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JM BAKERY

**ENTERPRISE
DEVELOPMENT PROJECT**

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JM BAKERY

**An Enterprise Development Project
Submitted to the Faculty of the
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**In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)**

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ABSTRACT

SANGANGBAYAN, JOEL G. and SIERRA, MENANDRO JR. R., "JM's BAKERY: AN ENTERPRISE DEVELOPMENT PROJECT". Bachelor of Science in Business Management , major in Marketing , Cavite State University, Indang, Cavite. Adviser: Mrs. Lolita G. Herrera .

A three - month enterprise development project named JM Bakery was conducted at Tambo Ilaya, Indang, Cavite. This project, enable the students to apply their gained knowledge to actual business situation, determine the profitability of bakery business, determine the effectiveness of combining theory with hands- on experience on marketing and entrepreneurship.

Some technical information regarding baking and bread products were gathered. Important facts were acquired by the students from the actual operation of the enterprise.

The student relationship was developed during the conduct of the study. The project served as a training ground for the students because they gained many experiences which help them to be capable entrepreneurs .To have a better management, concrete plans must be made as early as possible. One must posses technical know how before engaging in business like this in order to avoid serious problems and losses.

The project had a total cash sales amounting P101,864 within the three months of operation. The total operating expenses amounted to P 21,280 exclusive of the P 62,187 which was used to purchase direct materials for bakery products. The project had a total cash outflow of P 83,467 coming from initial capital of P 40,000.00 and a cash sales of P101,864. The amount was used to purchase the necessary tools and equipment, raw materials and other operating expenses.

The balance sheet of the enterprise ending February 23, 1999 indicates a total assets of P 58,397.00. The initial equity of the project amounted to P 40,000.00 and rose to P58,397.00 at the end of the operation.

Based on the observation, it was found out that production and marketing of bread is an income generating project.

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JM BAKERY

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INTRODUCTION

From among the many sources of carbohydrates, bread stands out to be the most popular. It is served in every Filipino family dining table. It is eaten by almost all Filipinos, rich and poor. It is so popular, especially among the rural folks that there is such a great demand for this commodity.

Bread is one of the oldest foods, dating back to at least 2,000 B. C. It can be made from wheat, maize, oats, barley or rye flour (Encyclopedia, 1990).

At first, bread was flat, but the Egyptians added yeast to make the dough rise. Today, most bread is baked with yeast.