

CJ's BOUTIQUE

**An Enterprise Development Project
Submitted to the Faculty of the
College of Economics, Management and
Development Studies
Cavite State University
Indang, Cavite**

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



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CJ's boutique
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ABSTRACT

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A project was conducted at 514 De Ocampo St. Indang, Cavite. The study was conducted from September 5, 1999 to January 31, 2000 to provide the participants a chance to apply gained knowledge in business management to the actual situation by putting up a business enterprise. It determine the profitability of CJ's boutique, the different marketing strategies to be applied and identified the problems in handling a boutique business and recommend feasible solutions.

The boutique business sold different types of merchandise for modern fashion such as trend of textiles, tailor accessories, clothes and apparel for men and women, and Herway cosmetic products. Herway products were directly delivered in the boutique that would attract more consumers as well as more costumers to patronize the products being sold. An initial capital of P20,000.00 was used in the business.

A computed return on investment of CJ's Boutique was 32.94 percent which means that for every one peso invested in the business there was P0.32 return on investment. Due to this, the business was deemed profitable. This was considered profitable because the capital invested was faster compared to other types of business.

The liquidity analysis was used to assess the project's ability to meet short-term obligations. In a short period of time, the business earned a total gross profit of P14,634.10 and incurred an operating expenses amounting to P8,044.50. Net sales amounted to

P6,589.60. From September to January, they gained a high net sales resulting to income for the said period of the project.

During the first month of operation, the proponents encountered several problems. These include stiff competition, high price of products of wholesaler and suppliers, and out of stock of Herway products.

To penetrate the market, the proponents compared the prices with the competitor price and offered a much lower price. The proponents did some strategies like giving discounts and selling products daily to be able to gain more costumers. Another problem encountered was the limited size of the glass shelves. In solving this problem the proponents provided additional space for the accessories and other products were place in plastic box, plastic tray, and hanger for displays.

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