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PRODUCTION AND MARKETING OF NEVILYN'S BAG

AN ENTERPRISE DEVELOPMENT PROJECT

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Production and Marketing of Nevilyn's Bag

**An Enterprise Development Project
submitted to the Faculty of the
Cavite State University
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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

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An enterprise development project on production and marketing of Nevilyn's Bag was conducted at 223 Barangay Cabuco, Trece Martires City, Cavite from October 10, 2000 until February 10, 2001. A total of P30,000.00 was invested by the entrepreneurs as its initial capital for the project with P15,000.00 individual share. Production, marketing and finance were the functional areas covered in the project.

The project aimed to apply the knowledge gained in managing a small scale business and identify problems encountered in the operations and recommend feasible solutions to solve them.

Data and other information pertinent to the entrepreneurial project were gathered through actual production and marketing of the products.

The month of October produced the highest volume and had the highest sales of bag which amounted to P31,450.00.

The products were distributed in four towns of Cavite. It includes Trece Martires City, Alfonso, Mendez and Indang, and some places in Caloocan and Valenzuela.

The project's financial performance was measured and analyzed through the use of financial ratios such as return on investment, gross profit margin, return on sales, return on expenses, current ratio, acid test, net sales per peso of owners equity and profit to net worth.

One of the problems encountered by the project was the changing price of materials and decrease in demand due to decreased in number of orders. To solve this, proper timing of production and early preparation of all necessary materials are recommended.

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PRODUCTION AND MARKETING OF NEVILYN'S BAGS^{1/}

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INTRODUCTION

Bags can be found everywhere and everyone can choose from a vast array of sizes, colors and styles in malls, department stores or specialty stores. A bag is defined as a receptacle of leather, cloth or paper often shaped like a sack and can be easily opened and closed. It is also defined as a rack or pouch, a basket, carrier bag, case in container, handbag and shoulder bag.

Each bag has its own use to anyone, be it a shoulder bag, a knap sack or simply a handbag. Some use it for fashion or for convenience where they can put their things and other materials while others acquire bags just to collect them and make them part of their collection. Bag is an important accessory to women, hence, the entrepreneurs had come up with the idea of establishing the business that will cater to the increasing demand for bags. The products' design was according to the needs and wants of the customers.