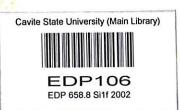
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## F & R HOG PRODUCTION AND MARKETING

### AN ENTERPRISE DEVELOPMENT PROJECT

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## \* & R HOG PRODUCTION AND MARKETING

An Enterprise Development Project Submitted to the Faculty of the Cavite State University Indang, Cavite

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of the requirements for the degree of
Bachelor of Science in Business Management
Major in Marketing



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#### **ABSTRACT**

SIDAMON, FERDIEMAR M. and VILLANUEVA, RICHARD R. F & R HOG PRODUCTION AND MARKETING. An Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing, Cavite State University, Indang, Cavite. March 2002. Adviser: Dr. Nelia C. Cresino.

A project was conducted in Buna Cerca, Indang, Cavite primarily to provide the participants a chance to apply their knowledge in business management to actual situation by putting their own business while studying. This report described the practices in producing hog and the efficiency and the performance of hog production.

The project was conducted from November 2001 to February 2002 with initial capital of P34,000.00. This capital was equally shared by the participants. After four months of operation, the proponents realized a net income of P11,652.00.

The project posted a return on investment of 34.27 percent. This rate of return indicated that the business was viable and profitable. Moreover, it had a return on sales of 21.90 percent. The return on assets was 25.52 percent.

Overall, the project was determined to be a reliable business operation.

### TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
AKNOWLEDGEMENT	v
ABSTRACT	vii
LIST OF TABLES	x
LIST OF FIGURES	хi
LIST OF APPENDICES	xii
INTRODUCTION	1
Objectives of the Project	2
DESCRIPTION OF THE ENTERPRISE	3
Nature of the Project	3
Location and Duration of the Project	3
Organization and Management	5
Production	8
Preparation of pen	8
Purchased of stocks	8
Feeds and feeding	11
Hygiene and sanitation	11
Deworming	11
Weighing	11
Record keeping	11
Marketing	15

	Page
Finance	15
FINANCIAL AND ECONOMIC ANALYSES	17
PROBLEMS AND SOLUTION	24
INSIGHTS GAINED FROM THR PROJECT	25
SUMMARY	27
Summary	27
Conclusion	28
Recommendation	28
BIBLIOGRAPHY	30
APPENDICES	31