DAKILA "GO FAR WITH ABACA": A BUSINESS VENTURE

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ABSTRACT

The amount of plastic and other trash produced by the sudden emergence and demand for face masks is immeasurable, as these masks are intended to be used only once. As a result, thousands of tons of additional waste will be disposed of at a landfill. To address this, the proposed business venture "Dakila" acknowledges the need for a solution to the challenge of reducing plastic waste by using eco-friendly local abaca products. The study aims to create an abaca face mask employing abaca fiber as an alternative to synthetic or polypropylene face masks. A research study showed by the DOST – Department of Science and Technology recommends ducting standard tests by accredited institutions and further R&D on the potential of abaca handmade paper as a material component of face masks. The proponent conducted actual market research utilizing an online survey and interview to potential suppliers and target customers to estimate demand data and compute for the projected market potential using smoothing techniques. Financial analysis based on the production capacity and operational costs to be incurred were considered to project a viable and profitable 3-year projected business plan. According to the findings of the study, abaca face masks are safe as an alternative biodegradable face mask for humans. The proposed business venture has the potential to be commercialized to its target market, and with the needed capitalization requirement, the business shall earn a good return of investment. Apart from giving better protection, it will also help in making a distinction in the Philippine economy by helping abaca agriculturists, social entrepreneurs, and their workers.

Keywords: Abaca, Abaca Fiber, Artificial Fiber, Banana Tree, Synthetic, Polypropylene face masks, Business Plan

INTRODUCTION

As the coronavirus disease 2019 continues, face masks are being utilized by people to restrain the spread of COVID-19 in nations around the world. With this sudden onset and requirement for face masks, the rise sum of plastic and other waste produced is immeasurable because these masks are designed to be utilized just once. This incidentally means that thousands of tons of additional waste are going to the landfill.

Because of this issue, this paper supports to advance the use of reusable-face mask made from a 100% eco-friendly, biodegradable material and is demonstrated to have a 7x better filtration than others, a sustainable product that is made from the finest abaca leaf fibers and is claimed to be the most grounded natural fiber within the world and can be proven to be certified and accredited over artificial fibers such as plastics comparable to a plant just like the banana tree. The Philippine Abaca plays a crucial part in the advocacy for environmental security and forest preservation. It is widely known for having stronger qualities over other raw materials, including other abaca, and other engineered materials by different industries throughout the world.

Dakila recognizes that there is a need for the problem of lessening the plastic waste by utilizing the local abaca products. As nations have been progressively concerned with natural awareness and are proceeding to eradicate the use of plastics and polypropylene, they are now ought to be replaced with materials of natural fiber materials due to their strength

and recyclability. Apart from giving a better protection, it will also help in making a distinction in the Philippine economy by helping abaca agriculturists, social entrepreneurs, and their workers. The study therefore aims to create an abaca face mask employing abaca fiber as an alternative to synthetic or polypropylene face masks. thus, this business venture DAKILA: A Go far for Abaca.

Name of the Company: "DAKILA"

The business is called, "Dakila." The name, Dakila is a name that suits the material of the product which is the abaca. In this time of pandemic outbreak, local products are now participating in the market. It shows that the innovation and creativity of every Filipinos are not stopped by the pandemic but instead it leads them to more doors of opportunities and every Filipinos are pleased to take and advantage of it. As most industries are now shifting to organic and local materials, the opportunities for the Abaca sector are continuously growing and receiving limitless chances. The purpose of the business name is to convey a message to the people to treat our local products especially the abaca as something mighty or "dakila." The name Dakila is mainly encouraged by those farmers who work hard and persevere while maintaining their health and safety from the virus. It also represents the wonders of abaca as it can be used in a wide variety of products.

Figure 1. Dakila Logo with Slogan

The company's main slogan is "Go far with abaca". This slogan describes and defines the usage of Abaca as the filtration for face mask. The inspiration behind the slogan is that you can go far with abaca because of its nature as the strongest among all-natural fibers and having superior qualities over other materials that made it as a 100% eco-friendly, biodegradable material, a sustainable product and is p roven to have a 7x better filtration than others. The product of Dakila is not entering the market for nothing. It can serve as an eco-friendly alternative to disposables.

Product Offering

Dagtum or Black

Bughaw or Blue

Kayumanggi or Brown

Kunig or Yellow

Lungti or Green

Figure 2. Abaca Face Mask

Abaca Face Mask concentrates on using the finest abaca leaf fibers as a filter on face masks that can serve as a locally alternative mask for the customers. Dakila will offer a variety of colors such as: Black, Brown, Beige, Yellow and Green. That is why the brand name of every product are the Filipino language of each color. It also has an adjustable clip to achieve a neat and comfortable mask fit. Dakila will also offer 3 sizes of face masks from small, medium, and large. This is to make sure that consumers are protected from the droplets in the air.

Marketing Plan Highlights

Dakila will start its marketing strategy by preparing for its product packaging. Since the product is made from the finest abaca fiber materials and were processed into special filters

and made into face masks, it is packaging will also be eco-friendly and will be beneficial to the customers. It will use a string pouch that is made from katsa, it will also be served as the holder of the face mask once they use it on their everyday use. It will be placed on the corrugated box as its final packaging and will also insert a thank you cards and instructions on how to properly wash the abaca face mask.

Dakila will offer a variety of colors such as: Black, Brown, Beige, Yellow and Green. These colors symbolize simplicity and balance as it is significant to the Filipinos. That is why the brand name of every product are the Filipino language of each color.

Dakila will be utilizing the online platform to deliver knowledge about its products; thus, the brand will have Facebook and Instagram accounts. With the help of these social media platforms, the brand will have a broader scope of the market that can be reached through digital interaction and transparency. This marketing strategy is an effective way for the small business to advertise its products.

Lastly, the customer service of Dakila will ensure that it will reach a 100% fast response rate. This is because the owner will expect several inquiries about the abaca filter mask as it is new to the market. Dakila will provide them the assurance they need that both the material and product are safe and natural.

Product/Operation Plan Highlights

Dakila will have its supplier from Bicol Region specifically, Legazpi, Albay. It is one of the regions who is known for producing abaca fibers. Materials will be shipped through a delivery courier to Tondo, Manila as the home-based business location.

Dakila will have its operations at 610 B. Coral St. Tondo, Manila. This operational place would be done at the residence of the owner. This was the location selected because it surrounds a wide range of target markets that the Dakila will caters. In terms of operations, the proper sanitation and quality protocols will be followed. Every abaca face mask will undergo a sanitizing by washing and disinfecting through alcohol.

Dakila will operate its business from Monday – Sunday and will be done through the new normal setup where businesses are operating from home. Dakila will operate from 8:00 AM and will end at 8:00 PM. This includes the ordering, listing of orders for inventory, packaging, and delivery. The business will deliver its products every weekend since the owner is conducting her online classes on weekdays. The delivery method will be from Mr. Speedy, Lalamove, JT&T or any cheap delivery services.

Organization Plan Highlights

Dakila is a sole proprietorship type of business owned by the Ms. Rhodora Andrea Yumol as she will be responsible for the decision making, financial, operations, obligations, production, operation, and marketing strategy. The business focuses mainly on outsourcing from its supplier, namely, Abaca Face Mask Direct Supplier as a start-up business.

Financial Plan Highlights

The initial capitalization of Dakila was amounting to Php 30,000.00 which will be used for pre-operating expenses. Dakila will stock a 100 pieces of abaca face masks that varies in 5 different colors. Each color will be having a 20 pieces stocks and the remaining 10 pieces will be used for marketing promotion specifically in photography materials and will also serve as a sample product.

This money will be used for the business to start its operations. Purchase of equipment, supplies, raw materials, and other expenses such as utilities and taxes will also be considered to start the business' operations. Projected sales were identified, and percentages were greatly considered for the coming years' figures.

Socio-Economic Contribution

Dakila recognizes the worsening problem of climate change due to plastic waste that results from sudden usage of face masks. With that, Dakila wants to serve its purpose and mission which is to propose a sustainable alternative product that has been proven to serve a new purpose in reusable face masks that are much-needed during the COVID-19 pandemic and moving away from plastics and other synthetic materials.

To improve the problem about face mask disposal, the Department of Environment and Natural Resources (DENR) advises the public to use a reusable face mask and manage their trash at home. The use of abaca fiber as filter and it shows that the abaca face cover has a filtration rate that is seven times better than cloth masks. It also has lower water absorption than N95 masks. The abaca face masks can be

reused after it has been washed with water and soap as studied by The Department of Science and Technology (DOST) Region 10. Additionally, once it is thrown away, decomposition will be faster. As no plastics or chemicals were used in its fabrication; it will not harm the environment.

It can also help the local farmers who were heavily affected by this pandemic as the major source of their income become weaker. By producing such abaca filter masks sourced from them, their livelihood will boost again once the market patronage this product. This is the time where every Filipinos should support and start believing in local products as much as we support the international products.

Lastly, Dakila will be a 100% plastic free from the materials up to the packaging. As we are advocating the use of sustainable and biodegradable products, this is because Dakila aspires to be a part of the solution and not the problem.

Literature Review

The Department of Science and Technology-X (DOST-X) has formed several action teams and launched a few S&T projects to assist government and non-government organizations in addressing the health crisis caused by the COVID-19 pandemic. DOST-X has accepted several varieties of cloths and face masks made from various materials supplied by local vendors in the city commencing April 2020, in response to repeated requests. RSTL used basic Water Drop Tests and Laboratory-Modified Water Drop Tests to evaluate the material's water repellence and absorbency, and Microscopy to analyze fiber structures and estimate pore sizes.

The Philippine Textile and Research Institute's "A Face Mask Resource Kit" includes a simple Water Drop Testing method for testing a fabric's or material's capacity to withstand water (DOST-PTRI). While the Laboratory-Modified Water Drop Test is an in-house adaption of the Water Repellence: Spray Test developed by the American Association of Textile Chemists and Colourists (AATCC TM22), The microscopy results revealed pore size data and a description of the fiber configuration, implying that the abaca-made face mask has pore sizes ranging from 10-70m and larger fibers than the surgical and N95 mask materials. It has a medium to tight configuration as well.

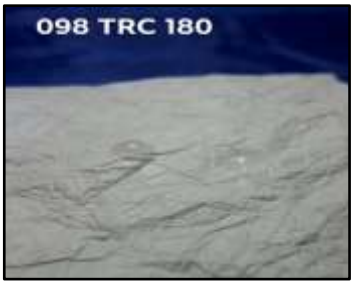

Figure 3. Abaca handmade paper with the bead of water observed after 30 minutes

The findings of the basic Water Drop Test showed that the abaca-made face mask did not produce repellent since it failed to produce a well-defined bead of water inside and after at least 30 seconds. The surgical face mask was used to create the repellent.

Figure 4. Abaca handmade paper with the mark of water absorbed after a few minutes

According to the results of the simple Laboratory-Modified Water Drop Test experiment, the abaca-made mask absorbed three to five percent (3-5 percent), the N95 mask absorbed forty-six percent (46 percent), and the surgical face mask absorbed 0.17% of the total volume of water dispensed.

Figure 5. Abaca-made facemask inside an analytical balance weighed after dispensing of water

Despite using the best of its available resources to investigate the materials for hand-made face masks, DOST-X is continually extending its ability to perform the standard tests required by regulatory agencies. The results of the

parameter-based evaluation do not reflect the samples' filtering efficiency or filter performance.

Because abaca handmade paper is locally available and environmentally safe, the DOST-X advises standard testing by accredited institutions, as well as additional research and development on the potential of abaca handmade paper as a material component of face masks.

METHODOLOGY

Research Design

The term "mixed methods" refers to a research approach that fosters the systematic integration, or "mixing," of quantitative and qualitative data within a single study or long-term program of investigation. The key concept of this methodology is that such integration allows for a more comprehensive and synergistic use of data than separate quantitative and qualitative data collection and analysis.

This method was used to determine whether the abaca face mask would be appropriate for each respondent's needs, and it aimed to determine whether this could address the consumer's needs for face masks that will assist them in preventing and protecting themselves from the virus by patronizing this alternative face mask that seeks sustainability, recyclability, an affordable price, and fibers that can help consumers protect themselves from droplets and air contamination, the use of abaca face mask.

Target Market

Table 1. Target Market Indicators

Target Market Indicators	Specific Target Market for Dakila
Age	• 20 years old to 30 years old
Employment	• Students and Young Professionals
Behavioral	• Going outside while Enhanced Community Quarantine • Buying through Online Platforms
Psychological	• Average Spenders from ₱ 120.00 – ₱ 150.00 • Eco-friendly enthusiast • Willing to buy Abaca Face Mask

Table 1 shows the distribution of respondents in each indicator, which has been coded to ensure anonymity. Dakila's primary target market will be students and professionals between the ages of 20 and 30. They have been compensated and have a good income, so they can afford the product offerings. Aside from that, these are the ones that are always looking for ways to save time.

Of the respondents in the survey, 18% percent were 15 years old to 19 years old and 82% for 20 years old to 30 years old. There were 0 respondents who are ranging from 31 years old to 51 years and above. In addition, 61% in the survey were Female, 31% were Male, and 1% goes for binary.

Respondents are students, young professionals, and workers as potential target market. With this consideration, the company can reach them quickly and provide its product offering.

Procedure

The researcher individually distributed the survey questionnaire via the online platform. The study began in the second semester of AY 2019-2020 and was collected after days of giving students the opportunity to explain things that were unfamiliar to them before responding to the questionnaire. Following the approval of the Business Plan Adviser, the researcher distributed the questionnaire to the respondents individually. Despite the fact that students have the option of responding or not, the proponent guarantees ethical consideration whereby all responses will be used strictly only for the business research and will be kept private and confidential.

Instrument of the Study

The survey questionnaire was used as the study's tool. A survey questionnaire is a research tool for gathering data from a predefined set of respondents in order to get information and insights on a variety of topics of interest. It comprises a series of questions designed to elicit information from respondents particularly demand and marketing data.

The questionnaire is divided into two sections: Part I focused on respondents' personal attributes such as age, gender, employment, income, use of a face mask when going outside, and the amount to which they went outside when the Enhanced Community Quarantine was in effect. Part II of the questionnaire was used to answer the questions raised in the amount of face mask usage and focused on the critical

components of abaca face mask. The items were compiled based on current scenarios about the best practices for purchasing a face mask. This questionnaire includes the following factors: Demographic Profile, Behavioral Profile, and Psychological Profile to segment potential market.

Data Processing

As for the Demand and Supply, the following processes are employed. For the Demand Analysis, the proponent computed for the Total Projected Demand for the next 3 years where it uses the growth rate 1.43% within Manila in the year 2015 with a target percentage of 71% which range from 20 yrs. old – 30 yrs. old.

The acceptance rate is 11% that came from the segmented factors such as Age, Employment, Income, going outside while Quarantine, where do they buy their face mask, price preferred, criteria in purchasing a Face Mask, and their willingness to buy the Abaca Face Mask.

For the Supply Analysis, the computation of the Supply from the direct competitors. It uses a process of getting the total supply of each direct competitor then multiplying on its assumed market share. With that, the proponent can now proceed to the Demand and Supply Analysis.

The Demand and Supply Analysis illustrates the projected sales in volume of Dakila in the next three years. Using the past year's sales data of the competitors, the proposed business has assumed a 3% intended market share for 2021 to project the sales since it is a new entrant in the market aligned with its production capacity. Employing the proposed marketing strategies and programs, the business is expected to increase its market share by 5%, and 6% for 2022 and 2023 respectively considering that the business is a small-scale enterprise.

RESULTS AND DISCUSSION

Demand and Supply Analysis

Table 2 shows the computation for the estimated Total Projected Demand for the next 3 years where it uses the growth rate 1.43% within Manila in the year 2015. For the year of 2021, with a population of 1, 938, 287 and with a target segmented percentage of 71% which range from 20 yrs. old – 30 yrs. old that result to 1, 376, 184. The acceptance rate is 11% that came from the segmented factors such as Age, Employment, Income, going outside while Quarantine, where do they buy their face mask, price preferred, criteria in purchasing a Face Mask, and their willingness to buy the Abaca Face Mask. For 2021, the projected demand is 151, 380 while for the year of 2021, the projected demand is 153, 545. Lastly, the projected demand for 2023 is 155, 741.

Table 2. Total Projected Demand for next 3 years

Year	Population	Proposed Target Segment (71%)	Acceptance Rate (11%)	Projected Demand
2021	1, 938, 287	1, 376, 184	11%	151, 380
2022	1, 966, 005	1, 395, 863	11%	153, 545
2023	1, 994, 119	1, 415, 825	11%	155, 741

Projected Sales

In table 3 is the computation of the Potential Supply Schedule for 2021 of the direct competitors. For Fililiogy, the number of face masks sold per day is 6 with an operating day of 7 days and 52 weeks. The number of stores within the vicinity is 1 that leads for having a supply of 2,184.

For Eco Stuff, the number of face masks sold per day is 8 with an operating day of 7 days and 52 weeks. The number of stores within the vicinity is 1 that leads for having a supply of 2, 912. For Hiraya Pilipina, the number of face masks sold per day is 5,824 with an operating day of 7 days and 52 weeks. The number of stores within the vicinity is 1 that leads for having a supply of 5, 824. Overall, the potential supply schedule for 2021 is 10,920.

Table 3. Potential Supply Schedule for 2021

Competitors	No. of Face Masks sold per day	No. of Operating Days	No. of Weeks	No. of stores within the vicinity	Supply
Fililiogy	6	7	52	1	2, 184
Eco Stuff	8	7	52	1	2, 912
Hiraya Pilipina	16	7	52	1	5, 824
		Total			**10, 920**

Demand-Supply Gap Analysis

Table 4 illustrates the projected sales in volume of Dakila in the next three years. Using the past year's sales data of the competitors, the proposed business has assumed a 3%

market share for 2021 to project the sales since it is a new entrant in the market. Employing the proposed marketing strategies and programs, the business is expected to increase its market share by 5%, and 6% for 2022 and 2023 respectively considering that the business is a small-scale enterprise.

Table 4. Demand and Supply Gap Analysis for 3 years

Year	Potential Demand	Potential Supply	Demand-Supply Gap	Market Share	Total Projected Sales in Volume
2021	2, 214, 690	10, 920	2, 203, 770	3%	6,720
2022	2, 246, 363	11, 076	2, 235, 287	5%	10, 080
2023	2, 278, 490	11,243	2, 267, 247	6%	13,440

Table 5 is the computation of the Total Sales in a Month for 2023. For Xs-Small sizes, the projected sales in volume are 6,720 with a selling price of 143.33. If we multiply it, the total sales in a year are 963,178 that leads for having a sale in a month of 80,264. For Medium-Large, the projected sales in volume are 6,720 with a selling price of 165.38. If we multiply it, the total sales in a year are 1,111,354 that leads for having a sale in a month of 92,612.

Table 5. Projected Sales in Volume and Peso for year 2023

Products	Projected Sales in Volume	Selling Price	Total Sales in a year	Total Sales in a month
Abaca Face Mask (Xs- Small) 50%	6,720	143.33	963,178	80,264
Abaca Face Mask (Medium - Large) 50%	6,720	165.38	1,111,354	92,612
Total	**13,440**		**2,074,532**	

Projected Financial Statement

Table 6 shows the sales budget for each of the products for the next three successful operating years. Reflected are the total sales by adding all the total revenue values of the products.

Table 6. Projected Sales for the Year 2021-2022

DAKILA
Sales Budget

ABACA FACE MASK (XS-SMALL) Year	**2021**	**2022**	**2023**
Number of units sold/services rendered	3,360	5,040	6,720
Selling price	130.00	136.50	143.33
Total sales revenue	436,800	687,960	963,144
ABACA FACE MASK (MEDIUM - LARGE) Year	**2021**	**2022**	**2023**
Number of units sold/services rendered	3,360	5,040	6,720
Selling price	150.00	157.50	165.38
Total sales revenue	504,000	793,800	1,111,320
	2021	**2022**	**2023**
ABACA FACE MASK (XS-SMALL)	436,800	687,960	963,144
ABACA FACE MASK (MEDIUM - LARGE)	504,000	793,800	1,111,320
Insert Name of Product/Service	-	-	-
Insert Name of Product/Service	-	-	-
Total sales	**940,800**	**1,481,760**	**2,074,464**

Projected Cash Flow

Table 7 shows the projected cash flow statement of the business for the next operating years. The cash flow statement shows the beginning balance of the firm less the expenses incurred on the operating activities to get the ending cash balance.

Table 7. Projected Cash Flow Statement

DAKILA
Statement of Cash Flows
For the years ending 2021, 2022, and 2023

	2021	2022	2023
Beginning cash balance	29,449	302,219	733,026
Operating Activities			
Net Income	280,646	426,409	579,679
Add: Depreciation	141	141	141
Decrease (Increase) In Accounts Receivable	-	-	-
Decrease (Increase) In Supplies	551	-	-
Decrease (Increase) In Inventory	(17,539)	(10,085)	(11,050)
Decrease (Increase) In Prepayments	-	-	-
Increase (Decrease) in Accounts Payable	-	-	-
Increase (Decrease) in Percentage Tax Payable	7,056	4,057	4,445
Increase (Decrease) in Income Tax Payable	1,915	10,285	12,772
Net Cash Inflow (Outflow) from Operating Activities	272,770	430,808	585,988
Investing Activities	-	-	-
Financing Activities			
Additional Investment by Owner	-	-	-
Withdrawal by the Owner	-	-	-
Net Cash Inflow (Outflow) from Operating Activities	-	-	-
Net Cash Inflow (Outflow)	272,770	430,808	585,988
Ending cash balance	**302,219**	**733,026**	**1,319,014**

Projected Income Statement

Table 8 shows the net income after tax for the next three operating years of Dakila. The figures will be the income of the business for the years of successful operations.

Table 8. Projected Income Statement

DAKILA
Income Statement
For the years ending 2021, 2022, and 2023

	2021	2022	2023
Sales	940,800	1,481,760	2,074,464
Less: Spoilage allowance			
Less: Cost of sales/services/goods sold	(584,640)	(920,808)	(1,289,131)
Gross profit	356,160	560,952	785,333
Less: Operating expenses			
Rent Expense	-	-	-
Utilities Expense	(30,000)	(31,500)	(33,075)
Supplies Expense	(783)	(822)	(863)
Salaries Expense	-	-	-
Selling Expense	(7,200)	(7,824)	(8,448)
Taxes and Licenses Expense	(29,729)	(45,458)	(63,239)
Depreciation Expense	(141)	(141)	(141)
Net income before tax	288,307	475,207	679,567
Income Tax (Graduated Tax Rate)	(7,661)	(48,802)	(99,892)
Net income after tax	**280,646**	**426,405**	**579,675**

Projected Balance Sheet

Table 9 shows the projected balance sheet of the business for the next operating years. Shown are the costs of total assets, liabilities, capital, and schedule of equipment.

Table 8. Projected Balance Sheet

DAKILA
Statement of Financial Position
As of the years ending 2021, 2022, and 2023

	Pre-operating	2021	2022	2023
ASSETS				
CURRENT ASSETS				
Cash	29,449	302,219	733,022	1,319,006
Accounts Receivable	-	-	-	-
Supplies	551	-	-	-
Inventory	-	17,539	27,624	38,674
Prepayments	-	-	-	-
Total Current Assets	30,000	319,758	760,647	1,357,680
NONCURRENT ASSETS				
Equipment	-	-	-	-
Furniture and Fixtures	141	-	(141)	(282)
Vehicles	-	-	-	-
Building	-	-	-	-
Land	-	-	-	-
Total Noncurrent Assets	141	-	(141)	(282)
TOTAL ASSETS	**30,141**	**319,758**	**760,506**	**1,357,398**
LIABILITIES				
Accounts Payable	-	-	-	-
Percentage Tax Payable	-	7,056	11,113	15,558
Income Tax Payable	-	1,915	12,200	24,973
Total Liabilities	-	8,971	23,314	40,531
CAPITAL				
Owner, Capital	30,000	310,646	737,051	1,316,726
TOTAL LIABILITIES AND CAPITAL	**30,000**	**319,617**	**760,365**	**1,357,257**

CONCLUSION

The abaca masks are more costly than synthetic surgical masks, but as any environmentalist knows, the monetary cost isn't the only one to consider: there's also the environmental cost to consider. Despite the higher price of these masks, those concerned about the global plastic catastrophe will hopefully see the value in investing in biodegradable masks.

It is necessary to comprehend how masks can be worn by both youngsters and adults throughout the day. Abaca face masks were found to be highly effective in research investigating the effect of abaca face mask use on SARS-CoV-2 transmission, both for children and adults. According to DOST research, the abaca-made mask absorbed three to five percent (3-5%) of the total volume of water dispensed, the N95 mask absorbed forty-six percent (46%) of the total volume of water dispensed, and the surgical face mask absorbed zero-point seventeen percent (0.17 percent) of the total volume of water dispensed.

We propose that people wear a face mask that fulfils government regulations, or, if governments do not, one that meets the criteria of organizations that provide public-facing services. Such mandates must be complemented by steps to assure mask access, maybe including distribution and rationing methods to avoid discrimination.

It is also critical for health officials to give clear standards for the creation, use, and sanitization or reuse of face masks, as well as to consider their distribution when shortages permit. Clear and actionable recommendations can help boost compliance and get communities closer to the objective of lowering and eventually eliminating COVID-19 spread.

Face masks are a significant technique for decreasing community transmission when used in combination with

rigorous testing, contact tracing, quarantining of everyone who may be infected, hand washing, and physical separation. All these methods can minimize the frequency of infections through their effect. As governments relax their embargoes, it will be critical to keep transmissions low enough to maintain health-care capacity until a vaccine is developed.

Although the Philippines is now beginning to distribute vaccines to its citizens, it is not guaranteed that people will stop wearing face masks to protect themselves from the virus as more people become fully vaccinated, many people are wondering when life will return to normal. For the foreseeable future, face masks and physical distance will be essential. People who have been completely vaccinated, on the other hand, should continue to wear face masks and stay a safe physical distance in public settings.

Dakila will use this to address the consumer's needs for face masks that will assist them in preventing and protecting themselves from the virus, even though a vaccine is available. There are those who want an alternative face mask while still seeking good health and resolving existing medical issues. Because of its sustainability, recyclability, affordable price, and fibers that can help consumers protect themselves from droplets and air contamination, the use of abaca face masks as an alternative face mask can pave the way for people. As a result, an increasing number of people will begin to use an abaca face mask as their primary mask. The proposed venture therefore has the potential to be accepted in the market and recommend generating profit and viable business employing sustainable eco-friendly products for the environment and the society.

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