

MARKETING OF AGUINALDO BLEND COFFEE IN DIFFERENT  
ESTABLISHMENTS AND HOUSEHOLDS IN CAVITE.  
AN ENTREPRENEURIAL PROJECT

Entrepreneurial Development Project

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**MARKETING OF AGUINALDO BLEND COFFEE IN DIFFERENT  
ESTABLISHMENTS AND HOUSEHOLDS IN CAVITE: AN  
ENTREPRENEURIAL PROJECT**

**Entrepreneurial Development Project Report  
Submitted in the Faculty of the College of Agriculture,  
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**in partial fulfillment  
of the requirement for the degree of  
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Major in Crop Production**

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## **ABSTRACT**

**CANIYA, ARIANNE MAE B.; RODRIN, VIA F. Marketing of Aguinaldo Blend Coffee in Different Establishment and Households in Cavite: An Entrepreneurial Development Project, Bachelor in Agricultural Entrepreneurship, major in Crop Production, Cavite State University, Indang, Cavite. June 2019. Adviser: Mr. Guillermo P. Desenganio.**

The project was established in the Coffee Processing Building at Cavite State University – Main Campus Indang, Cavite with a capital amounting to forty-five thousand and two hundred fifty pesos (P45,250.00). The project was implemented from December 2018 to April 2019. It enabled the student entrepreneurs to; increase the acceptability of Aguinaldo Blend Coffee; enhance the marketing and communication skills of the students; apply the knowledge and skills in marketing Aguinaldo Blend Coffee; and make Aguinaldo Blend Coffee as a profitable source of income.

The project involved the procurement of 312 packs of Aguinaldo Blend Coffee, 3 packs which weighs 250 grams which weigh 250 grams each and 32 packs which weigh 14 grams of Aguinaldo Blend Coffee for promotion. The marketing was conducted in different establishments and households in Cavite and it was promoted through different social media platforms and direct selling.

The Aguinaldo Blend Coffee was sold at PHP 200.00 to PHP 250.00 per original pack of 250 grams. It was marketed direct and retail in different establishments in Cavite (Indang, Tagaytay, Dasma, etc.) Contact buyers from different places were accommodated.

The cost of the four-month operation of the marketing of Aguinaldo Blend Coffee amounted to forty-five thousand and two hundred fifty pesos (P45,250.00) with the total net income of twenty-four thousand and nine hundred seventy pesos (P24,970.00) and the return of investment was computed at fifty-five and eighteen hundredths percent (55.18%).

The student-entrepreneurs encountered problems that affected their marketing of Aguinaldo Blend Coffee. However, those problems did not cause to their determination and dedication towards their project. Some problems were easily solved through immediate marketing strategies.

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# **MARKETING OF AGUINALDO BLEND COFFEE IN DIFFERENT ESTABLISHMENTS AND HOUSEHOLDS IN CAVITE: AN ENTREPRENEURIAL DEVELOPMENT PROJECT**

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## **INTRODUCTION**

Each brand of coffee represents a different blend of coffee beans. The Aguinaldo Blend Coffee is a product of research and scored 90 in cupping (high customer satisfaction). It is expertly roasted and blended from Liberica, Robusta and Arabica coffee beans which are sorted by hand and each bean was carefully inspected for its capability to be processed as Aguinaldo Blend Coffee.

Different coffee may vary in tastes because of the beans used to process it, but in every season, coffee will always have a place on favorite drink. Either the season is hot or cold, the demand for coffee will never hit the ground. That is why marketing of roasted ground coffee have a big chance to be a source of profitable income, especially for the entrepreneurial students who conducted an Entrepreneurial Development Project. The aim of the entrepreneurial development students was to generate sustainable profit from selling of Aguinaldo Blend Coffee. One of the major components of any food processing business