

DELICO BURGER

Entrepreneurial Development Project

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DELICO BURGER

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ABSTRACT

CERNAL, JOSHUA M., CUENO ALEXANDER JOSHUA D., GENER III, REYNALDO V. Enterprise Development Project. Bachelor of Science in Business Management major in Marketing and Financial Management. Cavite State University, Indang, Cavite. June 2019. Adviser: Ms. Tania Marie P. Melo.

An enterprise development project that offered variety of customized or create your own burger products operated for 88 days or three months at Cavite State University, Indang Cavite from January 21, to April 13, 2019. Identifying the profitability and marketability of a certain product is one of the major decision that one must think. With this objective it will help people to be ready to provide solutions to possible challenges that may come. The main objective of the project was to provide good services and quality product. This also aimed to identify problems and looked for appropriate marketing strategies that helped them overcome problems in putting up a business.

A starting capital of P30,000 which was equally shared by the entrepreneurs, was used to start the business. The enterprise was in the form of partnership. The responsibilities, operations, and decisions concerning the vital aspects of the business were equally distributed and shared by the entrepreneurs. The project covered the functional management areas such as planning, organization, controlling, leading, production, marketing, and finance. By conducting this project, the entrepreneurs gained knowledge and skills in the actual business operation such as, implementation of decision making, organizing, business strategies, and customer relations.

For three months of operation, Delico Burger generated total sales of P 61,116.00 and a net income of P 4,853.18.

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INTRODUCTION

The hamburger, in some form or another, has appeared throughout history. It survived through war, economic crises, and over a dozen centuries of time. Traveling from Europe across the Atlantic, the hamburger rose to fame in the US, emerging as an icon in the culinary world. While its story is long and tiresome – from Mongol horsemen to American county fairs – here's how America's favorite sandwich became what they know and love today. Before the hamburger came to America, it was a popular culinary tradition in Europe. An ancient collection of recipes accredit the first minced meat preparation to the 4th century; other historians believe it was the Mongols that spread the tradition in the 13th century when warriors would stash raw meat under their saddles to soften it and cook it. It spread throughout the empire and across Europe, with Moscow adopting a raw version – known today as steak tartare – by the end of the century. Russians brought the recipe to the Germans in the 17th century, arriving via the port of Hamburg. By 1747, the Hamburg sausage appeared for the first time in a cookbook, *The Art of Cookery, Made Plain and Easy*,