

# **ANNUAL REPORT**

**2000**



**Philippine CEFE Network Foundation, Inc.**  
10 Kasaganaan St., Kasibulan Village, Cainta, Rizal



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## Message from the



Small enterprise promotion has been around for decades, and certainly a variety of approaches and programs had been in use even before CEFE came into the Philippine development scene. What we had to offer the market was our enthusiasm for applying not only our effective training technology on experiential and action learning, but our dedication to pursue “new and better ways” to ensure sustainability of training activities. This meant that as we ourselves were in pursuit of ways to train more and more people for enterprise (the challenge: massive education of the masses), we needed to convince others to try our ways. We believe in our hearts that if only more Filipinos would be trained the CEFE way, this country will be more dynamic and in a better position to compete in a globalized world.

We envisioned CEFENet as our collective swordbearer in our mission to attain a more enterprising Philippine society. During the years prior to the year 2000, the goal had been to establish our track record in applying the CEFE approach to “make ourselves known.” Judging from the feedback of satisfied customers, we managed to introduce the name CEFE as a program alternative for clients and donors in small business development. We give credit to the dedication of all dynamic CEFISTAS in the CEDP network, in partnership with the Department of Trade and Industry, which has been steadfast in equipping and strengthening us in the private sector to deliver quality service to Filipino entrepreneurs in the countryside.

For CEFENet, the challenge in the Year 2000 shifted from market penetration to financial sustainability. At the start of the year, internal resources were insufficient to strengthen the organization in order to blaze new markets to service member interests. Under our able Executive Director, CEFENet resources have grown to where they are now, as this Annual Report has shown.

This year, membership development is top on our agenda. It is time for us to focus our attention on how we might



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make ourselves stronger as a network, to position ourselves to better meet the demands of the market that we have thus far developed for ourselves. We would like to see CEFENet as moving even closer to the hearts of members, seeing their interest as closely intertwined with those of the network. Members are and must be the engine which care for the spreading of CEFE. CEFENet will succeed if we continue to be motivated, energetic, creative and enthusiastic about our work. We will see the fruits of this in the years ahead.

A handwritten signature in black ink, appearing to read "Angelita B. Resurreccion".

Angelita B. Resurreccion  
President



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## **Vision, Mission and Goals**

The Philippine CEFE Network Foundation, Inc. is a dynamic, innovative & development oriented organization which believes that entrepreneurship plays a key role in the country's development.

We envision to be the country's widely-recognized network organization promoting enterprise/entrepreneurship development through the CEFE approach.

We therefore commit ourselves to provide programs & services aimed at managing quality of enterprise development catalysts and at assisting organizations in the establishment of systems for CEFE based programs in the country. With this mission, we resolve to provide the following programs & services with excellence, dedication, innovation, solidarity, competence & professionalism:

### **Product Development**

We will continuously develop new service products for members through regular needs assessment of clients, developing modules/curricula to address those needs and spearhead, pilot implementation of new products/services.

### **Quality Assurance**

We will ensure that the high quality of CEFE products/services is maintained through accreditation and licensing of trainers, monitoring and evaluation of performance of trainers

### **Marketing and promotions**

We will actively promote and sell CEFE products/services through documentation and dissemination of BEST practices, extensive education of potential and existing clients on the products and services, networking/lobbying with groups that are involved in enterprise/entrepreneurship development programs



## **Membership Development**

We will continuously develop the capabilities/resources of members through offering of continuous upgrading programs for trainers and cooperators, access to information and new technologies, development of training materials, organizing events for exchange of experiences among trainers.

## **Fund Sourcing**

We will identify sources of funds (i.e. foreign or local), generate projects to avail the funds, negotiate for approval of projects and distribute project implementation to member organizations.



## 2000 Accomplishments

The year 2000 saw CEFENet mostly involved in institutional strengthening programs specifically providing assistance on the following:

- On the job training/coaching to newly trained CEFE trainers of DTI Countryside Entrepreneurship Development Program, DA Economic self Reliance Program CASCADE, GTZ Bondoc Development program
- Facilitators Training on the BEST Game for DTI and DECS Young Entrepreneurs and Cooperative Clubs (YECCs), DTI BOI Overseas Filipino Workers and ENTREFARM for DTI Laguna provincial office
- Upgrading Programs for DTI CEDP CEFE trainers on Small Business Counseling and Multi Dimensional learning
- Small Enterprise Development Course (SEDC) for DTI BSMBD Sikap Volunteers and DTI NCR SME counselors
- Training of Trainers for DTI CEDP cooperators and GTZ partner organizations

Other accomplishments of CEFENet include conduct of Basic Entrepreneurship Courses for TESDA and PMAP member companies, development of Manual on Entrepreneurship Course for the Agri Sector, conduct of Appreciation Workshops for PBSP partner institutions and organization of the Annual CEFE Trainers Conference.

### On the Job Training/Coaching



The On the Job Training or Coaching is a follow up program for newly trained CEFE trainers who have undergone the one month intensive classroom CEFE Training of Trainers (TOT). A Sr. CEFE trainer (who has attended the Training on Coaching) guides and evaluates the new CEFE Trainers on: logistical arrangements prior to the session, on the use of methodology/didactics (i.e. sequencing of activities, techniques, linkages with other sessions, processing ability, achievement of objectives), facilitation style (i.e. mastery of SLEs, motivation, clarity, presentation skills, time management, and the use of teaching aids).

A total of 20 coaching assignments were rendered in year 2000. Majority (57%) of these were given in the New Business Creation Courses and Business Improvement Course conducted by the 16 CEFE trainers of DA ERP CASCADE who went through the



intensive TOT in 1999. Likewise, coaching was also given to DTI CEDP trainers (36%) and GTZ Bondoc Development Program (7%).

## Facilitators' Training Program

The Facilitators' Training Program is for existing and potential trainers/teachers who would like to acquire skills on how to use a specific turnkey tool offered by the CEFENet and be able to facilitate a course/topic using the tool.



One tool that is in demand among teachers/trainers on entrepreneurship is the BEST (Business Expense Savings Training) Game. Four batches of Facilitators' Training were conducted in the summer of 2000 for 120 DECS public high school teachers. They were teachers/coordinators of the Young Entrepreneurs and Cooperatives Clubs, a joint project of DTI and DECS to encourage enterprising behavior among 4<sup>th</sup> year graduating students and to present to them entrepreneurship or starting a business as a career option. This project was piloted initially in 25-selected public secondary school in the school year 1997-1998 and results were very favorable that this was offered to other schools in 2000.

The Board of Investments of DTI underwent the same program and the participants were their technical staff that were conducting programs for overseas Filipino workers to motivate the latter to invest their hard earned savings in a business.

Another turnkey tool is the ENTREFARM Game which is an effective tool in making farmers view farming as an enterprise and not only as a production activity. The Game teaches farmers basic skills on business planning, identifying value-added products from the farming business, and concepts on cooperativism. A Facilitators Training Program on the ENTREFARM was conducted for DTI Laguna. It was attended by technical staff from the DTI and other government agencies.

## Upgrading Programs for CEFE Trainers

To continuously develop trainers' skills/knowledge/expertise, Upgrading Programs are regularly offered to CEFE trainers. In 2000, the CEFENet conducted one batch of CEFE Small Business Counseling and two batches of Multi Dimensional Learning (MDL) and SLE Design and Development for the DTI CEDP CEFE trainers. For the DA ERP CASCADE, an upgrading program on





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Business Improvement Course (BIC) was given to their newly trained CEFE trainers.

The CEFE Small Business Counseling Course was conducted to develop competencies of CEFE trainers in providing follow up assistance to their graduates and to their other clients i.e. counseling and advisory on business planning, business diagnostics and strategy formulation. The Upgrading Program on MDL and SLE Design and Development aimed to enhance further the training skills thru multi dimensional learning approach and to develop basic competencies in design of structured learning exercises.

The Business Improvement Course is a CEFE standard course for existing entrepreneurs to enable latter to assess their entrepreneurial qualities and competencies, analyze business performance, generate, screen and select solutions to problems and develop a business improvement (strategies) plan.

## **Small Enterprise Development Course**



The Small Enterprise Development Course is a basic enterprise development course for extension workers, counselors, advisors who are directly involved in providing technical assistance to micro, small and medium enterprises. This course aims to equip participants with basic knowledge on small enterprise, its needs and problems, what it takes to be an entrepreneur, project opportunities identification and selection and business planning.

CEFENet conducted 2 batches of SEDC for the DTI SICAP Program, a program in support of the DRIVE (Developing Rural Industries Village Enterprise) where in graduating college students who belong to the top 10% are recruited and assigned by DTI to assist small and medium entrepreneurs in the preparation of business plans for submission to financing institutions. A total of 41 selected senior college students have undergone the SEDC.

The DTI NCR also requested this training to further enhance the knowledge of their technical staff on small enterprise development so that they can provide the necessary technical assistance to their clients.



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## CEFE Training of Trainers

The CEFE Training of Trainers is a four week intensive classroom training where participants are made to experience what entrepreneurs go through in a CEFE New Business Creation Course (TOT Part I) and to acquire training inputs and competencies needed to conduct the said course, facilitating skills on some CEFE turnkey tools such as the BEST Game, ENTREFARM and ENTRESOC Games (TOT Part II).



CEFENet upon the request of DTI CEDP PMO conducted the four weeks CEFE Training of Trainers in Davao City from July 3 to 28 ,2000. The TOT was attended by 21 trainers from CEDP cooperators i.e. Urios College, GenSan Foundation, Agusan Chamber of Commerce and Industry, DTI PTTC, BSMBD, DTI Misamis Oriental, BCD Davao and from GTZ Projects i.e., Bondoc Development Program and GTZ Coconut project. Lead trainers for this event was Alberto Capati and Jerry Pacturan. They were assisted by CEFENet members/trainers in Davao City.

## Basic Entrepreneurship Course

The Basic Entrepreneurship Course is a five day introductory course on entrepreneurship where participants go thru the CEFE ladderized scheme/concept: Module 1-(Unlocking of Competencies) assessing personal entrepreneurial competencies, Module 2-(Matching of person with Project) identification, screening and selection a project idea/business, Module 3-(Business Planning) preparation of the 4 aspects of a business plan i.e. marketing, production, organization & management, and finance, Module 4 -(Viability Test) presentation and defense of business plans to a panel of experts.

In 2000, there were 5 courses that were conducted for TESDA specifically three courses in cooperation with the Federation of Free Workers (FFW) and two programs for the MNLF rebel returnees in Mindanao. The programs for FFW were for retrenched workers of its member companies in Metro Manila and Iloilo, while the programs for MNLF were for its officers/soldiers who have decided to return to the social mainstream.

This program was also given to a PMAP member Company, Allied Information Services of the Philippines who was going to retrench some of its employees.



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## Appreciation Workshops on the CEFE Methodology

The CEFE Appreciation Workshop (APWs) is a promotional program to introduce the CEFE concept and methodology and to highlight its effectiveness in enterprise development. This is usually given to key decision officers of government, non-government, and banking institutions who are involved in the promotion and development of micro, cottage, small and medium enterprises.



Three batches of APWs were conducted by CEFENet for the Philippine Business for Social Progress and its partner rural banks in 2000. The purpose of these workshops in Manila, Cebu and Davao was to make the loan officers appreciate better the entrepreneur as a client, understand business planning, and introduce them to different CEFE tools in enterprise development i.e. BEST and ENTREFARM games.

## 4<sup>th</sup> CEFE Trainers Conference



The CEFE Trainers Conference is an annual gathering of CEFE trainers to explore, exchange and discuss opportunities for the use of the CEFE approach in enterprise development. The general theme was still “Moving Towards an Enterprising Society” with special focuses on Education, Industry and Enterprise Development: Rounding the Triangle. The 4<sup>th</sup> CEFE Trainers Conference was held on May 10-12, 2000 at the Riverbend Hotel in Marikina. This was attended by 40

CEFE Trainers of DTI CEDP, DA-ERP-CASCADE, GTZ Bondoc Development Project and around 20 non-CEFE trainers but interested in the conference topic.

Resource persons were from TESDA, CHED, DECS for education sector and from the chamber, sectoral industry associations and banking institutions for the industry sector. A CEFE mini-fair for those interested in selling their products was held simultaneously.



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# **A look at CEFENet's Work Plan for 2001**

In its Planning Workshop held last January 24 to 26, 2001 which was attended by the present Board of Trustees, CEFENet has defined its role as a business development services (BDS) facilitator whose main business is service to its member trainers and or institutions (BDS providers) which directly provide the needed services to micro, small and medium enterprises. As a facilitator, it will perform 5 functions namely:

- Product development
- Product promotion
- Fund sourcing
- Development of resources i.e. members
- CEFE quality assurance

For year 2001, CEFENet will concentrate on the following activities as defined in its Planning workshop:

## **Product Development**

- Conduct of needs analysis of selected sectors: environment i.e. coastal resource and land resource, education, local government,
- Development of project briefs, concepts for identified sectors
- Pilot testing of project concepts

## **Product Promotions (marketing)**

- Documentation and promotion of best practices
- Networking and lobbying with targeted sectors
- Conduct of product demonstrations to targeted sectors

## **Fund Sourcing**

- Identification of donor agencies that can provide funding for programs for targeted sectors
- Development of full blown proposals for project ideas for identified sectors
- Negotiation with donor agencies



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## **Development of Resources**

- Conduct of needs analysis and upgrading programs for CEFE trainers of DTI CEDP, DA CASCADE, GTZ BONDOC
- Conduct of capability building programs for targeted sectors, Facilitators Training on BEST GAME, ENTREFARM,
- Organization and implementation of CEFE Trainers Conference
- Identification, screening and selection (based on criteria set) of member trainers/institutions that will be involved in CEFENet projects
- Setting up of information center in CEFENet to service requirements of members on new technology, materials, modules, etc.

## **Quality Assurance**

- Accreditation and licensing of new members
- Monitoring and evaluation of new and old members' performance



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## 2000 Financial Report

THE BOARD OF TRUSTEES  
PHILIPPINE CEFE NETEWORK FOUNDATION, INC.  
#10 Kasaganaan St., Kasibulan Village  
Cainta, Rizal

I have examined the Balance Sheet of **PHILIPPINE CEFE NETWORK FOUNDATION, INC.** as of December 31, 2000 and the related Income Statement for the period then ended. These Financial Statements are the responsibility of the management. My responsibility is to express an opinion on the financial statements based on my audit.

I have conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management as well as evaluating the overall financial statement presentation. I believe that my audit provides a reasonable basis for my opinion.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of **PHILIPPINE CEFE NETWORK FOUNDATION, INC.**, as of December 31, 2000 and the results of its operation for the year the ended in conformity with generally accepted accounting principles applied on a consistent basis.

BENNY DELA PUERTA  
Certified Public Accountant  
Iloilo City, Philippines  
January 22, 2001



**PHILIPPINE CEFE NETWORK FOUNDATION, INC**  
**BALANCE SHEET**

December 31, 2000  
(With Comparative Figures for 1998 & 1999)

	1998	1999	2000
<b>ASSETS</b>			
Revolving Fund	-	337.28	5,188.03
Cash	236,993.18	569,684.40	2,514,509.63
Accounts Receivable	-	1,590,322.00	1,417,578.48
Advances to Officers & Employees	-	20,013.65	18,416.25
Merchandise Inventory	-	-	-
Office equipment	127,511.66	182,239.74	182,239.74
Accumulated Depreciation	(17,107.86)	( 17,107.86 )	( 17,107.86 )
<b>TOTAL ASSETS</b>	<b>347,396.98</b>	<b>2,345,489.21</b>	<b>4,120,824.27</b>
<b>LIABILITIES:</b>			
Withholding Tax Payable	-	1,208.33	-
SSS Premium Payable	-	( 0.03)	(0.03)
Medicare Payable	-	-	-
HDMF/ Pag-Ibig Payable	-	-	( 500.00)
Accounts Payable	-	16,500.00	-
Accrued Expense Payable	332,301.50	-	-
<b>TOTAL LIABILITIES</b>	<b>332,301.50</b>	<b>17,708.30</b>	<b>( 500.00)</b>
Unearned Income	-	361,152.00	-
Equity	52,488.97	971,125.70	1,966,628.91
Add: Net Income (Loss)	(37,393.49)	995,503.21	2,154,695.39
<b>TOTAL STOCKHOLDERS EQUITY</b>	<b>15,095.48</b>	<b>2,327,780.91</b>	<b>4,121,324.30</b>
<b>TOTAL LIABILITIES &amp; CAPITAL DEFICIENCY</b>	<b>347,396.98</b>	<b>2,345,489.21</b>	<b>4,120,824.27</b>



**PHILIPPINE CEFE NETWORK FOUNDATION, INC**  
**INCOME STATEMENT**  
**December 31, 2000**  
**(With Comparative Figures for 1998 & 1999)**

	1998	1999	2000
<b>Revenues:</b>			
Service Income	2,753,375.57	4,538,865.27	4,636,243.48
Registration Fees	121,800.00	22,600.00	10,500.00
Sales of Best Game	203,367.49	289,205.00	856,800.00
Sales of EntreFarm	-	-	19,250.00
Sales of EntreSoc Kits	-	-	30,800.00
<b>TOTAL</b>	<b>3,078,543.06</b>	<b>4,850,670.27</b>	<b>5,553,593.48</b>
<b>Less:</b>			
<b>Project Related Expense:</b>			
Professional Fees	1,434,013.50	1,969,024.62	1,803,477.16
Food & Accommodation	522,663.21	763,450.88	425,111.84
Equipment	-	-	32,500.00
Best Game	-	-	-
EntreFarm Kits	-	-	26,729.50
EntreSoc Kits	-	-	42,900.00
Training Materials	62,990.70	393,392.55	118,786.41
Transportation(Training)	60,576.41	200,794.00	172,384.85
Commission	30,841.50	2,433.00	82,800.00
Tel./Telegraph	25,145.28	38,747.44	33,734.00
Printing & Photocopy	162,181.63	91,989.85	19,573.50
<b>Total</b>	<b>2,298,412.23</b>	<b>3,459,832.34</b>	<b>2,757,997.66</b>
<b>Administrative Expense:</b>			
Tax Refund	-	-	1,470.72
Taxes & Licenses	14,895.60	2,404.33	500.00
Salaries Expense	186,611.10	175,746.70	369,760.92
SSS Expense	-	12,426.60	41,679.75
HDMF/ Pag-Ibig Expense	-	1,500.00	4,187.50
Insurance Expense	1,300.00	1,300.00	1,593.75
Withholding Expense	-	-	( 1,789.35 )
Office Supplies	37,114.85	18,142.75	22,179.50
Electricity	15,817.82	4,400.00	6,000.00
Rent Expense	159,990.00	44,100.00	36,000.00
Transportation Expense	9,545.85	8,860.03	9,737.00
Tel./Telegraph	10,800.00	-	35,399.91
Internet	-	-	5,402.19
Bank Charges	-	1,098.30	10,000.00
Royalty Fee	345,301.60	-	-
Depreciation Expense	9,775.92	-	-
Miscellaneous Expense	26,371.48	140,605.60	98,787.54
<b>Total</b>	<b>817,524.22</b>	<b>410,584.31</b>	<b>640,900.43</b>
<b>TOTAL EXPENSES</b>	<b>3,115,936.45</b>	<b>3,870,416.65</b>	<b>3,398,898.09</b>
<b>INCOME (LOSS) FROM OPERATION</b>	<b>( 37,393.39 )</b>	<b>980,253.62</b>	<b>2,154,695.39</b>
<b>ADD: Other Income</b>	<b>-</b>	<b>15,249.59</b>	<b>-</b>
<b>NET INCOME(LOSS)</b>	<b>( 37,393.39 )</b>	<b>995,503.21</b>	<b>2,154,695.39</b>



## CEFENET Members

As of March 2001

<b>Names</b>	<b>Institution</b>	<b>Address/ Tel. Nos. E-mail Address</b>
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Arnold Itao	Small Scale Industries Promotion Project	Ministry of Trade & Industry Bangkok, Thailand
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