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JA Philippines

100 YEARS OF ACHIEVEMENT

A Member of JA Worldwide

1 June 2021

ZENIA G. MOSTOLES

Schools Division Superintendent
Region 3- Bulacan

Good day Mr./Ms. Mostoles,

Greetings from JA Philippines!

As we enter this new normal, our education system continues and shifts to the online setting. With the impact of the pandemic leading to the unemployment of 27 million Filipinos, the need for students with entrepreneurial mindset rises. We give opportunity to public school students to have quality immersion and training despite challenges due to pandemic. JA Philippines will ease the struggle of the students in finding training that is a curriculum requirement. JA Philippines ensures that the students know how to apply the learnings and are equipped to compete in the actual world.

Junior Achievement (JA) Philippines, in partnership with 50 corporations, offers **JA Business Skills Pass (BSP) Program**, a business simulation enrichment program for high school students. Under this program, they will get the chance to practice running a business by applying the business process which includes the following:

- Run your own mini-company from capitalization to liquidation
- Establish your own "company's" goals and objectives
- Organize board of directors and elect officers
- Manufacture and market a product
- Maintain a complete financial record system
- Pay wages, salaries, commissions and taxes
- Compile an annual report
- Liquidate the company and return the stockholder's original investment

But JA is not all work. During this program, they will make new friends, obtain valuable job contacts and references for the future, gain valuable talents, learn something about human nature and themselves, gain insights into many career and scholarship options after high school and compete for the **JA Company of the Year Competition**.

In this competition, students will get the chance to compete with other mini-companies and compete for different specialized awards related to Marketing, Finance, Production, Public



Relations and Human Resources. Winners of the JA Company of the Year Award will also get the chance to compete internationally with other student entrepreneurs from JA Asia-Pacific and

JA Worldwide. This opportunity exposes them to business leaders from established companies, as well as earn different scholarships and prizes.

They will also learn from mentors who are successful in the business industry. Online mentoring sessions with them include the following topics: Digital Marketing, Sales and Marketing Strategy, Finance and Accounting, and Product Concept and Development.

As we adapt to a more virtual lifestyle, we recognize the impact of establishing businesses online. To market their products during the program, they will gain access to our digital e-commerce platform, **JA MarketPlace PH**.

You may check out our e-commerce platform Facebook page here:

facebook.com/jamarketplaceph

In our 5 years of running the BSP Program, high school students have benefitted from our initiative. Some of these students continued running their businesses, created new businesses, and pursued college courses in the field of business and entrepreneurship. Scholarship opportunities are also offered for the students.

In line with this, we are open to discuss this opportunity with you. For further inquiries, you may contact us as coordinator2@japionline.org - Paula Patrice Dela Cruz.

We look forward to building our future business leaders with you.

Yours truly,

KRISHNA C. ALEJANDRINO, MSC, ChBA
Executive Director, JA Philippines