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AIMAE PINEAPPLE PRODUCTION PROJECT

AN ENTERPRISE DEVELOPMENT
PROJECT

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**An Enterprise Development Project
Submitted to the faculty of the
Department of Economics, Management and
Development Studies
Don Severino Agricultural College
Indang, Cavite**

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



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ABSTRACT

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An enterprise development project was conducted in Mataas na Lupa, Indang, Cavite from July 1996 to March 1997. It aimed to develop the entrepreneurial skills of students in preparation for deeper involvement in income generating enterprise. Likewise, it enabled the students to apply their gained knowledge to actual business situation. The project gave an idea of the profitability of small scale pineapple production.

The project operated as a real enterprise covering all the functional areas of management such as organization, production, marketing and finance.

While conducting this project, the group's harmonious relationship was developed and strengthened. The project served as a training ground for the student entrepreneurs with which they applied the concepts and principles they have learned

in school and through which they developed their skills in managing the business enterprise.

In addition, the project was also established to help generate employment among farm laborers bringing about a better quality of living. Important facts were acquired and studied from the actual operation of the project.

For the first operation, the project spent a total of ₱45,032.80 and obtained a gross income of ₱63,400.00 and a net income of ₱18,367.20.

For the second operation, the project's estimated expense would total to ₱14,522.00, while sales is estimated at ₱43,200.00 giving an expected net income of ₱28,678.00.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	viii
ABSTRACT	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
INTRODUCTION	1
Importance of the Project	2
Objectives of the Project	3
METHODOLOGY	4
Time and Place of the Project	4
Scope and Limitation	4
Sources of Information	4
Method of Analysis	5
THE ENTERPRISE	6
History and Background of the Project	6
Organization and Management	6
Production and Operation	9
Marketing	10
Finance	11
ENTERPRISE ANALYSIS AND EVALUATION	12
Management and Organization	12

	Page
Production and Operation	12
Marketing	14
Finance	14
CONCLUSION	24
RECOMMENDATION	24
LITERATURE CITED	26
APPENDICES	39

LIST OF FIGURES

Figure		Page
1	Geographical Location of the Project	7
2	Plant Layout	13
3	Timetable of Activities	27
4	Land Preparation	28
5	Harrowing	29
6	Planting of Pineapple	30
7	Two Months After Planting	31
8	Weeding of the Plantation	32
9	Four Months after Planting	32
10	Application of Fertilizer	33
11	Application of Ethrel	33
12	Pineapple about to Fruit	34
13	Three Month Fruit	34
14	Seven Month Fruit	35
15	Fruit Ready to Harvest	36
16	Harvesting of Pineapple	36
17	Classification of Fruits	37
18	Disposal of Fruits	38

LIST OF TABLES

Table		Page
1	Cost and Return Analysis (First Cropping)	16
2	Income Statement (First Cropping)	18
3	Balance Sheet (First Cropping)	19
4	Projected Cost and Return Analysis (Second Cropping).....	20
5	Projected Income Statement (Second Cropping)	22
6	Project Income Statement (First and Second Cropping).....	23

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INTRODUCTION

Pineapple is a fruit extensively cultivated in the Philippines making it one of the most popular fruits in the country. It has plenty of commercial as well as household uses. Generally, this crop is used as a dessert (fresh or preserves) but it may also be used for industrial and medicinal purposes (Agribusiness Monitor, 1992).

The pineapple industry is one of the fastest growing fruit crop industries. Processed products are generally significant earnings of foreign exchange and fresh fruits have recently become a