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HAPPY HAUS DONUT ATBP

Enterprise Development Project

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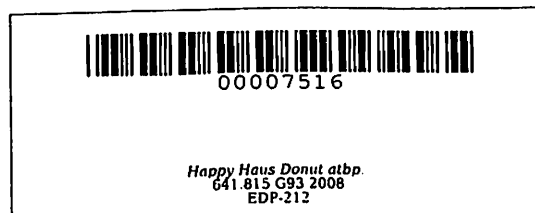
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HAPPY HAUS DONUT ATBP

**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 Marketing)**



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ABSTRACT

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The enterprise development project was conducted to develop and enhance the ability and skills in operating and managing a business. Specifically, it was conducted to describe the operation of the entrepreneurial project, determine the profitability of the business and identify the problems encountered in operating business and recommend solutions to problems that will be encountered.

The enterprise was conducted from December 6, 2007 to March 2, 2008 and was located in Maragondon Cavite.

An initial capital of PhP30, 000.00 which was equally shared by the entrepreneurs was used for the three-month operation of the project.

The project generated a total sales of PhP194, 422.50 for the three-month period of operation and obtained a total net income of PhP31, 240.32. The total assets include cash in bank, raw materials and packaging ending inventory of packaging materials. The fixed assets amounted to PhP6, 360.00. The owner's equity included the shared capital of the entrepreneurs of PhP10, 000.00 each, net income of PhP31, 240.32 and bank interest of PhP8.36.

In operating this kind of business, problems encountered include high cost of raw materials and difficulty in marketing the products.

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HAPPY HAUS DONUTS ATBP^{II}

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INTRODUCTION

The demand for nutritious, delicious and affordable food is very expensive. Nowadays, people are more wise and conscious when it comes to buying food to eat. They look for the appearance, the nutrient content and the price before they buy the food that will fit with their budget or allowances.

It can be noticed nowadays that there is proliferation of fast food chains like Jollibee, Mc Donald's, Pizza Hut, Donut House and other similar food houses which offer meals and snacks in the cities and some urbanized areas throughout the country. This proliferation might be due to offering of franchising business. Franchising is instituted to aid the individual and the small businessman who lack funds and experiences in the business. A franchise is an agency arrangement in which the seller (franchisor) grants the buyers (businesses) exclusive right to market the seller's product.