

## INTRODUCTION

The first important step in getting into any kind of business is to acquire substantial amount of information and learn the required skills to operate the business.

This book entitled, "**Business Guide Series: Laundry Detergent Manufacturing**," aims to prepare you through your journey into the field of laundry detergent manufacturing business.

We recommend that you undergo two types of training. One is entrepreneurial, which will help you get through in running the business side as well as the operation or production side of laundry detergent manufacturing business. The second training will help you comprehend the intricacies of this specific business.

You also need to understand the immediate community, industry or sector in the society in which this business belongs, which is the laundry detergent industry. You could be starting as a small enterprise and, therefore, you could belong to the sector of the MSMEs (micro, small and medium enterprises where 99.96% of all firms in the country are categorized, based on government data). This sector has its own set of laws, policy guidelines, programs and incentives that are already in place. All these information will be valuable for your business because you are part of such bigger community and everything that happens in this industry will somehow affect your business, directly or indirectly.

**Chapter 1** discusses the basics of entrepreneurship such as definition of common terms. It identifies significant

differences between entrepreneurial ventures and small businesses.

Characteristics and common traits among successful entrepreneurs are also discussed as well as their common motivations. There are also tips for would-be entrepreneurs and signs or indicators to consider if they have what it takes to become one.

Requirements to becoming a good entrepreneur are also identified along with common gains and risks of entrepreneurship. The importance of decision-making process is given much value in this chapter because it is what every entrepreneur is bound to do for the entire life cycle of the business.

**Chapter 2** deals about entrepreneurial growth factors in the Philippines along with the development of the sector of MSMEs are given lengthy discussion in this chapter.

Most recent facts and figures available about the MSME sector are also discussed in depth. Developmental issues such as rural industrialization, globalization, and micro-enterprise development are tackled within the framework of the current state of MSMEs in the country. Major constraints to the development of this sector are identified in this chapter together with current measures and initiatives from various sectors to support and further entrepreneurial growth.

Also featured in this chapter are highlights of Philippine MSME development from 1935 up to the present administration. All government agencies and offices that play active roles in entrepreneurial development are also named and their contact information listed so that

entrepreneurs can contact these offices anytime for program assistance and updates.

**Chapter 3** is all about the background of the laundry detergent industry, its history and development worldwide.

The general situation in the Philippine's laundry detergent manufacturing sector as well as the country's laws and regulations governing and affecting the industry are also highlights of this chapter along with the standards specification compliance for industry players.

Learning from the experiences of these giants will help you shape your own business strategies. It will help you position your product into the competition ground; especially, if your detergent product is targeted for smaller and geographically limited markets.

**Chapter 4** deals with the technologies surrounding laundry soap and detergent manufacturing including different product types and formulations. Elaborate discussion on various ingredients and chemical components used is also part of this chapter.

Simple procedures of soap and detergent making are also illustrated and explained in full details to give readers more hands-on experience in learning how to make these products for business or commercial purposes.

The highlight of this chapter is a sample business model of a low-cost powdered detergent making operation that includes start up cost estimates. This can be implemented in any community-based livelihood setup in the country. This particular information is courtesy of the Department of Trade & Industry.

**Chapter 5** prepares the entrepreneurs in the actual process of setting up a laundry detergent manufacturing business in the Philippines. Basic business guide topics such as choosing types of business organizations, organizing a business plan, choosing locations are discussed among others.

Valuable information on potential sources of capital and financing programs available in the country are also specified in this chapter to aid entrepreneurs in making decision on financing requirements for their business.

Registration requirements and processes for laundry detergent making business are identified in simple step-by-step procedures. All other basic requirements for setting up this business are explained fully in this chapter.

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