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WLC FINGERLING RAISING

LAUREL, BATANGAS

Enterprise Development Project

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Indang, Cavite

April 2007

**WLC FINGERLING RAISING
LAUREL, BATANGAS**

**Enterprise Development Project
Submitted to the Faculty of the
Cavite State University
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**In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(major in Marketing)**

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ABSTRACT

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An enterprise development project (EDP) was conducted to give students an opportunity to apply their theoretical knowledge and entrepreneurial skills in managing a business. Specifically, it aimed to describe the production and marketing practices of raising tilapia fingerlings; determine the profitability of the project; and identify the problems encountered in the production and marketing of tilapia fingerlings and formulate appropriate solutions.

The enterprise was conducted from November 30, 2006 to March 13, 2007 in Provincial Road, Barangay. Poblacion II, Laurel, Batangas.

The initial capital of Php40,000 which was equally shared by the entrepreneurs was utilized to start the business.

The duties and responsibilities of the three entrepreneurs were identified and performed which resulted in the smooth operation of the enterprise.

The product sold by the entrepreneurs was tilapia fingerling. Fingerlings were sold on a per piece basis to tilapia raisers.

An average total production cost of Php22, 165.33 for each cropping was incurred. The project earned a net income of Php25, 613.89 after three croppings.

The entrepreneurs identified some problems in tilapia fingerling raising. The major problem encountered in the operation was the damage caused by typhoon Seniang.

Based on the result of the study, entrepreneurial skills were enhanced.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	vi
ABSTRACT	xii
LIST OF TABLES	xv
LIST OF FIGURES	xvi
LIST OF APPENDICES	xvii
INTRODUCTION	1
Objectives of the Project	2
DESCRIPTION OF THE PROJECT	3
Nature of the Project	3
Location and Duration of the Project	3
Production layout	5
Organization and Management	5
Timetable of activities	7
Production	7
Procurement of raw materials	7
Production process	9
Production cost	15
Volume of production	15
Volume sold	17

Marketing	17
Product	17
Price	18
Place	18
Promotion	18
Finance	18
Initial capital investment	19
Income statement	20
Cash flows	20
Balance sheet	20
Financial ratios	20
Problems and Solutions	25
Insights Gained from the Project	25
SUMMARY, CONCLUSION AND RECOMMENDATIONS	27
BIBLIOGRAPHY	29
APPENDICES	30

LIST OF TABLES

Table		Page
1	Schedule of raw materials used for three croppings, WLC Fingerling Raising	10
2	Rented tools and equipment used for three croppings, WLC Fingerling Raising	11
3	Feed consumption schedule, WLC Fingerling Raising.....	13
4	Production cost per fingerling, WLC Fingerling Raising	16
5	Volume of production, WLC Fingerling Raising	17
6	Amount of fingerlings sold, WLC Fingerling Raising	17
7	Initial capital breakdown, WLC Fingerling Raising	19
8	Income statement, WLC Fingerling Raising	21
9	Cash flow, WLC Fingerling Raising	22
10	Balance sheet, WLC Fingerling Raising	24

LIST OF FIGURES

Figure		Page
1	Location map.....	4
2	Production layout	6
3	Timetable of activities	8
4	Process of raising tilapia fingerling	12

LISTS OF APPENDICES

Appendix	Page
1 The entrepreneurs	31
2 Site of the project	32
3 Delivery of fry from the hatchery	33
4 Fry in oxygenated bags	34
5 Placement of fry in the pond	35
6 Feeding of the fry	36
7 Daily feed consumption list	37
8 Maintenance of the ponds	40
9 Putting of <i>hapa</i> before the harvest	41
10 Bags collected during the harvest	42
11 Counting of fingerlings	43
12 Grown tilapia fingerlings	44
13 WLC Fingerling Raising bank account	45

WLC FINGERLING RAISING ^{1/}

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INTRODUCTION

The Philippines ranks 9th in the overall ranking of aquaculture production in the world. Among the fisheries sector in the country, it is also the best performing sector during the last 15 years (Briones 2002).

The aquaculture industry has grown tremendously with the onset of hatcheries and culture techniques. These developments are fuelled by the need for alternative sources of marine products as the country's supply from natural fish stocks is nearly depleted and yet the demand is continuously increasing due to increase in human population.

Tilapia is an introduced species in inland waters. To date, there are six strains of tilapia grown in the country. They contributed in the development of a strong aquaculture industry since 1972. At present, tilapia dominates the fish population in fresh water areas.