

JEMN's FASHION ACCESSORIES

An Enterprise Development Project
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

In partial fulfillment
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Bachelor of Science in Business Management
(Major in Marketing)



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ABSTRACT

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An enterprise development project was conducted at Barangay 3 De Ocampo St. Indang, Cavite. The study was conducted from October 5, 2000 to February 5, 2001 to provide the entrepreneurs a chance to apply gained knowledge in business management to the actual situation by putting up a business enterprise. Specifically, JEMN's Fashion Accessories aimed to determine the profitability of manufacturing and retailing of accessories, develop marketing strategies such as knowledge of competitors practice in selling its products and use of promotional tools to attain higher sales and identify problems encountered in handling a retail business and recommend feasible solution to the various problems identified.

An initial capital of P 26,000 was used in the business. The entrepreneurs manufactured and sold different types of accessories for modern fashion such as bracelets, necklaces, anklets and other merchandise such as bags, umbrellas, handkerchief, earrings, headband, rings, hair clips, clamps, scoongie, dress pin and bandana.

The financial performance of the business was evaluated using some financial ratios. The income statement of JEMN's Fashion Accessories showed that out of P72, 676.00 gross sales, the cost of goods manufactured and sold amounted to P55,697.73.00. Total expenses for transportation, office supplies, rent expense,

miscellaneous expense and advertising cost were recorded at P10,970.00 and a net income of P6,008.27 was gained. The balance sheet was prepared to gauge the stability of the project. The enterprise had a total assets of P32,008.27 at the end of the project.

Several valuable experiences were learned in putting up a business particularly in production (procurement of raw materials and merchandise). It was also learned that putting up a retail business is profitable, especially if it established in areas with many potential customers.

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