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BURFRICOS SNACKHAUS

ENTERPRISE DEVELOPMENT PROJECT

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ABSTRACT

VILLAMAYOR, CHRISTINE E; TAFALLA, DHALIA M; TELMO, MYLENE R; Burfricos Snackhaus. An Enterprise Development Project, Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang, Cavite. April 2004. Adviser; Mrs. Ma. Corazon A. Buena.

An entrepreneurial development project was conducted to enable the students to apply their business management and entrepreneurial skills to actual business operation by establishing their own enterprise. Specifically, it aimed to: identify the profitability of food business; describe the production and marketing activities employed in the project; and identify the problems encountered in handling food business and apply feasible solutions to solve the problems.

The enterprise was located at Brgy.3 Poblacion, Indang, Cavite from November 17, 2003 to January 29, 2004 and continued selling inside the Cavite State University, specifically at the College of Economics Management and Development Studies from February 02, 2004 to March 05, 2004.

Duties and responsibilities of the three proponents were identified and performed which resulted in the smooth operation of the enterprise.

The production costs include the cost of direct materials, and other indirect materials such as electricity and fuel. The highest volume of production was during the period that the project operated in CEMDS and the lowest sales was obtained during that the project operated at Brgy.3 Poblacion Indang, Cavite. To increase the sales, they accepted big orders and offered a free delivery services.

The project earned a net income of P 1,806.93 after four months of operation.

In operating a fast food business, problems encountered included shortage of raw materials and limited and irregular market.

Through this entrepreneurial project, the student's managerial capabilities, social and decision-making skills in handling a business were developed.

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BURFRICOS SNACKHAUS

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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, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor Science in Business Management major in Marketing with Contribution No.EDP 2004-BM04-001. Prepared under the supervision of Mrs. Ma. Corazon A. Buena.

INTRODUCTION

The fast food business continue to dominate the food industry. The growth of Jollibee and Mc Donalds like other burger and fries business and for instance contribute to the success of the food industry. The advertisement and other promotional activities further enhanced the sales growth of such business. Since food is basic necessity, the food industry continued to succeed.

Customers are the lifeblood of every business and will remain as is. Technology has something to do with it, with its advantage lying on its ability to provide quality equipment that could minimize labor and maximize production thereby providing quality food and service (Mc Donalds, 1999).

A large number of entrepreneurs has been engaged in the food business because of high profit and less capital requirements. Also, involves fast moving products