

PASTA BREAK

Enterprise Development Project
Submitted to the Faculty of the
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Bachelor of Science in Business Management

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ABSTRACT

BRIONES, ROSE ANN D., FADERO, MARIAN A., Pasta Break Entrepreneurial Development Project. Bachelor of Science in Business Management, major in Marketing Management Cavite State University, Indang, Cavite. April 2015. Adviser: Dr. Florindo C. Ilagan.

A three-month entrepreneurial development project was conducted in Cavite State University in Indang, Cavite. The project aimed to: determine the capability of the students in applying their gained knowledge, and skills in business management to the actual business operation; provide a food that is affordable and satisfied everyone; determine the potential of the product in the market; and identify the local acceptability of the product.

The initial capital investment of the business was P 20,000.00 equally shared by each member of the group with P 10,000.00, individually. The concept of the business was producing pasta with a variety of sauces such as chicken cream of mushroom, pork barbeque and red sauce.

Different activities and strategies in production and marketing were determined and applied during the conduct of the business. These activities and strategies contributed to the growth and success of the business.

At the end of the three-month operation, the business earned a gross income of P16,242.43 with a net of P7,752.03. Balance sheet had Total Assets amounting to P 27,752.03 business' Gross Profit Margin was 30.30 percent, Net Profit Margin was 14.46 percent, Return of Investment was 38.76 percent and the Return of Assets was 27.93 percent.

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