

THE BREAD EXPRESS

An Enterprise Development Project
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
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In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management

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ABSTRACT

MADLANGBAYAN, INNAH RICCI D., PANGANIBAN, CRISTINE JOY G., ROMANO, AYESA MAE M. Enterprise Development Project. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. May 2017. Ms. Betsy Rose S. Fidel.

The Bread Express was an enterprise development project conducted by the three Bachelor of Science in Business Management Students namely; Innah Ricci D. Madlangbayan, Cristine Joy G. Panganiban and Ayessa Mae M. Romano. The said project was conducted from January 12, 2017 to April 7, 2017 and was based at the Naic, Cavite.

The project aimed to determine the viability and profitability of the *Pandepao* that was offered by the entrepreneurs and to provide different variants of pan de sal which have not been offered by the competitors yet. It also aimed to gain knowledge and understanding from the operation of a food production project. Identify the problems encountered throughout the business and suggest possible solutions.

The business used cost-based pricing in order to come up with the selling price for every product. The business target market includes the students of Halang Elementary School and the commuters from Naic Grand Terminal and the bus stop at Petron-Naic. To promote their products, the entrepreneurs used different marketing strategies such as direct marketing, and advertising through posing tarpaulins and posing on social media such as Facebook.

During the 88-day period of business operation that started second week of January, the highest volume of production was month of March. For the entire operation, The Bread Express was able to generate a total sales of P90,248 and a net income

P24,360.22. The business' Gross Profit Margin (GPM) was 34.19 percent, Net Profit Margin (NPM) was 26.99 percent, Return on Investment (ROI) was 81.20 percent, and the Return on Assets (ROA) was 44.81 percent.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGEMENT.....	vi
ABSTRACT.....	xii
LIST OF TABLES.....	xvi
LIST OF FIGURES.....	xviii
LIST OF APPENDICES.....	xix
INTRODUCTION.....	1
Nature of the Project.....	2
Objectives of the Study.....	3
Time and Place of the Study.....	3
DESCRIPTION OF THE ENTERPRISE.....	5
Location and Layout of the Project.....	5
Organizational Management.....	5
Timetable of Activities.....	10
Production.....	12
Production Process.....	18
Production Summary.....	30
Marketing.....	30
Product.....	32
Price.....	32

Place.....	33
Promotion.....	35
Finance.....	36
Initial capital investment.....	36
FINANCIAL ANALYSIS.....	39
Statement of Income.....	39
Statement of Cash flow.....	39
Statement of Changes in partner's equity.....	39
Statement of Financial Position	39
PROBLEMS, SOLUTIONS AND INSIGHTS.....	49
SUMMARY AND RECOMMENDATION.....	54
REFERENCES.....	56
APPENDICES.....	57