

**PRODUCTION AND MARKETING OF
UBE PASTILLAS AND UBE JAM**

Entrepreneurial Development Project Report
submitted to the faculty of
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



00001300

*Production and marketing of ube pastillas
and ube jam
338.17 B32 1999
EDP-55*

**LAWRENE BAUTISTA
CATHERINE ROMEROSO**
April 1999

12

ABSTRACT

ROMEROSO, CATHERINE M., BAUTISTA, LAWRENE B. "Production and Marketing of Ubi Pastillas and Ubi Jam: AN ENTERPRISE DEVELOPMENT PROJECT", Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang, Cavite. April 1999. Adviser: Dr. Maria A. Ersando.

An enterprise development project was conducted in Guyam, Indang, Cavite from November 1998 to February 1999.

The project started with a total capital of P 40,000.00. This capital was used to purchase the necessary equipment and raw materials used in the first month of operation.

After the three - month operation of the enterprise, a total of P 71,535.00 was spent for direct materials. Sales amounted to P 137,085.00 with a gross profit of P 46,800.00. It had an operating expense of P 31,675.00 and a net income of P 33,875.00. On the first month of operation, a total of 1,654 packs was produced and had a sale of P 16,540.00. In December 1998, a total of 3,594 packs and a sale of P 35,940.00 were realized. In January, 2,624 packs were produced registering a sale of P 26,240.00. In February, the last month of operation, 2,140 packs were produced, obtaining a sale of P 21,400.00.

Return on Investment for the three - month operation was 84 percent with gross profit margin and net profit margin of 34 percent 24 percent, respectively.

The enterprise encountered different problems such as increase in price of raw materials like sugar, and lack of supply of evaporated and condensed milk.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	v
ABSTRACT	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
LIST OF EXHIBITS	xv
INTRODUCTION	1
Objectives of the Study	2
DESCRIPTION OF THE PROJECT	3
Nature of the Project	3
Time and Place of the Study	3
Organization and Management	6
Production	6
Marketing	12
Finance	14
ECONOMIC AND FINANCIAL ANALYSIS	16
PROBLEMS AND SOLUTIONS	22
FUTURE PLAN	23

SUMMARY.....	24
BIBLIOGRAPHY.....	26
APPENDICES.....	27
(Three-month operation)	31
Production cost of raw materials and supplies of the pastilles (Three-month operation)	12
Volume of production of C and L Homesteads the pastilles and the jam (From November 1958 to February 1959).....	13
Total production, total cost of production and average cost of C and L Homesteads the pastilles and the jam.....	14
Schedule of initial investment.....	15
Monthly sales of C and L Homesteads the pastilles and the jam from November 1958 to February 1959.....	17
Total production, total cost of production and profit of C and L Homesteads the pastilles and the jam.....	17
Profitability ratios of C and L Homesteads the pastilles and the jam.....	21