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HEALTHY SNACK HOUSE

An Enterprise Development Project
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management

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ABSTRACT

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An enterprise development project (EDP) was conducted to give the students an opportunity to apply their theoretical knowledge in actual handling of the business, as well as to offer delicious food items for the customers. Specifically, it aimed to create a new product out of existing product through innovation. In addition, it also aimed to formulate the strategy in producing and marketing; determine the profitability of the products; and identify the problems encountered in operating the business and recommend possible solutions.

The business named Healthy Snack House was operated from January 20, 2017 to April 17, 2017 and was located at the Enterprise Development Project Center (EDP Center), University Mall, Cavite State University, Indang, Cavite.

The partners' duties and responsibilities, like procurement of raw material, production of products and recordings of transactions were properly identified and implemented for the accomplishment of the excellent strategies in managing the business.

The business offered Brazo de Mercedes with squash custard, Lasagna Roll with spaghetti sauce (chicken and tuna flavor) and Chicken Ball filled with cheese inside in a sweet chili sauce.

The capital investment of P30,000.00 was shared equally by the entrepreneurs. A total of P28,392.00 was initially used to purchase raw materials, payment for

transportation, tools and equipment, kitchen supplies, office supplies, promotional, rent, and other expense.

During the operation of the business that started last week of January 2017, the highest volume of production with a total volume of P48,532.00 was in the month of February. For the entire business operations, Healthy Snack House was able to generate total sales of P88,114.00 and a net income of P18,083.06. The gross profit margin (GPM) was 54.57 percent, net profit margin (NPM) was 20.52 percent, return on investment (ROI) was 60.28 percent and return on assets (ROA) was 37.61 percent.

Through this project, the entrepreneurs' capabilities, social skills and decision making techniques in managing the business were developed.

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