



## **Changing Faces Women's Leadership Seminar**

Women as Innovators and Entrepreneurs

**July 7 – 20, 2019**  
Oahu ♦ Maui

### **Draft Action Plan**

---

**Maricar A. JARUDA**

*Production Manager, Vjandep Bakeshop, Cagayan de Oro, Philippines*

### **“Elevating Business Conditions of Locally Manufactured Products of Camiguin”**

#### **Issue/Problem Statement**

There are two products being manufactured in the community that were chosen for intervention: the Dried Squid and Buko Pie (Coconut Pie). The main issue and concern of said products are their facilities, packaging materials and processes. Since the program is still in its early stages, the shelf life of these products is short-lived, therefore limiting its distribution to only among its neighboring communities. Also, the lack of proper facilities and equipment play a vital role in the creation of high quality finished products.

#### **Mission & Project Description**

*Improving the facilities, packaging materials and processes of local products of Camiguin to extend shelf life to further the sales and distribution across the country and to inspire the community to expand in creating other local products.*

It's very important to focus on the products that are manufactured by the local farmers and fishermen, since their raw goods can be found within the community. This project aims to improve the quality of the finished product, Buko Pie, among others, by targeting its packaging, looking into its materials and processes, and most importantly, the facilities and where it is being manufactured, to not only ensure quality but also safe finished products that properly consider health standards and that can stand the test of time and distribution.

With the improvement of the manufacturing practices we expect that there will also be movement in the sales and demand of the products. It will also increase the demand of raw goods such as squid and buko, which will help the farmers and fishermen, and create jobs in processing which will greatly help the local economy, specifically the unemployed mothers and young women who reside in the area.

#### **Personal Role**

Growing up on the small island of Camiguin, my heart and mind are settled in helping the less privileged kababayan (fellowmen). I am involved in the production of the famous VjANDEP pastel as production head (a local product which originated from Camiguin) and am knowledgeable in the different processes

**The Changing Faces Women's Leadership Seminar is funded by the East-West Center**

that will increase profitability and improve manufacturing practices. Looking back at the humble beginnings of VjANDEP, I've not only witnessed but also contributed to its creation as a homemade product and helped transform it into this well-known brand associated with the island itself. It continues to evolve and improve as time goes on. With that in mind, VjANDEP is committed to assisting startup businesses with the same outlook of going macro by introducing them into a network of suppliers and business partners which can provide them the necessary materials and equipment they need to expand. While there is not much difference of my role between the company and in the community, the capital of said businesses are small, so the manufacturing of these products are irregular, production in bulk has yet to be performed, and they are limited in their access to the network of suppliers and consumers.