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CAVITE'S HOMEMADE PROCESSED MEAT

ENTERPRISE DEVELOPMENT PROJECT

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**CAVITE'S HOMEMADE PROCESSED MEAT**

**Enterprise Development Project  
Submitted to the faculty of the  
Cavite State University  
Indang, Cavite**

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



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## **ABSTRACT**

**BANEGA, AILEENETH RODRIN; BARTOLATA, RICHELLE GONATO; AND BELEN SHERYL JOY PATAM, "Cavite's Homemade Processed Meat Enterprise Development Project. Bachelor of Science in Business Management majors in Agribusiness and Marketing. Cavite State University. April 2003. Adviser, Mrs. Marilou P. Garcia.**

An enterprise development project on production and marketing of processed meat products was conducted at Banaba, Cerca, Indang, Cavite from November 18, 2002 to March 8, 2003. Three (3) Business Management, Agribusiness and Marketing major students decided to invest a total of P 30,000.00 as initial capital for the project from a P 10,000.00 individual share. The group named the project as Cavite's Homemade Processed Meat.

Specifically, this study aimed to determine the profitability of meat products, describe the practices followed in processing and marketing of meat products; and serve as a training ground for students to develop and to enhance their skills and develop their potentials.

Data, results and information pertinent to the entrepreneurial project were gathered through actual production and marketing of the products.

The processed and sold meat products were pork tocino, skinless longganisa, meat patties, chicharon, and rebusabo. Of these products, skinless longganisa contributed the highest percentage of sales, which is 42.24%.

The product was marketed in Indang, Silang, and Dasmarinas, Cavite. The promotion method used in marketing the product was personal selling which involved direct delivery to the target markets. Payments of the buyer were cash on delivery basis,

for those in far places, for some of their friends, relatives and those within their neighborhood, credit basis was implemented.

The problems encountered by the investors were meat spoilage and high transportation cost. In order to solve this, the partners agreed to make a canvass for order for them to have individual market assignments.

## TABLE OF CONTENTS

	Page
BIBLIOGRAPHICAL SKETCH.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT.....	v
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
LIST OF APPENDICES.....	viii
INTRODUCTION.....	1
Overview of the Industry.....	2
Objectives of the entrepreneurial project.....	3
DESCRIPTION OF THE ENTERPRISE.....	4
Nature of the project.....	4
Time and Place.....	5
Organization and Management.....	8
Production.....	10
Marketing.....	20
Finance.....	27
ECONOMIC AND FINANCIAL ANALYSES.....	29
Problems and Solutions.....	39
Summary.....	40

Bibliography.....	41
Appendices.....	42

## **LIST OF TABLES**

<b>Table</b>		<b>Page</b>
1	Tools and Equipment.....	10
2	Volume of Production.....	12
3	Product Description.....	21
4	Prices of Cavite's Homemade Processed Meat ant the Comparison with other competitors.....	23
5	Prices of the Products.....	25
6	List of Initial Investment.....	28
7	Cavite's Homemade Processed Meat Income Statement.....	33
8	Cavite's Homemade Processed meat Cash Flow.....	34
9	Cavite's Homemade Processed Meat Balance Sheet.....	35
10	Sales Summary.....	36
11	Production Summary.....	37

## **LIST OF APPENDICES**

<b>Appendix</b>	<b>Page</b>
1 Recipe in making Pork Tocino .....	42
2 Recipe in making Skinless longganisa.....	43
3 Recipe in making Meat patties.....	44
4 Recipe in making Chicharon.....	45
5 Production cost Tocino.....	46
6 Production cost of Skinless longganisa.....	47
7 Production cost of Meat patties.....	48
8 Production cost of Chicharon.....	49
9 Label Cavite's Homemade Processed Meat.....	50

## **LIST OF FIGURES**

<b>Figure</b>		<b>Page</b>
1	Location Map of Cavite's Homemade Processed Meat.....	6
2	Plant Layout of Cavite's Homemade Processed Meat.....	7
3	Organizational Structure of Cavite's Homemade Processed Meat.....	8
4	Process flow for Pork Tocino.....	15
5	Process flow for Chicharon.....	16
6	Process flow for Meat patties and Skinless longganisa.....	17
7	Sales of Processed Meat Products.....	23
8	Channel of distribution of Cavite's Homemade Processed Meat.....	26

## CAVITE'S HOMEMADE PROCESSED MEAT

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An Enterprise Development Project report submitted to the faculty of the Department of Management, College of Economics Management, and Development Studies, Cavite State University, in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing and Agribusiness with Contribution No. EDP 2003 - BMS - C/S. Prepared under the supervision of Mrs. Marilou P. Garcia.

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### INTRODUCTION

Meat is a general term referring to flesh of any animal including the skin, connective tissues, fats, bones and edible gland and organs. Meat is an excellent source of protein, B complex and certain minerals. It can prolong its storage life through meat processing.

Meat processing originated in pre-historic times. It is any mechanical, chemical and enzymatic treatment of meat, which alters from its originally appearance.

Processing of meat can prolong its storage life, increase the variety of its preparation, improve the quality and add value to the product. (J. Schlink et. al. (1946). Meat Processing for Small and Medium Scale. New York).

The axiom man does not live by bread alone is never truer than on this day of rocketry and high technology for they also need meat in order to survive. For Egyptians,