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BREAD KINGDOM

ENTERPRISE DEVELOPMENT PROJECT

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College of Economics, Management
and Development Studies
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Enterprise Development Project
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ABSTRACT

ASIA, EDUARDO A.; DELA CRUZ, MARVIN; AND GLUDA MYRA E.: BREAD KINGDOM'S BAKERY. An Enterprise Development Project, Bachelor of Science in Business Management, major in Marketing. Cavite State University. Indang, Cavite. March 2003. Mr. Oliver Fauni, Adviser.

The project was conducted at Tabora Gen. E. Aguinaldo, Cavite, from November 08, 2002 to March 14, 2003. The project was named BREAD KINGDOM'S BAKERY and aimed to apply theories and principles of marketing and management in handling a bakery, describe the practices followed in producing and marketing breads, and identified the problems encountered in the operation of bakery and recommend feasible solutions.

Duties and responsibilities of the three proponents were identified and performed which resulted to the smooth operation of the enterprise.

The different activities in the production of Bread Kingdom's involved purchase of supplies, actual production (Baking), packaging and selling.

In the operation of the enterprise, the owners started the project with an initial capital of P30,000.00. Financial aspects of the project were evaluated, the total sales amounted to P56,189.00 and net loss was P13,692.60 after four months of operation.

The problems encountered by the group were no permanent baker and high cost of raw materials.

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BREAD KINGDOM'S BAKERY^{1/}
TABORA, GENERAL EMILIO AGUINALDO, CAVITE

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INTRODUCTION

Production of bread is one of the largest and profitable enterprises in the business sector. It aims to provide a reliable source of income over a relative short period of time compared to other food items through better and proper management. Moreover, bakery business use modern techniques in production and improved facilities to further their production.

There are about 8,500 bakeries in the Philippines that manufacture the daily supply of bread (Feliciano, 2000). Within a radius about a hundred meters, one becomes aware of a bakery because of its pleasing and stimulating aroma emanating from freshly baked yeast breads.