

THOM'S DRESSED CHICKEN

COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES

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

APPROVED:

MARIA A. ERSANDO

LOLITA G. HERRERA

MARIA A. ERSANDO

LOLITA G. HERRERA

**In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Management
(Major in Agribusiness)**



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ABSTRACT

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An entrepreneurial project was conducted at Tambo Malaki, Indang, Cavite from December 1998 to February 1999. The Project aimed to enable the student to apply his knowledge in business management and improve his capability to manage a business; determine the profitability of selling dressed chicken; and identify problems related to this business.

Primary data were gathered through direct observation and participation in project activities. Secondary data were gathered through research.

The student used pluckier machine in defeathering of birds. A total of 1,565 heads of chicken were dressed after three months of operation. The broiler purchased had an average live weight of 1.7 kg and had a dressing percentage of 75 percent.

The dressed chickens were marketed in Indang Public Market with a total receipt of P197,204.40 and a total cost of P178,004.10. A net income of P19,200.30 was realized with a return on investment of 48 percent.

The project encountered problems such as high price of raw materials and intensified competition from big competitors.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF EXHIBITS	xi
LIST OF APPENDIX TABLES	xii
LIST OF APPENDICES	xiii
INTRODUCTION	1
Objectives of the Entrepreneurial Project	3
DESCRIPTION OF THE ENTREPRENEURIAL PROJECT	4
Nature of the Project	4
Time and Place of the Study	4
Organization and Management	6
Production and Operation	6
Procurement of materials	6
Slaughtering	6
Packaging	11
Hygiene and sanitation	11
Marketing	11
Finance	12

ECONOMIC AND FINANCIAL ANALYSIS	13
PROBLEMS AND SOLUTIONS	22
FUTURE PLANS	24
SUMMARY	25
BIBLIOGRAPHY	26
APPENDIX TABLES	27
APPENDICES	31