are no regulations preventing their use in domestic appliances in any region of the world; strip steel for compressors as well as several products for generation, measurement and control of heat in all types of household appliances; and Machines. The industry belongs to the highly-capital intensive category. New Entrants will need a very large amount of financial support because in this industry you need to develop and research for the product improvement.

***Switching costs (+)**

There are lots of competitors in the appliance industry but still the switching cost is low. Customer loyalty is the main cause that is why switching cost rated as low. Firms in the industry have successfully established customer loyalty over the years by producing quality appliances and incorporating it with technology.

***Distribution (+)**

The distribution of the product is very intensive and efficient. Appliances center is the area that only distribute the product for the fast and secured transaction. This process helps to satisfy the customer and also to give them the warranty of the product. And other way of Abenson is product shipping, they can buy online and this process is C.O.D. process. There are freight price and additional charges may apply for deliveries outside Metro Manila.

B.II. B. Bargaining power of buyers (+)

Bargaining power of buyers in appliance industry costs low because of the product differentiation. The demand is the one that creates the market price for which prevents the buyers to dictate price. Alternatives for the electronic appliances usually also belongs to the industry (eg: electric fan as alternative for air conditioner). In appliances like gas/electric stove, alternatives like *kalang de uling at de kahoy* do not make increase the bargaining power of buyers in high level because it is not that convenient to use and it produces smoke that is a disadvantage to consumers even it is low-priced.

B.II. C. Bargaining power of suppliers (+)

Bargaining power of suppliers in appliance industry costs low because of the relationship that firms established with them in the long-run. In appliances industry, there are limited resources and raw materials but firms still managed to prevent supplier in dictating the price also by finding alternative resources.

B.II. D. Pressure from substitutes (+)

The substitute products for the appliances are relatively products which functions manually (eg: charcoal stove for gas stove, fan for electric fan). Some appliances have substituted from the same category (air conditioner for electric fan). Appliances as an electrically

operated product have less/almost no pressure from substitutes since it is a differentiated product. There is also no technology available today to produce possible substitute products for appliances.

B.II. E. Category capacity (+)

Consumer appliances in the Philippines recorded modest volume growth in 2012. Since appliances industry belongs to highly capital intensive businesses, the possibility of overcapacity is low. The volume of production is growing yearly showing that firms becomes more capable of producing their goods despite of changing market preferences which can also be an indicator of industry growth. Other related industries such as electronics and energy industry which also shows growth over the year contributes to the category capacity of appliances industry.

B.II. F. Current category rivalry (+)

There are several firms in the appliances industry but not enough to create intense competition between them. The structural entry barriers identified were: economies of scale, access to distribution channels, product differentiation, capital requirements, and technology acquisition. Entry also seemed to be difficult for rank beginners in the domestic market but not for established appliance firms seeking new markets. Established firms had access to distribution channels and product differentiation might not pose serious problems as they enjoyed strong ties with distributors and consumer loyalty.

B.III. Environmental Factors

B.III. A. Technological (+)

Appliances Industry in the technological aspect is not mostly focused on product features modification in terms of performance but its energy efficiency. This has to do with other factors such as regulatory, environmental and social. The Department of Industry in partnership with

Department of Energy aggressively promotes on energy efficiency and conservation through formulating the Prospect of Minimum Energy Performance Standard (MEPS) in the Philippines. The firms in the industry have also developed technologies that concern the present situation of our natural resources. It also can't be denied that our society is now aware of energy saving not only to reduce expenses but also as a response to global warming and because of this, people prefer to buy energy saving appliances. The industry is also developing the potential of rechargeable batteries as alternative power source and it is very evident that appliances industry is very competitive in terms of innovations. Globally, opportunity in solar industry and green campaign are considered the future of the electronics industry including appliances industry.

B.III. B. Economic (+)

Consumer appliances industry in the Philippines recorded modest volume growth in 2012. This growth can be attributed to better economic conditions, the residential property boom in the country, the green initiatives of the government and manufacturers, and the prevalence of flexible payment options from major banks and chained electrical goods retailers. The increase in value sales, on the other hand, was mainly driven by greater demand for energy-efficient and feature-heavy models, which commonly command higher unit prices. A similar performance is expected for consumer appliances over the forecast period, as many of the current market trends – the residential property boom, energy conservation campaigns and the widespread availability of attractive financing schemes – are anticipated to continue. The stable demand for new goods is projected to improve household penetration, which remains relatively low in the country. As such, many categories in consumer appliances are expected to benefit from these developments in the next five years.

B.III. C. Political/ Regulatory (+)

The two agencies in-charge in the appliances industry are Department of Trade and Industry (primary) and Department of Energy (secondary). One of the existing laws that affect the appliances industry is the MEPS (Minimum Energy Performance Standard) which provided the establishment of energy efficiency standards for oil-powered or electrically driven machinery and equipment and energy labeling, submission of energy consumption reports and conservation programs by companies. The Philippine energy standards and labeling program is being implemented jointly by DOE- Energy Utilization Management Bureau and the DTI- Bureau of Product Standards in partnership with concerned industry associations. This law affects the how the products in the industry are produced by the manufacturers. To the present situation, DOE made the Directing Compliance with the Electric Power Industry Reform Act Of 2001 (EPIRA) to Address the Power Supply Situation including the Rationalization of the Available Capacities in the Mindanao Grid Social as a possible solution to the Malampaya Gas shutdown which affects the electricity supply in some parts of the country. If this continues, other industries like appliances industry might be also affected.

B.III. D. Social (+)

The appliances industry targets families, individuals and business in all social classes. Consumers are now more conscious in their electricity consumption in buying appliances. Performance and durability are still considerations. This behavior of the consumers led the DOE to launch <http://www.wattmatters.org.ph/> with the slogan “Never settle for the low price, choose the right appliance for you” which helps consumers to make the right choice in buying their appliances. As stated earlier, these changes in consumer’s taste strengthen the firms in the industry to produce energy efficient appliances. Aside from the personal gain that consumers get, they have also become socially responsible as they become aware of our ever-changing earth

situation. This way, the industry is capable of highly feasible innovations because the consumer demand is evident and clear.

C. Company and Competitor Analysis

C. I. About the Company

	Competitor A's product (Whirlpool)	Competitor B's product (Hanabishi)	Competitor C's product (Standard)	Your Product (Electrolux)
Company or Brand Mission/Vision	<p>Mission Statements and Vision Statements are written for customers and employees of corporations. A Mission Statement can be defined as a sentence or short paragraph written by a company or business which reflects its core purpose, identity, values and principle business aims. The definition for a Vision Statement is a sentence or short paragraph providing a broad, aspirational image of the future.</p> <p>Vision: Every Home... Everywhere... with Pride, Passion and Performance. Our vision reinforces that every home is our domain, every customer and customer activity our opportunity. This vision fuels the passion that we have for our customers, pushing us to provide innovative solutions to uniquely meet their needs. Pride... in our work and each other, Passion... for creating unmatched customer</p>	<p>VISION: To have a Hanabishi product in every Filipino home</p> <p>MISSION: To combine Quality, Innovation, Style and Affordability for the comfort of your home</p>	<p>Vision: Standard Appliances is the most trusted appliance company in the Philippines. For over 30 years, Standard Appliances has been providing Filipinos with top-of-the-line, quality appliances for the kitchen, laundry and living room; helping raise every Filipino's Standard of living.</p>	<p>Mission: The Electrolux mission is to be the world leader in profitably marketing innovative product and service solutions to real problems, thereby making the personal and professional lives of our customers easier and more enjoyable.</p> <p>Vision: We believe in excellence and we believe in innovation. We believe in making life easier. We achieve this by making our products and service solutions smart, efficient and easy to use.</p>

	<p>loyalty for our brands, Performance... that excites and rewards global investors with superior returns. We bring this vision to life through the power of our unique global enterprise and our outstanding people... working together... everywhere.</p>			
<p>Company or Brand Founder</p>	<p>Our beginnings, though, were much more humble, based on a business failure and the vision of one family. In 1908, Lou Upton invested his savings in a venture to manufacture household equipment. When that company failed to materialize, Upton was offered the opportunity to select something of value from the failed venture as a return on his investment. He chose the patents on a hand washing machine that he thought might be electrified.</p> <p>Lou Upton brought the patents and his innovative vision home to St. Joseph, Michigan. In 1911, Lou joined his uncle Emory and brother Fred to produce motor-driven wringer washers as the Upton Machine Company.</p>	<p>Founded in 1987, the brand Hanabishi has become a byword in affordable quality home products consistent with its aim of providing consumers the best that they should have. Continuing the tradition of excellence that all products bearing the Hanabishi brand has been known for, Fortune Buddies Corporation has maintained the same stringent product standards and safety features.</p>	<p>Since 1971, Standard Appliances has been the name behind quality appliances in the Philippines. Standard products, especially Standard electric fans, can be found in every corner of the Philippines, from humble classrooms to corporate offices.</p>	<p>The company originates from a merger of two companies, one an established manufacturer and the other a younger company founded by a former vacuum salesman who, incidentally, was a former employee of the former firm. The origins of Electrolux are closely tied to the vacuum, but today it makes all major appliances.</p> <p>Lux AB, incorporated in 1901 by Sven Carlson, was a Stockholm-based maker of large kerosene lamps for railway stations, based on an invention by</p>

				<p>David Kempe. In 1912 it had factories on the Lilla Essingen island in Stockholm and in Riga, then part of imperial Russia. As competitors started to make similar models and electric lighting started to compete with kerosene, Lux needed a new product and in 1912 started to manufacture electric vacuum cleaners, in a design by Axel Wenner-Gren. The name changed to Elektrolux in 1918 when the company merged with Svenska Elektron AB.</p>
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	Competitor A's product (Whirlpool)	Competitor B's product (Hanabishi)	Competitor C's product (Standard)	Your Product (Electrolux)
C.II. Management Team of Company or Brand	Whirlpool Corporation's Executive Committee is a nine member senior management group comprised of the chairman and chief executive officer (CEO) and leadership from all of the company's major	Headed by its dynamic executive members, Mr. Jasper Ong, CEO of Fortune Buddies Corporation together with	The company is headed by CEO and chief management officers in different working areas.	Electrolux operations are organized in six business sectors that include a total of 25 product lines. There are four Group staff

	functions.	Mr. Jevon Ong, Vice President & Purchasing Officer and Ms. Cherish Ong, Operations and Marketing Manager of Fortune Buddies Corporation makes up the Management Team of the company.		units. The Group has a decentralized corporate structure in which overall management of operative activities is largely performed by sector boards. Group Management includes the President, the six business sector heads and five Group staff heads.
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C.II. B. Competing Product Features

Product Feature	Competitor A's product (Whirlpool)	Competitor B's product (Hanabishi)	Competitor C's product (Standard)	Your Product (Electrolux)
Burner	-A 15,000 BTU Power™ burner gives you the ability to quickly boil water, sear steaks or stir-fry vegetables.	-Double burner gas stove - 6" and 8" plates - 2 different burner size for varied cooking speed	Double cast iron burner Automatic ignition	Powerful burners give you maximum heat quickly and efficiently, especially for fast wok frying
Surface	-Eco Friendly Schott Ceran® Glass Surface - Full-width cast iron grates cover the entire cooking surface, so you have the flexibility to place pots anywhere.	- 710mm sized gas stove - Teflon coated body	Stainless top and front	Spacious Layout
Cooking Button or controller	- Tap Touch Controls	- With pilot light indicator - Adjustable power level -- Manual	Knob	-Precision Heat Control - Knobs

		cooking button		
Cooktop	36" Gas-on-Stainless Cooktop	Separate cast iron trivet and stainless drip pan	Removable trivet with drip pan	Durable and easy-to-clean ceran glass cook top
Electric Requirement	120V Electrical Requirement			2000w with 9 power levels from simmering to fast boiling
Color	Black and Stainless steel	Black and white		Stainless steel

Any new product/s launched or other information that may be relevant to the product analysis

Rendez-Vous, Electrolux's newly launch futuristic stove, Energy Shield technology used for the table's surface. This enables any electrical appliance, like a mobile phone or food blender, to be powered wirelessly - just by placing it on the surface. The surface also acts as an inductive cooking system. Sensors detect when a pan is placed anywhere on the table and cleverly directs heat to that area and nowhere else.

C. III. Objectives, Target Market and Positioning Strategy

	Competitor A's product (Whirlpool)	Competitor B's product (Hanabishi)	Competitor C's product (Standard)	Your Product (Electrolux)
Objectives	Whirlpool's executive compensation philosophy is designed to support these objectives by attracting and retaining the best management talent and by motivating these employees to achieve business and financial goals that create value for stockholders in	The objective of Hanabishi is to combine Quality, Innovation, Style and Affordability for the comfort of your home. (Growth)	Standard Appliances aims to deliver their products in affordable prices. (Harvest)	Electrolux aims to implements strategies that will sustain the company as one of the global appliances leader. (Growth)

	a manner consistent with Whirlpool's focus on five enduring values: respect, integrity, diversity and inclusion, teamwork, and the spirit of winning. To achieve our objectives, we implement a "pay for performance" philosophy. (Growth)			
Target Market	The target market of whirlpool is the employed customers, belonging to social class B and C. Their product has a big price and most likely the employed people are the one that has enough buying power to avail their products. They can be single and/or married.	Moms belonging to mass market are target market of Hanabishi. They want to help woman who actually need their product and be practical mom.	Standard Appliances targets practical Filipinos belonging to mass market who wants simple-functioning quality appliances.	Electrolux targets customers belonging to social classes A, B and C who seeks energy efficient yet sophisticated appliances. It targets professionals, housewife/househusbands and businessman.
Positioning	With its global strategy underway, Whirlpool continues to strengthen its position in the market and meet its most important objective: delivering on its brand promise to consumers. Their positioning strategy is completely aligned to deliver solutions to consumers that they truly value. Though price is an important part of the equation, it is not the entire equation. Whirlpool's goals are straightforward: "to grow the strength of brands in ways that build unmatched levels of	"Quality that Grows with You. Ka-partner ng praktikal na nanay." Hanabishi's positioning strategy is focused on the quality of the appliances and benefits that the consumer will get upon purchasing of Hanabishi's appliances products.	"Tatak Standard. Tibay Standard". Standard Appliances is the most trusted appliance company in the Philippines. For over 30 years, Standard Appliances has been providing Filipinos with top-of-the-line, quality appliances for the kitchen, laundry and living room; helping raise	"Thinking of you". Electrolux has vowed to remain focus in catering to the premium category for consumer household durables market where it has been known for even as it tries to penetrate to the needs of the ASEAN region, which is largely composed of developing economies. The company has a

	customer loyalty.”		every Filipino’s Standard of living.	market position to keep and would not think of to go into the low-end product segment, maintaining its positioning for the premium category. Consumer-oriented company in which all product development grows out of insight into consumer needs.
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C. IV. Supporting Marketing Mix

Marketing Mix	Competitor A’s product (Whirlpool)	Competitor B’s product (Hanabishi)	Competitor C’s product (Standard)	Your Product (Electrolux)
PRODUCT	Since Whirlpool is a foreign brand, the product strategy that were used in the other countries is a Multi-domestic strategy wherein there is a product customized for each market. In the Philippines, Whirlpool developed products for middle-low income consumers. Whirlpool stoves are composed of Cooktop and a combination of cooktop and a wall oven and hood. The combined cooktop and oven can be used for baking, broiling or simmering. Many	Hanabishi stove works through the use of conduction which ensures that no more heat is thrown into the air than is absolutely necessary, which means lower temperatures in the kitchen. With its automatic ignition switch, tricky matches and unsafe burning papers would be a	In small kitchen units, the one or two-stove unit is ideal. This is also handy when you are in the food business like catering. Simple double plate’s gas stove.	A rapidly emerging global middle class is demanding more products with innovative design under well-known, global brands. As a global producer of household appliances, Electrolux has a clear competitive edge. With a strong link to the Group’s professional operations, new,

	range choices: single or double oven, freestanding or slide-in in both gas and electric. Customers may choose between gas, electric or induction cooktops in 30" or 36" widths to fit the design of kitchen.	thing of the past. A single twist of a knob would do the trick. This feature means there is only one delivery port, thus using less gas. Same stringent product standards and safety features.		innovative consumer products are being launched in the premium segment across the globe. Their stoves are more likely to be prestige composing of different designs for induction stove, gas and electric ranges.
PRICE	Price ranges from a typical two hot plates stove to combinations such as cooking range and ovens for ₱ 5,998.00 to Php 62,998.00	Hanabishi's stove price ranges from P 1000 to 2000 for single gas stove, electric and induction stoves.	Price ranges from P 768 to 1,500. The price strategy is to make the price inexpensive without giving up the quality.	Gas Cooktops are ranging from 9000 to 15,200 while Gas ranges were priced P 30,000+
PLACEMENT	Exatech is the largest distributor of Whirlpool in the Philippines. It is also available in Abenson stores. Online store.	Hanabishi stoves are available in Tonix, Wilcon Depot, Abenson, Online retailer like Lazada.ph	Abenson Stores, Online	Electrolux is continuously expanding its product offering worldwide. In the Philippines, Electrolux is somewhat available in Abenson Stores and online retailers too.
PROMOTION	Some of the promotions of Whirlpool are giving promos and events, advertising, online promotion, using fan page on Facebook. They are giving promos and 0% interest for 6 months	Promotional strategies of Hanabishi are product placement, sponsorship and online advertisements.	Some of the promotional strategies of Standard is to keep in touch with customers, promos and Events (KPOP	Continuous innovation, Press releases, website, Radio Advertisements

	of payment. Packages are also part of their promotion strategy.		Convention) and TV Commercials.	
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C.V. Differential Competitor Analysis

	Competitor A's product (Whirlpool)	Competitor B's product (Hanabishi)	Competitor C's product (Standard)	Your Product (Electrolux)
Ability to Conceive and Design	<p>(5) Mention the word “innovation” to any of Whirlpool Corporation’s 70,000 employees, and he or she will not typically cite any particular product, service or line of business. At Whirlpool, the term innovation broadly refers to the management system that drives a continuous flow of new ideas from concept to consumer. For more than a decade, Whirlpool has continually broadened its view of innovation...from simply “generating new ideas” into a multi-dimensional view of its business and consumers – from the very micro level of a single idea to broad strategic goals. At each stratum, the company relies on structure and process to understand not only where the cadence of innovation is, but also where it should be.</p> <p>The idea of predictable innovation results, when any particular innovation is</p>	<p>(3) At present, Hanabishi has many varieties and models of their products in different appliances category. This shows that the company is capable to use of technological advances to their products. However, the company has no recent innovations or new products introduced in the market. Unlike other companies, the company’s eagerness to innovation is low.</p>	<p>(3) Standard Appliances has wide variety of models to their products. Unlike its competitors, Standard appliances didn’t invest on innovations. If there are product developments, they highlight it but not as eager as competitors do. However, its products are carefully designed and makes sure that it gives customers optimal benefits and value. They focused on offering practical but quality appliances that suits Filipinos standard of living.</p>	<p>(5) Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. All of our design and product development is based on the philosophy of Thoughtful Design. This is a holistic approach, rooted in the Scandinavian</p>

	<p>as yet unknown, is not an intuitive concept; but it is possible. To get to that kind of reliability does require a uniquely structured set of processes and metrics across the spectrum of innovation activity: from generating new ideas to predicting new ones several years out. This is Whirlpool's unique strength in innovation, and why we now consider it a core competency (albeit, one always under development).</p> <p>At Whirlpool there are structures and processes to manage innovation work. The development of a specific innovation typically follows a flow:</p> <ol style="list-style-type: none"> 1. Idea generation 2. Basic business case formation 3. Competition for development of the idea 4. Testing and experimentation of the ideas 5. Large scale commercialization <p>At each point, Whirlpool expects a survival rate of 10 to 1. E.G. for every ten good ideas, one will be developed into a business case; ever ten market experiments will lead to one scale up, and so on. This "theorem" is more</p>			<p>design tradition, where the aim is to develop and apply consumer insights into all aspects of the brand experience. It covers functionality, usability, touch & feel, visual appearance and the overall user experience throughout all aspects in the life of a product, from the moment a consumer starts to develop an interest, through to purchase, installation, usage and eventually disposal. Design has to generate emotion and desire in the user, but it must also ensure that the rational/functional aspects of the user experience live up to the user's emotional and functional expectations.</p> <p>The Electrolux Group strives to</p>
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	<p>attitude than science – we simply accept that most interesting ideas do not pan out. Moreover, this is why we continually drive our system to keep producing new ideas.</p>		<p>ensure that its products, services and production contribute to sustainable development. To this end, product designs aims to reduce adverse environmental impact throughout the product life cycle, while resource and energy consumption, waste and pollution are regularly monitored for improvement. The Group takes a proactive approach regarding environmental legislation, and encourages suppliers to adopt the same environmental principles as those pursued by Electrolux.</p> <p>At Electrolux, we are proud to offer products that contribute directly to sustainability. Appliances that</p>
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				<p>lighten the burden of household tasks liberate people for more creative endeavors. Improved hygiene from vacuuming reduces the risk of illness. The nutritional benefits of refrigeration are enormous, at the same time food is preserved rather than wasted. Dishwashers and washing machines save energy at the same time they make life easier for families.</p> <p>The local unit of Swedish appliance maker Electrolux is in for another growth year given plans to roll out more quality European appliances in the Philippine market. A little more than a decade of operations in the country certainly</p>
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			<p>improved the know-how of Electrolux in penetrating Filipino homes with innovating products, an executive said. And as one of the top performing economies in Southeast Asia, the Philippines is now ready for more functional yet aesthetically-driven appliances. Its general manager said the times call for innovations particularly in energy savings. The Philippines holds the notorious record for having the second highest electricity costs in Asia and also one of the most expensive in the world, primarily driven by expensive power production. More home-changing products are in the pipeline, with Electrolux looking for new</p>
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				<p>ideas though a global design contest called “Design Lab,” which transform students’ ideas into the next generation appliances. For the past three years, the Electrolux has partnered with the University of the Philippines College of Fine Arts but starting this year, industrial design students from other universities will be able to submit their ideas.</p> <p>Innovation is also at the heart of the European appliance maker, allowing it to stand out among the crowd.</p> <p>“We have many innovations that came from intuitive research studies. It makes the products different from the rest of our</p>
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				competitors,” Electrolux Philippines Inc. general manager Malou P. Estaris said in an interview.
Ability to Produce	<p>(5) The Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances headquartered in Benton Charter Township, Michigan, United States, near Benton Harbor, Michigan. The company has annual revenue of approximately \$19 billion, 69,000 employees, and more than 70 manufacturing and technology research centers around the world. Whirlpool manufactures appliances across all major categories, including fabric care, cooking, refrigeration, dishwashers, countertop appliances, garage organization and water filtration. Being a multinational company, Whirlpool is highly capable to produce their products and deliver it to consumers and they even have the advantage of economies of scale.</p> <p>A manufacturer’s external supply chain is as critical to a corporate growth strategy as consumers themselves.</p>	<p>(4) Having a wide variety of products and being a player in the industry for more than 25 years, Hanabishi has capability to produce its products and sell it to market. The company’s only plant is located at Bulacan.</p>	<p>(4) For over 30 years, Standard Appliances has been providing Filipinos with top-of-the-line, quality appliances for the kitchen, laundry and living room; helping raise every Filipino’s Standard of living. The company has able to establish their brand in the industry and one indicator of this is its capability of producing their products.</p>	<p>(5) The innovation efforts of the company show its strong capability to produce more than it does today with its strategy of sustainability and efficiency. The company is also very particular to the materials they are using and their manufacturing processes.</p> <p>An Environmental Management System provides a structured way to assess and correct environmental hazards and to conduct production in an efficient manner. The result is a higher level of security, improved environmental</p>

	<p>Given Whirlpool's size and global operating platform, the company must treat and manage a broad group of trade partners, retailers, and independent storefronts as an individual customer group with specialized requirements.</p> <p>Certainly, a strong, well-informed, and coordinated supply chain can deliver a significant competitive advantage for a product line, especially when the chain thinks and acts as an extension of the manufacturer</p>			<p>standards and cost savings. The process towards ISO 14001 certification is hard work and an investment, but pays long-term dividends. This has been proven throughout Europe, North America and South America, where the implementation process is almost accomplished. The EMS increases the value of the unit at the same time employees' environmental awareness is raised. Now Electrolux is pursuing EMS certification for all plants in Asia.</p>
Ability to Market	<p>(5) The Whirlpool brand is the world's No. 1 global appliance brand. Whirlpool markets some of the world's most recognized appliance brands, including Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Bauknecht, Brastemp and Consul.</p> <p>What truly</p>	<p>(5) Hanabishi appliances products can be easily found and purchased to different appliances center nationwide. The company is also able to make use of new</p>	<p>(5) Standard appliances products can be easily found and purchased to different appliances center nationwide. The company is also able to make use of new</p>	<p>(5) "The thrust for us this year is to make sure whatever products we brought in last year, we will fully maximize it in making sure the market gets it by expanding our</p>

	<p>distinguishes Whirlpool Corporation is our commitment to building strong brands and a loyal consumer base. Around the globe, our customers trust Whirlpool to make their lives easier. Everything we do contributes to building unmatched levels of loyalty to our brands through lifelong relationships with our customers. We are committed to our brand value-creation strategy—focusing on innovation, cost productivity, product quality and consumer value. We continue to improve our global operating platform to ensure we are the best-cost and best-quality appliance manufacturer worldwide. Our supply chain has been transformed to better deliver products to trade customers and consumers. And we are seeing the benefits of these actions today through a stronger network, increased efficiencies and timely deliveries. A well-serviced external supply chain increases Whirlpool’s ability to sustain its market leadership position and as a result, protect and expand competitive advantage.</p>	<p>distribution channels like having a website where customers can shop their products.</p>	<p>distribution channels like having a website where customers can shop their products. It also makes use of Internet and social media as part of their Customer Relations Management and even conducted online video contests featuring their products for public relations. The website has family cookbook where customers can learn new and different recipes.</p>	<p>distribution network. And we will bring in more products from the region,” Electrolux Philippines Inc. general manager Malou P. Estaris said in an interview. “When we started, we were only selling refrigerators and few washing machines and we had very little distribution network,” Estaris said, adding that not all dealers are willing to transact business with then new player Electrolux. Hence, Electrolux marketed its products through direct selling, going door-to-door for potential clients. But now, appliance stores are more than willing to welcome Electrolux</p>
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				products. Estaris said the business has more than doubled compared with a decade ago.
Ability to Finance	<p>(5) Whirlpool Asia reported fourth-quarter sales of \$177 million compared to \$203 million in the prior year. Excluding the impact of currency, sales decreased approximately 7 percent primarily driven by industry weakness in India. The region reported fourth-quarter operating profit of \$10 million, over 5 percent of sales, compared to \$7 million, approximately 3 percent of sales, in the prior year. Improved product price and mix and ongoing cost productivity offset higher material costs, foreign currency and lower unit volumes. The company expects full-year 2014 industry unit shipments to be flat to up 3 percent. Annually, the company improves its financial performance indicating that it is financially stable.</p> <p>Being a multinational and big corporation, Whirlpool is enlisted in stock exchange where the company gets their financial resources from</p>	<p>(4) Hanabishi has been financially stable for the past years. Their objective of growth is also evident since they have strong promotional activities and advertising expenditures. This shows that the company has if not enough, more than enough financial resources that can support their operational activities and marketing programs.</p>	<p>(4) The company has been financially stable for the past years. They also managed to decrease advertising expenditures through making use of internet and social media to promote their products. This shows that the company has enough financial resources that can support their operational activities and marketing programs.</p>	<p>(5) Electrolux vision is to become the best appliance company as measured by customers, employees, and shareholders. The Electrolux strategy remains intact. With innovative products under strong brands and by leveraging the Group's global strength and scope, Electrolux creates the conditions for profitable growth. In 2013, Electrolux delivered organic sales growth of 4.5%, the second consecutive year ahead of our annual target of 4%. Over the past two years, growth in local currencies</p>

	<p>stockholders and investors. The company has more than enough financial resources even in the long run term.</p>			<p>including acquisitions was 14%. Our ambition to increase our rate of new product launches and expand our market coverage combined with our consumer insight work is paying off in terms of both sales growth and market share. Increased sales volumes and mix improvements had a positive effect on earnings. Southeast Asia demonstrated positive organic growth. Margins were impacted by launch costs in China and Southeast Asia. The company has more than enough financial resources even in the long run term as more stakeholders are investing to it indicating that it is financially stable to operate and continue</p>
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				business.
Ability to Manage	<p>(5) Whirlpool Corporation's Executive Committee is a nine member senior management group comprised of the chairman and chief executive officer (CEO) and leadership from all of the company's major functions. The company's board of directors is comprised of eleven directors, 9 of whom are independent directors. Each director is a highly regarded individual with broad and deep business experience and with significant and relevant management experience. The Whirlpool board's principles and processes, which include internal annual reviews of board practices, the board selection process and the company's Code of Ethics, have been in place for many years. We believe we have an obligation to earn and maintain our stakeholders' trust by adhering to and having the necessary values and governing principles in place. We also are fortunate to have an experienced leadership team to recruit, mentor and guide our global and</p>	<p>(5) Hanabishi brand is owned by Fortune Buddies Corporation. Fortune Buddies Corporation has maintained the same stringent product standards and safety features. In fact, aside from the quality control measures conducted by the Corporation, Hanabishi brand products undergo several trials and are subject to assessment at the Bureau of Product Standards (BPS) to ensure that they meet, or even surpass, BPS standards. This shows that their key managers alongside with a management aligned with their mission/vision and corporate values have been</p>	<p>(5) Standard Appliances is able to be one of well known appliances brand in the industry for over 30 years and it reflects to good management of the company. There are also no negative issues about their products published. It is also a successful brand especially in their market which is the mass market. However, the company is not striving that hard to expand their market and to make product development efforts.</p>	<p>(5) Electrolux operations are organized in six business sectors that include a total of 25 product lines. There are four Group staff units. The Group has a decentralized corporate structure in which overall management of operative activities is largely performed by sector boards. Group Management includes the President, the six business sector heads and five Group staff heads. The Board of Directors consists of ten members, without deputies, who are elected by the Annual General Meeting for a period of one year. The Board decides on issues related to</p>

	<p>diverse workforce. These men and women conduct Whirlpool Corporation's global business in keeping with our company's vision, values and standards of behavior.</p>	<p>competitive over the years.</p>		<p>the Group's main goals, strategic orientation and major policies, as well as important issues related to financing, investments, acquisitions and divestments.</p> <p>Electrolux aims at implementing strict norms and efficient processes to ensure that all operations create long-term value for shareholders and other stakeholders. This involves the maintenance of an efficient organizational structure, systems for internal control and risk management and transparent internal and external reporting. The management style of Estaris, the first Filipina general manager of Electrolux, ensures that the company will</p>
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				<p>continue to listen to consumers and effectively communicate its new products.</p> <p>“To be a leader is to be able to make sure your people understand your vision and goals,” Estaris said, adding that she makes sure to get feedback from stakeholders.</p>
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C.VI. Prediction of Future Strategies

	Competitor A’s product (Whirlpool)	Competitor B’s product (Hanabishi)	Competitor C’s product (Standard)	Your Product (Electrolux)
Current Strategies	<p>We are committed to our brand value-creation strategy—focusing on innovation, cost productivity, product quality and consumer value. We continue to improve our global operating platform to ensure we are the best-cost and best-quality appliance manufacturer worldwide. Our supply chain has been transformed to better deliver products to trade customers and consumers. And we are seeing the benefits of these actions today</p>	<p>Fortune Buddies Corporation strives to build strong brand loyalty to its customers. The company also responds to its corporate social responsibility where it donated supports foundation that helps the Filipinos in need. The company also advocates pro-</p>	<p>The company uses customer value strategy it emphasizes the benefits that customers get from their products through advertisements online. It is also engaged in promotional activities through launching KPOP Music Video Contest where the video have to feature</p>	<p>Electrolux strives to develop products faster, and more efficiently, that more consumers will prefer. Efforts are made in all parts of the Group to improve working capital and release resources for further investment in growth activities. The</p>

	<p>through a stronger network, increased efficiencies and timely deliveries.</p> <p>Whirlpool created new processes for product development, personnel evaluation, knowledge management, financial accounting, resource allocation and project reviews. Whitwam mandated that Whirlpool's business units and regional offices spend a certain amount on supporting new concept development, corporate set-aside of a fixed percentage of the capital expenditure budget for innovation projects, and he maintained corporate seed money to fund worthy ideas that had been rejected by business units or regional offices. (Business units that did not generate enough worthy innovation or corporate entrepreneurship concepts would see their allocation of capital funds reduced.) Mid-stage funding for innovation or corporate entrepreneurship projects was controlled primarily by new oversight and review bodies known as I-boards consisting of business leaders, senior executives, or brand teams. People with</p>	<p>environmental activities such as tree-planting. It also focuses on its positioning: practicality among Filipino mass market.</p>	<p>standard appliances. The company also offers their products in affordable price range.</p>	<p>success of the strategy is attributable to dedicated managers and employees. Electrolux is speeding up product innovation as well as time to market for new products in order to expand market share.</p> <p>Profitable Growth: Entering new channels with a competitive product offering is a key priority. Electrolux also aims to increase market share and capture growth when prosperity rises in growth regions. Electrolux is continuously expanding its product offering. Products and Services. Electrolux has increased its rate of product development and introduced a consumer-preference rating system for new</p>
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	innovative project concepts are free to shop their ideas around to different I-boards for funding.			products.
Expected Future Strategies	Our focus now, and in the future, is on more than just creating great products. We're focused on maximizing the benefits of our worldwide network of resources, which is unmatched in the industry. We're creating better, more innovative products that improve consumers' lives—in and around the home—each and every day. And we're committed to being an agile, global consumer products company that creates value through our brands and innovations. We know that our compelling and growing brands, fueled with innovation, attract and retain loyal customers for life.	It is expected for the company to continue their existing strategies. It is also likely to promote their products ore especially those which are related on summer season.	Standard Appliances is expected reinforce its positioning “Tatak Standard, Tibay Standard” in the future. It is also expected to improve their pricing strategy which is the most affordable quality appliances brand in the Philippines.	A rapidly emerging global middle class is demanding more products with innovative design under well-known, global brands. As a global producer of household appliances, Electrolux has a clear competitive edge. With a strong link to the Group's professional operations, new, innovative consumer products are being launched in the premium segment across the globe. Innovating for Sustainable Growth. Sustainability is central to the Group's business strategy. It is part of responsible business

				<p>leadership to deliver business growth that is high integrity, low environmental impact and of high value to society.</p> <p>Efficient Operations. The Group's manufacturing footprint is continually adapted, and operations are streamlined. Focus lies on the global optimization of production to release resources for investment in new product development, design and marketing. Reducing the amount of capital tied up in operations creates opportunities for rapid and profitable growth.</p> <p>Adjacent product categories, such as air care, water heaters, accessories and small domestic appliances, are</p>
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				<p>growth areas with great potential. To capitalize on these opportunities, the Group's offerings in these product categories have increased substantially in recent years. Moreover, at Electrolux, the ambition is to create the market's best service experience and increase sales of consumables and accessories.</p>
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D. CUSTOMER ANALYSIS	COMPETITOR A: WHIRLPOOL	COMPETITOR B: HANABISHI	COMPETITOR C: STANDARD	YOUR PRODUCT: ELECTROLUX
Who are the customers?	Customers, belonging to social class B and C. Their product has a big price and most likely the employed people are the one that has enough buying power to avail their products. They can be single and/or married.	Moms belonging to mass market. They are mostly practical and budget-conscious mothers.	Mass market (social class C, D, E) who wants simple-functioning quality appliances. Businesses and institutions are also their customers.	Customers belonging to social classes A, B and C who seeks energy efficient yet sophisticated appliances. It targets professionals, housewife/househusbands and businessman.
What do they buy and how do they use it?	The buyers buy the benefit of the product specifically stoves. The benefit that they can get from the product is stoves help them cook food at the easiest way. They use the product for preparing food for those they love and cherish. They use it whenever they need for everyday living and for other special occasions.	The customers buy from Hanabishi Appliances stove is the Quality, Innovation, Style and Affordability for the comfort of their home and for everyday living . They use it as their partner every time they cook breakfast, lunch, snacks and dinner for their families and friends.	Essentially, buyers buy the benefits from the product. The benefits of enjoying cooking with the ones they love and cooking for the people they love. With its simple design and functional performance made not only for the Filipinos but also for the people in the other countries in lowest possible price.	Electrolux is the only appliance manufacturer in the world to offer complete solutions for both consumers and professional users. The focus is on developing innovative solutions that are thoughtfully designed, based on deep and extensive consumer insight, to meet the needs of consumers and professionals.
Where do they buy?	Malls, Appliances store, Online	Malls, Appliances store, Online	Malls, Appliances store, Online	Malls, Appliances store, Online
When do they buy?	They usually buy new appliances when the old one that they are using is not working anymore. New house owners also invest in buying appliances.	They usually buy new appliances when the old one that they are using is not working anymore. Customers are encouraged to buy their products when there is sale like when it's Christmas and New Year.	They usually buy new appliances when the old one that they are using is not working anymore. New house owners also invest in buying appliances.	They usually buy new appliances when the old one that they are using is not working anymore and/or customers want a new and better model. New house owners also invest in buying appliances.

<p>How do they choose?</p>	<p>Most of the consumers and buyers of Whirlpool products are quality-oriented. They are buying the quality and value of the products over the price. They are more likely to choose prestige products that is why aesthetics of stove is one of the important factor customers are considering in choosing what kind of stove they will buy. Some of them are more likely to examine the materials that were used for the product. Also the consumers of Whirlpool are likely to choose the brands with good reputation and have product quality that will exceed their expectations. If they know the brand is well-known, they would prefer it over another. Customers choose among the better customer service. Whirlpool is said to provide repair and extended warranty. Words-of-mouth are most</p>	<p>Most of the consumers buying or choosing Hanabishi are having budget preferences. The buyers choose according to the price of the product without less efficient quality. Income status of the consumers is the most concern of Hanabishi appliances. Some of the consumers prefer the quality over the price. Customer service, warranties, and easy payment are also some of the factors they are considering. The size of the stove that will affect the space capacity of their homes is also one consideration.</p>	<p>Since Standard Appliances is a local brand, customers more likely to expect their products as mass-oriented. Income, quality and personal preferences are the consumers' factors for choosing what brand they will likely to choose. Since Standard Appliances offers limited edition of stoves, their customers are more likely to be simple but space, quality, and price oriented.</p>	<p>Customers choose according to the provided customer service, for example, the one who will help them choose the product that fits with them. Customers choose whether they want a built-in or standing stove in order to have additional space in the kitchen but it may costs them more because of some services involved. Everything is still on the customer's income status. The width and height of stoves are also the additional factors customers are considering in choosing what kind of stove to buy since stoves offer by Electrolux comes into different variety and sizes. Space constraints and personal preferences of the consumers are very much important factors. Whether gas line or volt stove outlet to be install and the aesthetic impact and condition of stoves are also the customers' primary considerations in choosing what product to purchase. Some customers</p>
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	likely to affect them.			prefer products that were expensive but have long life quality condition.
Why they prefer a product	A recent survey by Whirlpool Corp. revealed that 84 percent of consumers said energy is most important to them when it comes to home appliance efficiency. Seventy-two percent of respondents said they actively look for the Energy Star label when making purchasing decisions.	Customers prefer this brand because its products are affordable, practical to use and it also offers extended or longer warranty than other brands. They can also redeem free mechanical/electrical repairs and they can avail hassle free services with no hidden charges nationwide.	Customers prefer this brand since it is one of the well-known brands in appliances industry. The products' features and specifications are also ideal and very much suited to the needs of the customers. They are also satisfied with the performance of its products.	Customers of this brand belong to upper social class and they prefer its products because there are specifications and features that are not present to other brands. Also, its products are superior since the brand has been the leader of innovation. High quality and design of the appliances are also customer's consideration.
How do they respond to marketing programs?	Buying appliances generally requires limited problem solving where customers compare different models and/or alternatives for the product they need. Customers' active response to the brand's marketing programs is evident since their customers initiate the buying process through internet.	The brand sells variety of appliances but their best-seller one is electric fans. Their promotions highlight it. Customers are also satisfied with its performance and they even recommend it to other people. Word of mouth from customers is one strong proof of customer's engagement to the brand's marketing programs.	Customers actively participate in the promotional programs and customer loyalty programs of the brand. They submit their entries at "KPOP Video Making Contest" in Youtube featuring the customers singing and acting with their Standard appliances as either props or part of the effects.	The growth and expansion of the brand and the increase of the product lines and models they offer annually shows that its marketing programs succeed over the years. The brand has also made use of digital marketing technology to reach customers which is also a success.

III. Objectives

A. Marketing Objectives

A1. Volume and Profit

The target number of units sold in the first year upon the launching of product is 3000 stove units which will generate revenue of PhP11,100,000 and 36000 units of thermal batteries which can approximately generate PhP17,964,000 revenue. The target profit is at least PhP3,000,000 to its first year of launch. It will be first at a little percentage of ROI for it was an introductory product under Electrolux. There will be an increase in price, but not totally as high as would be noticeable, to gain much more revenue price that would be offered to the market for some seasonal time of the year when the target market share is achieved.

High informing about the product to the target market about the leading features and benefits of Solux compared with the competition for the first quarter of the year. Giving up much of the price to increase market share is not one of the factors that would be conducted but rather non-price factors such as service and quality are highly at focus. Marketing efforts such as advertising and sales promotions would be conducted to gain the target market share which must be above its competitors. When the market share of the product is finally above its competitors, the profit will strategize to paramount to market share.

A2. Time Frame

- To achieve a 60% product awareness among the target audience within the first year of operation and 30% product awareness for the first quarter of the year.
- To lead the market share among competition for the first year.
- 30% increase in capitalization for the end of the first year.
- Annual 15% growth in revenue.

- Annual 7% market growth.
- For the next years and long-term lifetime of the product, increasing brand's units

will be use if the target profit of the company is not in ratio.

A3. Secondary Objectives

- Thermal batteries as another source of revenue and as to establish stable relationship with the customers.

- Solux is the only futuristic solar powered stove brand in the Philippines that can cater the need of the entire consumer who are practically wise in terms of home budgeting and provide extremely cost-effective product, user-friendly, eco-friendly in nature. Chef Boy Logro will be the brand endorser of the Solux stove, he is the most trusted and loved Filipino Chef in the Philippines and idolized by the people who loves to cook. We aim to make Solux as top of mind stove brand in the country.

- Solux will be launching new and improved solar powered stove that is completely powered by the heat of the sun with the use of solar panel attached in the roof connected to the stove with touch screen heat adjustor to achieve the desired heat in the future.

A4. Program

Product

Solux stove offers high-quality affordable solar powered stoves that is completely eco friendly and user friendly next generation stove. Marketing program efforts will focus on building brand equity to customers in the long run and to establish differential competitive advantage to prevent other brands to create their own version of the stove.

Pricing

Solux brand is a new brand and it aims to penetrate the market upon introduction so that it can reach the growth stage in product life cycle. Value pricing will be practiced and pricing tactics will be applied to thermal batteries. Solux stove will always be affordable to customers over time.

Distribution

Solux will market through regional and local appliances store scattered along the Philippines. In addition, the firm plans to expand online sales by offering the product via Internet only, thus distinguishing between Internet offerings and specialty ship offerings. Eventually the firm may be able to place internet kiosks at some of the more profitable store outlets so consumers could order their desired products from the stores. Regardless of its expansion plans, Solux fully intends to monitor and maintain strong relationships with distribution channel members.

Promotion

There will be an extensive and intense promotion and public relation programs for Solux brand. The firms' promotional efforts also seek to differentiate its products from those of its competitors. The firm relies on personal contact with retailers to establish the products in stores. This contact, whether in-person or by phone, helps convey the Solux message, demonstrate the products' unique qualities, and build relationships. Solux sales representatives visit each store two or three times a year and offer in-store training on the features of the products for new retailers or for those who want a refresher. Advertisements will also be publicized having Chef Boy Logro as the brand endorser. Promotional programs aims to reach target market, then stimulate brand awareness and increase their intention of purchasing the product.

IV. Product/Brand Strategy

A. Core Strategy

A.1 Value Proposition

Product development of Electrolux stove leads to a new brand name and identity- Solux stove which will cater new market segment- mass market. Solux is derived from the word “Solar” that speaks the concept of the stove which uses thermal batteries as complementary product in order to function and “Electrolux” which is its mother brand.

Solux is a solar powered stove with temperature indicators that can help customers especially beginners in cooking to regulate and monitor the fire/heat in cooking the food. Its UVP will be the lower cost of consumption in cooking foods compared to gas and electric stove. Solar energy is stored in thermal batteries with certain number of volts (minimum of 9 volts) that can cook food using fire and can be consumed in 3 months time (3x of use a day). Other features of the stove are its switch which should be turned on and off before and after using it to avoid ion leakage for safety of customers, its double-battery capacity storage for convenience, its high performance to generate fire for faster cooking, its up-down buttons to control the temperature of fire/heat, its portability and it is also very easy to use and clean.

Other specifications:

- Traditional and durable model stove
- Double cast iron burner
- Removable trivet with drip pan
- Teflon coated top and front
- Underneath thermal batteries storage
- 650mm x 390mm x 135mm



Actual Product

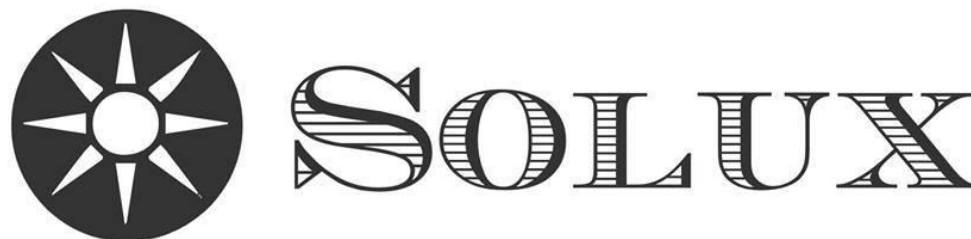


Thermal Battery

A.2 Product Positioning

Solux Stove will adapt the positioning of Electrolux's "Thinking of You". The message is also suitable for mass market which depicts the innovative efforts to improve customer's way of life. With the next-generation Solux Stove, energy efficiency can not only be achieved through product usage but through the complementary product used in cooking, with thermal batteries. Solux is very environment friendly because of its solar energy source and recyclable kind of batteries. Safety and convenience of using it are assured because of its unique yet handy features that customers will surely love. Its traditional look/appearance depicts its durability and good quality that Filipinos prefer through the years.

"Thinking of You" represents Solux as a parent who is concern for the welfare of his/her kids who represents customers. This concern is symbolized through the affordable, high-quality, safer and more practical stove for Filipinos to love cooking even more and of course, save money. Solux will be introduced to the market as customer-oriented brand and as an innovative stove leader in present time.



Brand logo

V. Supporting Marketing Programs

A. Integrated Marketing Communications Plan

Before the launching of the brand, Solux, 5-second teasers will be publicized through both traditional media like television and also online (Youtube.com) with the concept of the coming into life of a new-generation stove. Upon the launching of the Solux, it will be quickly available to the market where the first fifty customers who will purchase Solux stove will get one free battery (in nationwide basis) as a part of introductory sales promotion. There will also be print advertisements which will be placed in malls and online, television advertisements using testimonial approach with Chef Boy Logro as endorser (will be aired in channels 2 and 7) and radio advertisements which will be aired at 90.7 love radio and 93.9 i-fm. Solux stove will also be endorsed and used in Chef Boy Logro's cooking shows Kusina Master during weekdays at channel 7 and Idol sa Kusina at channel 11 for 6 months. Solux stove will also be sponsoring for Eat Bulaga's Juan for All, All for Juan segment. There will also demonstrations of using Solux stove in supermarkets nationwide. Infomercials in consumption of thermal batteries in Solux stove which is more efficient and money-saving will also be publicized. Discount card will be granted to loyal customers at specific months of the year. Solux Cooking Contest will be a part of public relations campaign which will have follow-up events depending on the result of the market acceptance to the brand. Facebook fan page will also be utilized which will inform and promote not only Solux stove and its campaign but will also post trivia, games and even raffle promos to customers. The official website of Electrolux will also be promoting Solux stove. Solux stove launching will be in the month of July, the food/nutrition month.

The image is a print advertisement for Solux. At the top left, there is a logo consisting of a sun-like symbol with rays and the word "SOLUX" in a serif font. Below the logo, the text "Thinking of you" is written in a cursive font. Underneath that, a quote in Tagalog is displayed: "Solux na ang kalan namin sa bahay at restaurant, mas matipid gamitin at ang pagkain ay mas yum, yum, yum!". To the right of the quote, the name "Chef Boy Logro" is written in a cursive font, followed by "Celebrity Chef, Endorser" in a smaller, sans-serif font. On the right side of the advertisement, a chef wearing a white uniform and a tall white hat is smiling and pointing upwards with his right hand. In the foreground, there is a black Solux stove with four burners and a control panel. To the left of the stove, two thermal batteries are shown, one stacked on top of the other, with the Solux logo on them.

Print Ad

B. Pricing Strategy

The objective of market development ends when Solux stove is introduced to consumers where market penetration starts. Penetration pricing will be used for Solux Stove where it will cost P3700 per unit including one thermal battery. Eventually, Solux brand will use price-perceived quality relationship where the price will increase a little as it gains market share. Once Solux has reached maturity stage in the PLC, price for stability will be executed to maintain and/or increase sales and market share. Thermal battery will cost PhP499 each. There will be price bundling where a set of three thermal batteries will only cost PhP1489.

C. Distribution Strategy

Distribution of Solux stove will be extensive. It will be distributed through SM Appliances, Abenson and Robinsons Appliances in key cities and provinces nationwide where most of the customers shop for appliances. It will also be available in online shopping sites like

Lazada and Silit. Solux thermal batteries will be available at supermarkets and grocery stores since it will be a staple once customers have the Solux stove. It will be placed at the end cap near the counters where it will be easily spotted and found by customers. In the long run, it will also be available in retail stores to give customers more convenience in buying it.

VI. Financial Documents

A. Marketing Budget

Program	Cost
Production	PhP10,000,000
IMC Campaign	PhP1,500,000
Customer Acquisition	PhP1,000,000
Market Research	PhP300,000
Distribution	PhP1,000,000
Total Marketing Budget	PhP13,800,000

VII. Monitors and Controls

A. Marketing Metrics

Customers who have cancelled maintenance and use of complementary product and subscriptions per month will be measured through sales and technical support. There will be count of distinct and returning customers for complement product. The latter will be subtracted from the former customers and the result is the number of new customers, those who have never bought anything from Electrolux appliances before. Electronic forms of recording from newsletters, updates, customer inquiries, warranties, white papers and catalogs are the basis for the number of subscriptions.

In order to measure the impact of brand advertising campaigns and other promotions on target awareness, the mass market will be split into two equal geographical parts, and will spend sales promotions twice as much to the first group than the other group, while all other factors being equal. The behaviors of two market segment will be differentiated according to the traffic growth in sales. If the group focused has a large percentage of growth in sales than the other segment, then the promotions are highly effective.

For other measurement, secondary research will also be measured. For the website, not much of expenditures since it is already given, the new technology namely Urchin Tracking Modules to measure accurate website traffic will be used. For the fan page, Facebook has already built in metrics to measure. Radian6 will also be used to monitor the entire internet such as topics, feedbacks, brand awareness and complaints of customers from every website. Customer metrics such as churn rate, customer lifetime value, share of wallet and customer engagement will also be used.

For the product quality, there will be a form of electronic spreadsheet to measure the number of defective stoves and lifetime value of stove from customers by means of technical support and customer relationship.

For customer service, there will be monthly checking in form of surveys and secluded agent to know the satisfaction of customers.

But all in all, the marketing metrics is much more focus on measuring ROI of marketing programs and objectives. Revenue, margin, profit, cash flow, ROI, average revenue cycle overtime, and conversion rate from stage to stage are most to measure to know if the business is generating more profits and faster growth than the competitors.

To measure the average revenue cycle overtime, bestow of business performance metrics and KPIs from the past data, Diagnostic Metrics, which is a factor to measure the current business performance and compare it against historical data trends, and Leading Indicators to forecast future results which is base in most recent estimates and adjustments such as price changes and marketing programs can help. Market trends overtime, by means of secondary sources such as internet and news updates, to know what kind of objective and programs to implement or change.

A waterfall chart will be used for measuring this metrics cycle. At the same time, this is also for measuring the product life cycle of Solux. An example is to be used below.

	-4	-3	-2	-1	CUR	+1	+2	+3
Commit	244	254	263	263	273	282	295	302
Target	257	266	276	286	292	302	311	321
-4	257	266	276	286	-	-	-	-
-3	-	273	276	270	276	-	-	-
-2	-	-	305	276	276	289	-	-
Previous Month	-	-	-	276	282	302	311	-
Current Month	-	-	-	-	294	305	315	331
Commit	Target		Forecast			Actual		

Or or or or or or or or?

VIII. Appendix

A. Market Survey form used for recommended innovative product

Pangalan (optional):

Kasarian:

Edad:

Consumer Survey

Magandang araw! Kami po ay mga mag-aaral sa De La Salle University- Dasmariñas na nasa ikalawang taon na at kumukuha ng kursong BSBA Major in Marketing and Advertising Management. Ang sarbey na ito ay makatutulong para sa aming ginagawang Marketing Plan na para sa aming asignaturang Product Management.

Isulat ang iyong kasagutan sa bawat tanong sa patlang. Sagutin ang mga tanong nang matapat.

1. Ano ang brand ng inyong kalan at saan ninyo ito binili?

2. Anong klaseng kalan ang inyong ginagamit? (gas stove, electric stove... etc..)

3. Kung gas stove ang gamit, kada ilangbuwan/linggo kayo nagpapalit ng gas?

Kung electric stove ang gamit, magkano ang kontribusyon ng inyong kalan sa bill ng inyong kuryente?

4. Ilang beses kayo nagluluto sa inyong kalan sa isang araw? Mayroon ba kayong iba pang uri ng kalan sa bahay? (de uling, de kahoy... atbp.)

5. Kung kayo ang papipiliin, ano ang kalan na magandang lutuan, iyong may apoy (gas stove) o iyong tanging init lamang ang nagluluto sa pagkain (electric stove)? Bakit?

6. Kung magkakaroon ng bagong uri ng kalan kung saan ay mas makakatipid kayo, bibilhin ninyo ba ito? Bakit/bakit hindi?

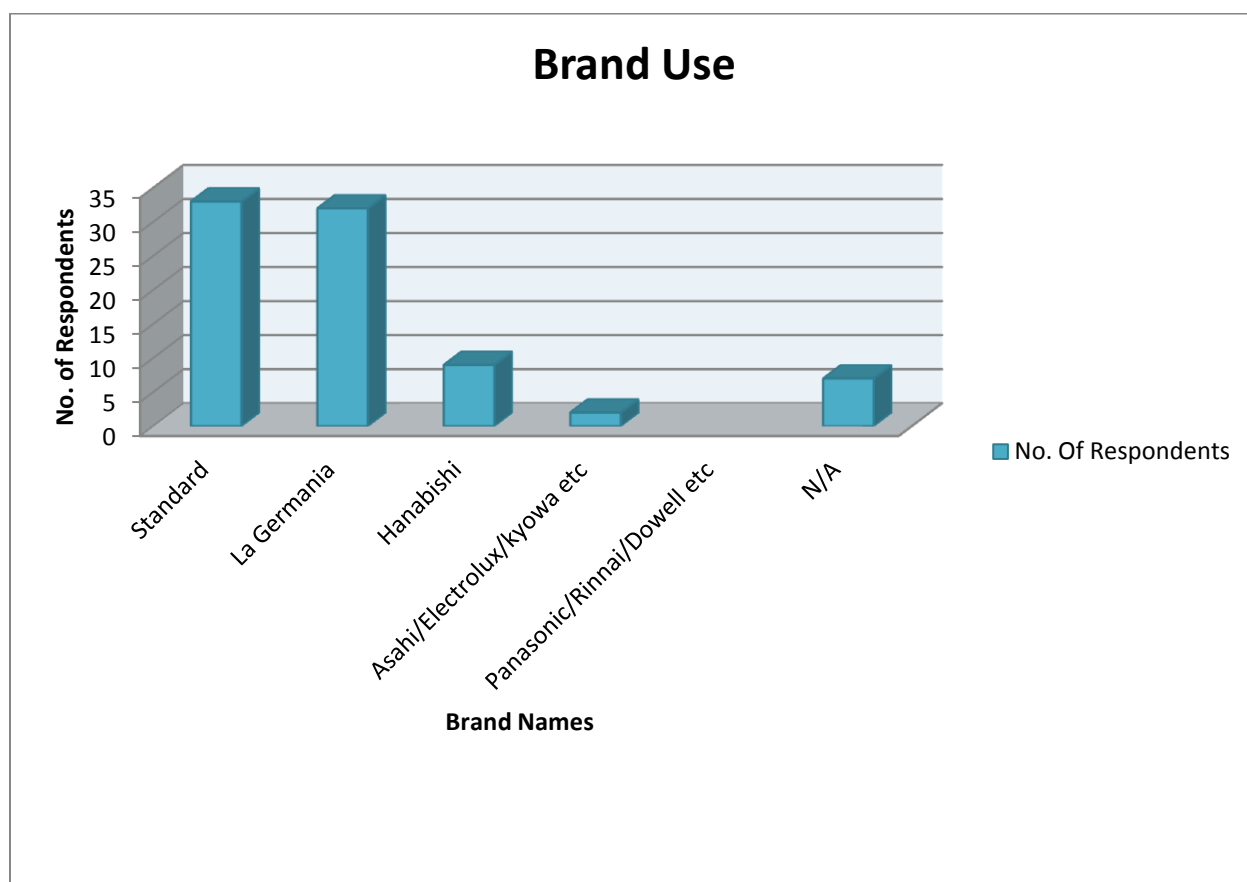
Komento/Suhestiyon:

MARAMING SALAMAT PO!

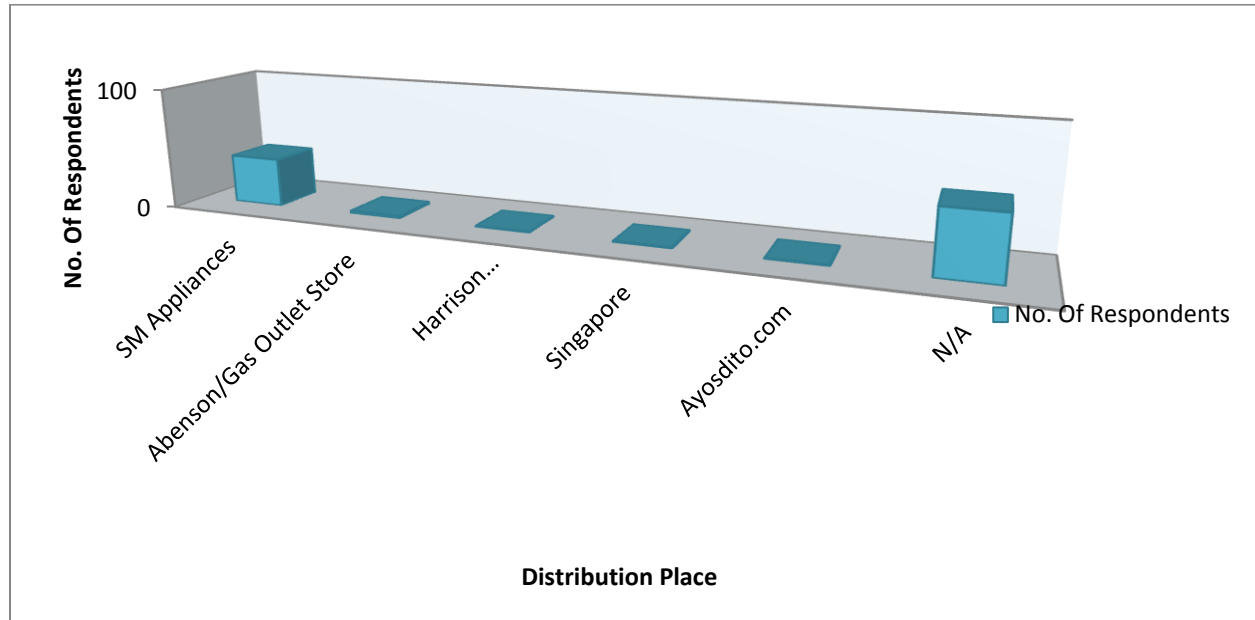
B. Summary of survey results

The total number of respondents is one hundred, fifty males and females, fifty respondents each belonging to social classes C (with monthly income of PhP15000- PhP40000) and D (with monthly income of PhP5000-PhP14999) and twenty-five respondents each to age brackets 20-30, 31-40, 41-50 and 51-60.

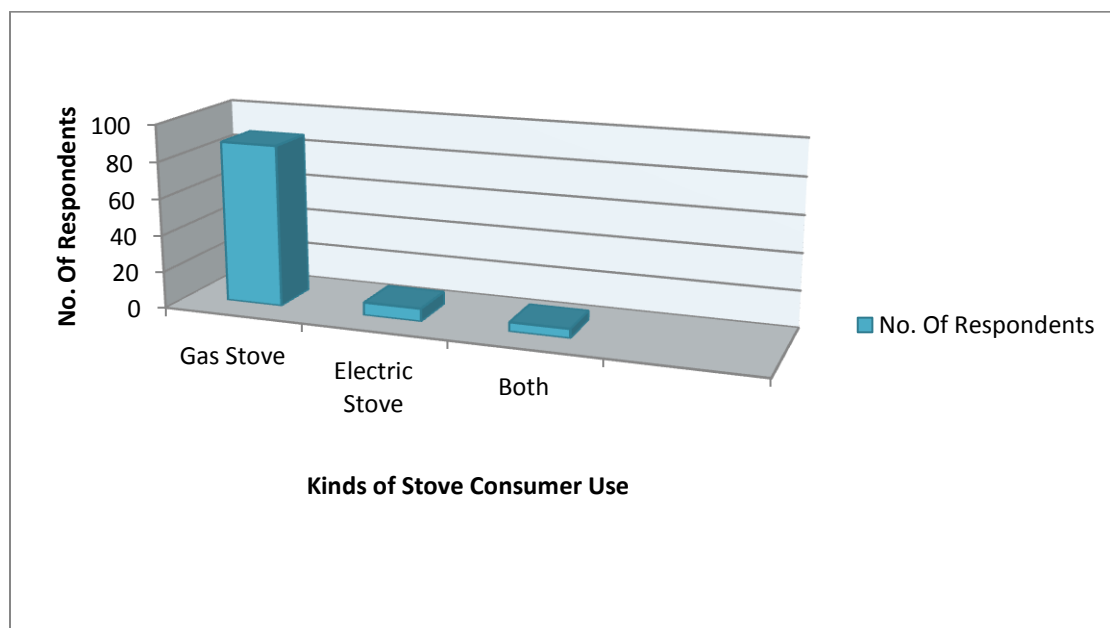
Graph I.



Majority of the customers uses Standard stove, followed by La Germania, Hanabishi and other brands such as Asahi, Electrolux, Kyowa, Panasonic, Dowell, Rinnai, etc. are also used by customers. This implies that Standard dominates the mass market and La Germania, being a mid-priced brand is also patronized by the consumers. Standard, La Germania and Hanabishi therefore can be competitors of Solux stove upon its launching.

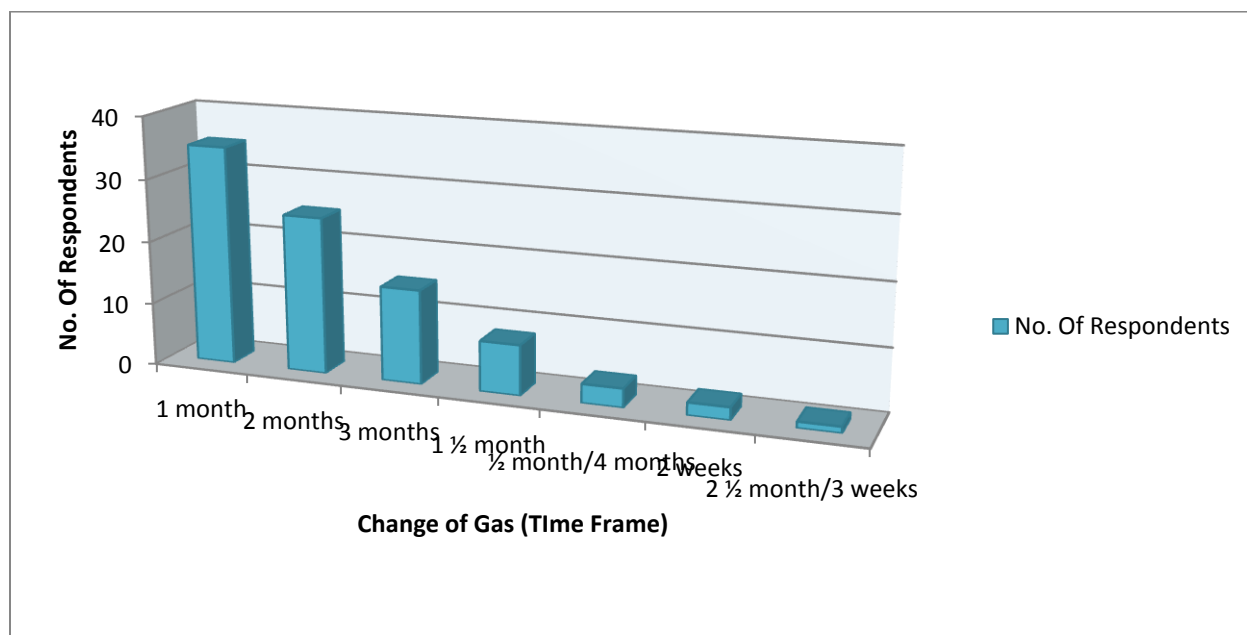
Graph II.

Majority of customers bought their stove at SM Appliances center while others also answered Abenson, Harrison Plaza, Robinsons, Gas Outlet Store and an online store, Ayosdito.com. Solux stove will be distributed at SM Appliances, Abenson, Robinsons and online stores where customers usually shop stove.

Graph III.

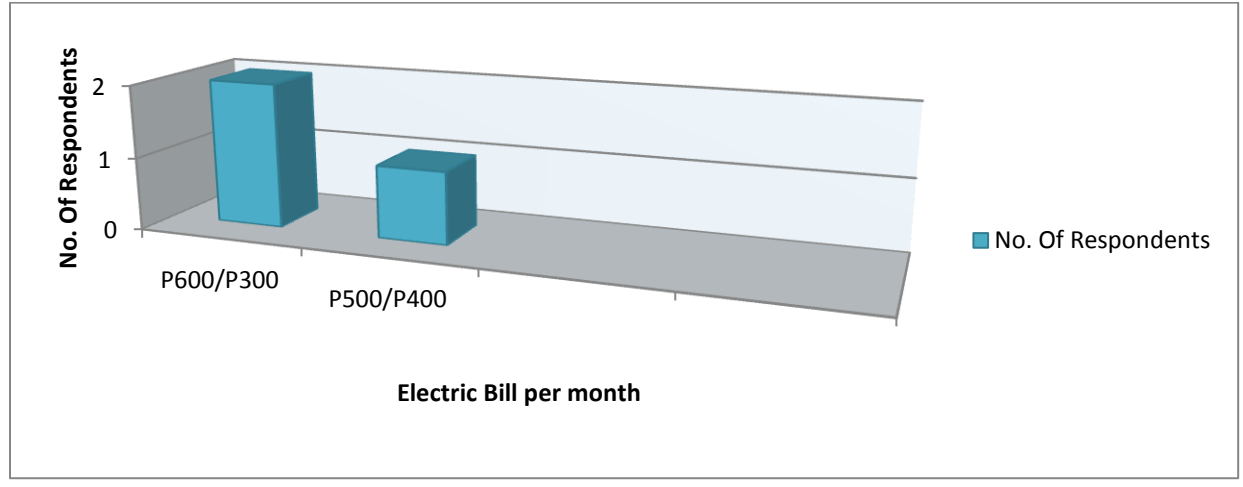
Majority of customers uses the traditional gas stove in present; there are relatively few customers in this market who are using electric stove while some answered both. This implies that customers still prefer the main features of gas stove that electric stove do not have like having fire that cooks food and using of LPG in cooking. Solux stove will use fire as a medium to cook food.

Graph IV.



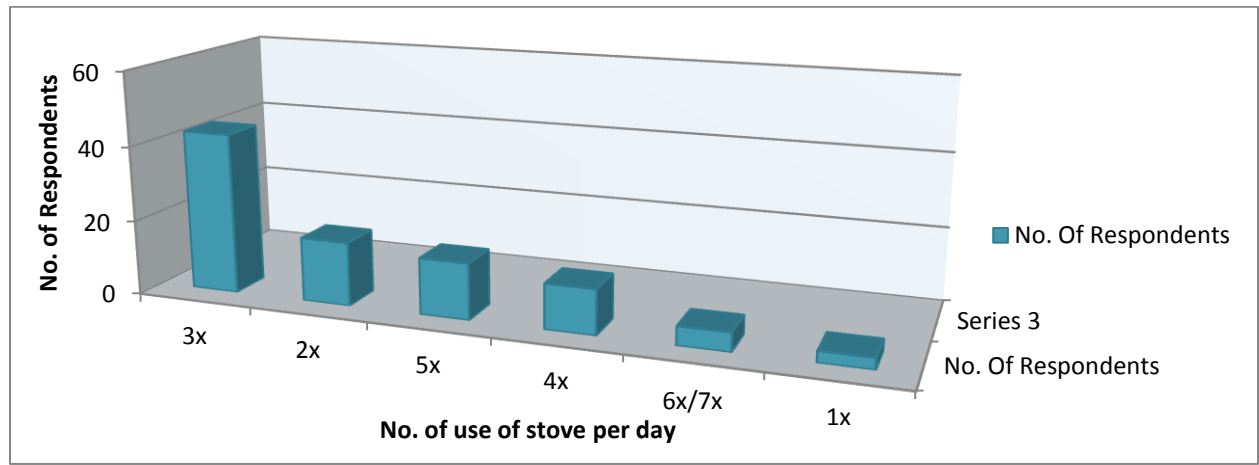
Majority of the respondents consume their LPG in one month, followed by two months, three months, and one and a half month while one half month and four months got the same number of respondents and others answered two weeks, two and a half months and 3 weeks. The price of LPG is averagely PhP 675 each and it is the price that they consume in cooking.

Graph V.



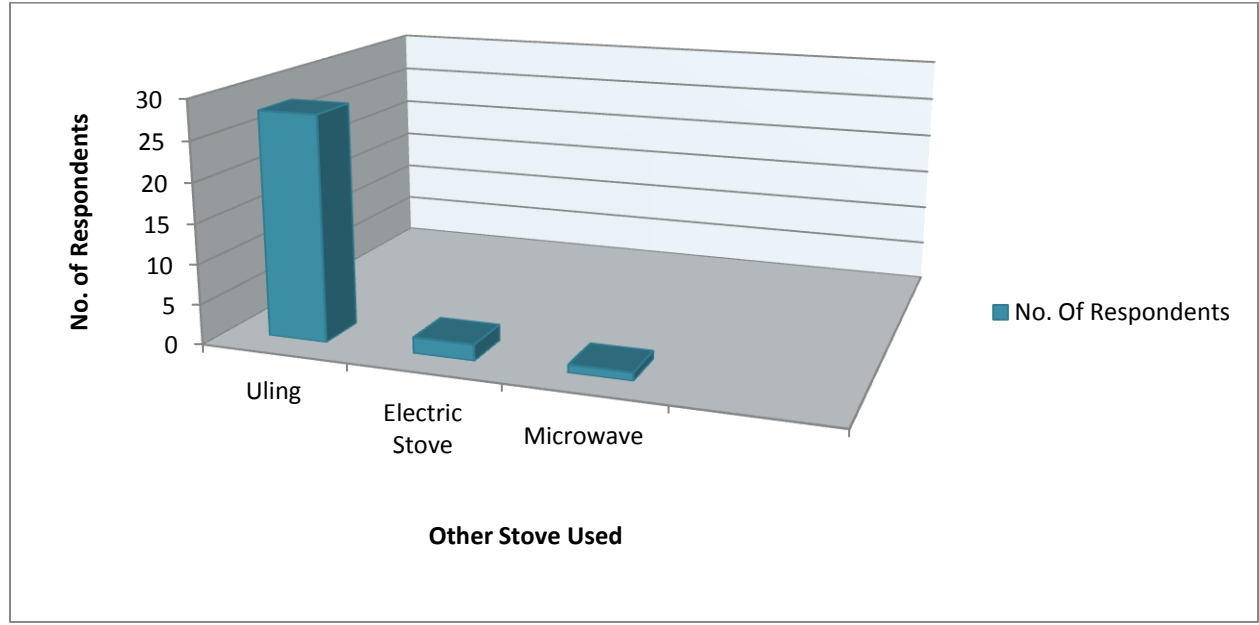
Some of the respondents answered that PhP600, PhP300, PhP500 and PhP400 of their monthly electric bill is contributed by cooking. The consumption cost is lower at some extent compared to the gas stove.

Graph VI.



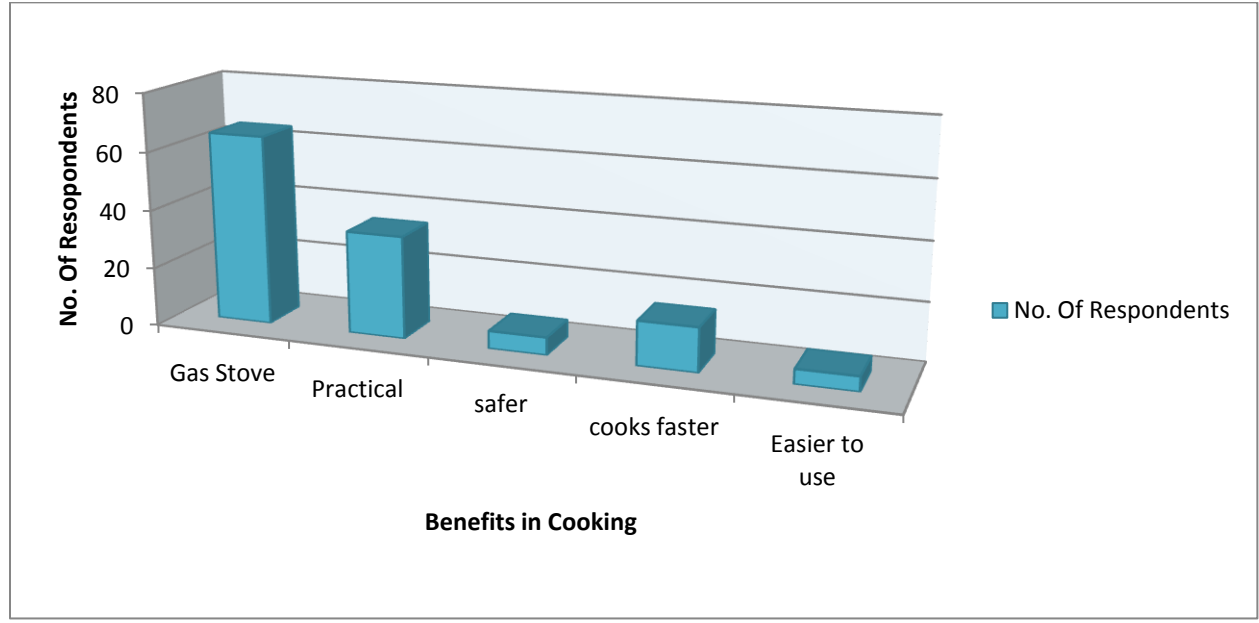
Majority of respondents cooks three times a day, followed by two times, five times, four times and some answered six times, seven times and once. The stove usage is coordinated with the number of major meals that we have everyday which is three times based on the survey results.

Graph VII.



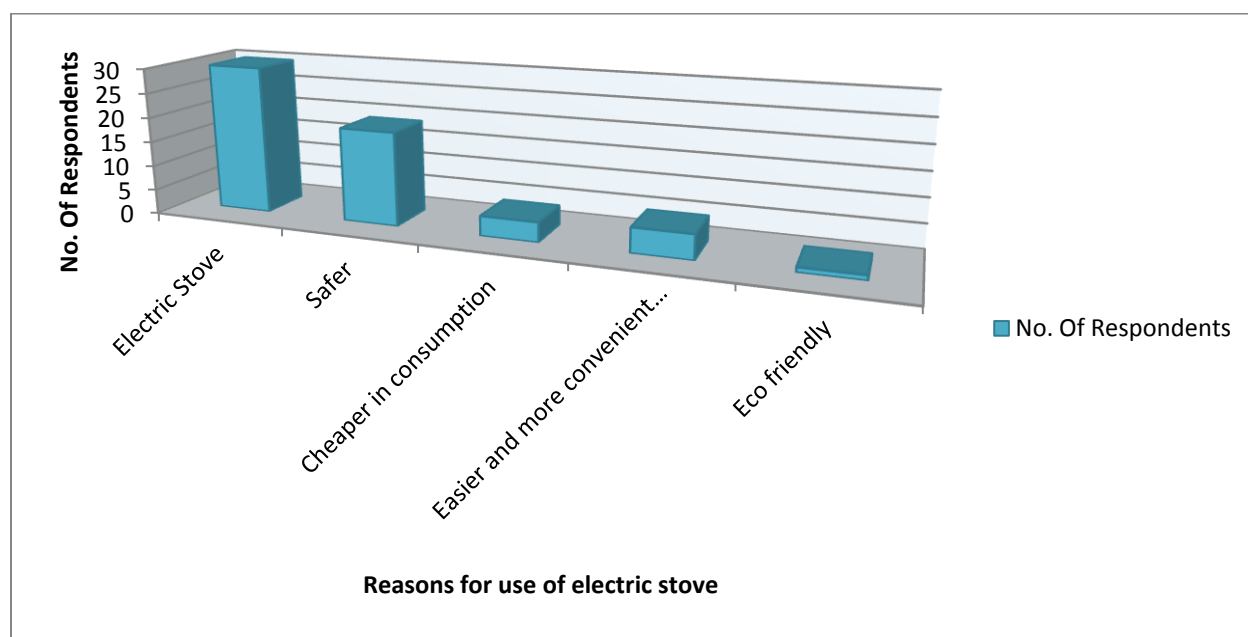
Some of the respondents have other cooking stoves used in the house and *de uling* got highest number and others also answered electric stove, microwave, burner and *de kahoy*. Respondents noted that they used these alternative cookers when there is a long duration of cooking to be made like boiling of meat. Some also added that they only use it sometimes.

Graph VIII.



Majority believes that gas stove will have better cooking results than electric stove and they prefer it because it is practical, safer, cooks faster and easier to use. They also noted that they are used to cooking with it and they can still cook food even without electricity or during brown out. This implies that Filipinos still sticks to the traditional method of cooking which is with fire and they like its features more.

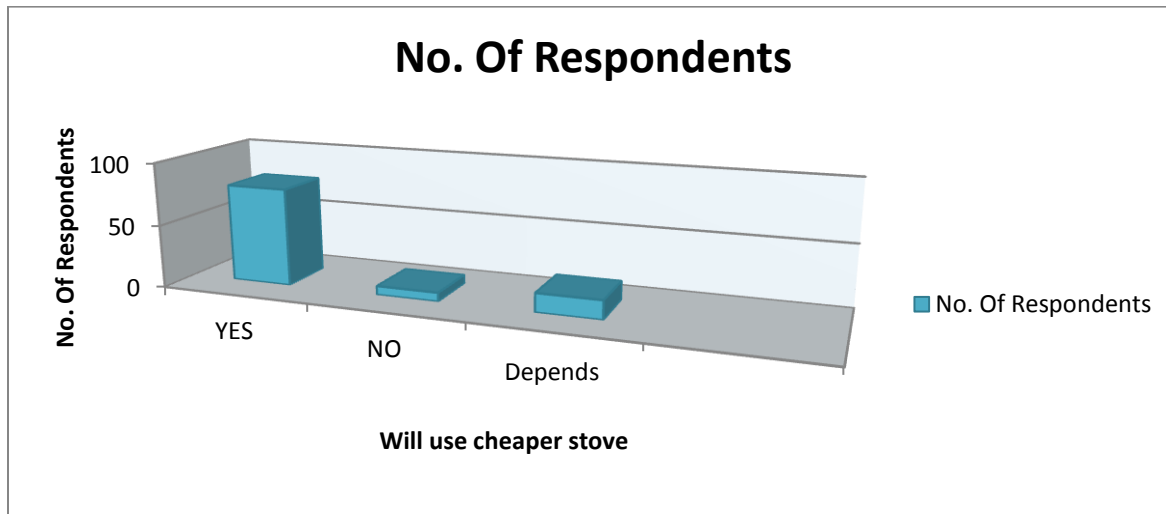
Graph VIII.II



Some prefer electric stove because they believe that it is safer, cheaper in consumption, eco friendly and easier and more convenient to use. They also noted that with electric stove, they do not have to go outside to buy LPG when it runs out.

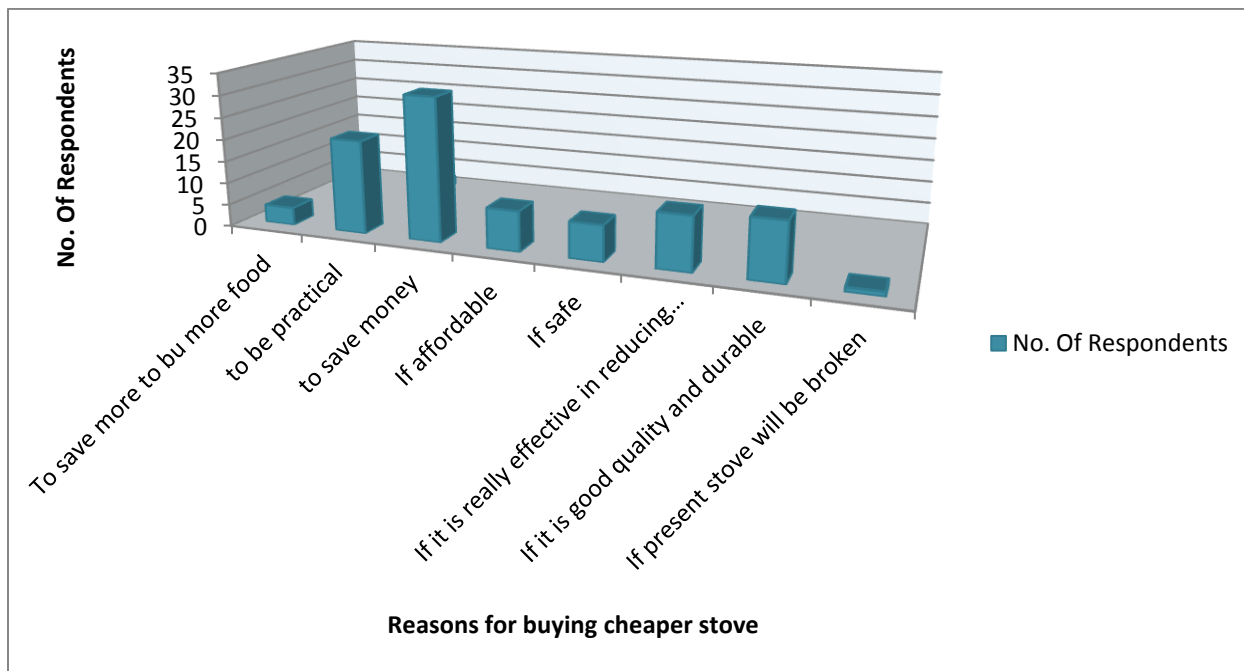
Other respondents answered it depends and both gas stove and electric stove because they can both cook the food.

Graph IX.



Majority of respondents are willing to buy a new kind of stove if it can save money by reducing cost of consumption in cooking. This is followed by it depends and some answered no.

Graph X.



Willing respondents who wants to buy new stove reasons out that they will buy it to save money, to be practical and to save more to buy more food. Some also answered that they will

buy it if it is affordable, safe, really effective in reducing cost of consumption in cooking, has good quality and durable. Others also answered that they will buy once their present stove is broken.

Respondents who answered they will not buy new stove reasoned out that they are already satisfied and contented with the performance of their present stove.

Suggestions:

- Safer kind of stove
- Eco friendly stove
- Stove with fire extinguisher
- Stove that cooks food faster
- Efficient and low consumption stove

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