

KAPELIFINO

Entrepreneurial Development Project

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KAPELIFINO

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ABSTRACT

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An Entrepreneurial Development Project product named Kapelifino operated for January 16, 2019 to April 21, 2019.

Generally, the proponents decided to conduct the project to experience how to handle and to make the business profitable to use the skills and knowledge as a marketer. The project aimed to: 1) introduce and make coffee spread known to the market; 2) understand the process in producing and selling coffee spread; 3) determine the profitability and marketability of coffee spread business; and 4) analyze and apply necessary solutions to the problem that can be encountered during the operation of the business.

The business was in form of partnership. The three proponents invested an initial capital of P 30,000.00. The members received equally divided tasks, activities and responsibilities.

Kapelifino generated a total sales of P 63,610.00 and a net profit of P 12,281.06. For the three months operation, the outcome of the financial performance of the Entrepreneurial Development Project measured through the financial ratios such as gross profit margin –significantly calculated is 39.24%, net profit margin –significantly calculated is 19.31%, return on investment –significantly calculated is 40.94% and return on assets –significantly calculated is 29.05%.

During the operations, the entrepreneurs encountered some problems and were able to solve them. The proponents encountered the problem on how to prove from their proposal that the bakery store is their target market. As a solution, the entrepreneurs went to “*pasalubong*” stores in Tagaytay City and Amadeo to offer them the coffee spread. Luckily, the Maria’s *pasalubong* store agreed in consignment of

Kapelifino and Café Amadeo Cooperative Development bought and display the Kapelifino to their store shelf.

Also, they had a consumer who complained about molds in the spread, so the members decided to get an advice from Ms. Elvira B. Perlado, the expert in food processing. She told the members to add one more teaspoon of the preservatives per bottle. The entrepreneurs experienced the wrong choice in buying milk, the content of oil on the milk was too high and the extender used in cooking the spread is not appropriate that instead of making coffee spread, it turned into coffee jelly. The solution of the members is to remove the oil and they blended it to make coffee ice candy and sold it. The entrepreneurs also faced scarcity of bottles which were usually used to package the spread. As a solution, the members decided to choose something similar to the original size of bottle.

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KAPELIFINO

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INTRODUCTION

Coffee is one of the popular beverages in the Philippines and it could not be denied that coffee is part of the Filipino culture. It symbolizes the Filipino hardship and perseverance in life that helps them to wake up each day. For the people, how beautiful the day is to have a hot coffee in the table smelling its aroma while eating bread with their favorite spread. It mostly brings more flavors to the conversation with loved ones and it gives more ideas and imagination in life.

No one knows exactly how or when coffee was discovered, though there are many legends about its origin. The Philippines is one of the few countries that produce the four varieties of commercially-viable coffee: Arabica, Liberica (Barako), Excelsa and Robusta.

For most people, coffee can be a healthy part of the diet knowing some of the health benefits of drinking coffee every day. One, Caffeine provides people with a short-term memory boost. Second, it is a source of useful antioxidants. Third, coffee helps curb some cancers. It reduces the risk of developing diabetes. And lastly, it guards against gout. Many potential benefits are associated with caffeine, a naturally