

PRODUCTION AND MARKETING OF LAWN GRASS (PRAG GRASS)
FOR LANDSCAPING PURPOSES: AN ENTREPRENEURIAL
DEVELOPMENT PROJECT

Entrepreneurial Development Project

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**PRODUCTION AND MARKETING OF LAWN GRASS (PRAG GRASS) FOR
LANDSCAPING PURPOSES: AN ENTREPRENEURIAL
DEVELOPMENT PROJECT**

An Entrepreneurial Development Project Report
Submitted to the Faculty of the College
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In partial fulfillment
of the requirements for the degree
Bachelor in Agricultural Entrepreneurship
Major in Crop Production



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ABSTRACT

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This project was conducted at Tubuan 2, Silang, Cavite from December 30, 2018 to April 13, 2019. The project helped the student entrepreneur to develop their skills, obtain additional knowledge in production business and the profitability in marketing of prag grass.

The project was conducted in a 300 sq.m area and purchased a 260 sq.m. of prag grass as planting materials from Laguna. Two loads of mini dump truck were also purchased for the top soil of the grass through delivery. One laborer was also hired for the help in the production process. The prag grass was sold at ₱ 100.00/sq.m to ₱ 150.00/sq.m.

After 101 days the production produced a total of 517 sq.m of prag grass. The total sales of the project were ₱ 56,100.00 and the total cost of production was ₱ 31,705.91. The net income was ₱ 24, 394.09 with a return on investment (ROI) of 73.78 %.

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PRODUCTION AND MARKETING OF LAWN GRASS (PRAG GRASS) FOR LANDSCAPING PURPOSES: AN ENTREPRENEURIAL DEVELOPMENT PROJECT

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An entrepreneurial development project report submitted to the faculty of the College of Agriculture, Food, Environment and Natural Resources (CAFENR), Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Agricultural Entrepreneurship major in Crop Production with Contribution No. EDP 2019-30. Prepared under the supervision of Mr. Guillermo P. Desenganio.

INTRODUCTION

Ornamental production specifically lawn grass, is considered as one of the booming industry nowadays. Ornamental grasses are fairly easy to grow and are high in demand. Flexibility is one of the reasons many people want to start their own business. A lawn grass business has much to offer and can improve into something much bigger, if that is what an entrepreneur choose to pursue, considered that growing and marketing of prag grass can be really profitable. On these days that there are so many places that are landscaped like park, buildings front, factories and subdivisions, large numbers of landscapers are mostly using prag grass in their design rather than the other type of lawn grasses. Growing of prag grass can be for fun, but most do not know one can actually make good money doing it. In particular, one can make nice money growing prag grass even in just not so big planting area.