

**BERACIS ARTWORKS**

**Enterprise Development Project**

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**June 2019**

# BERACIS ARTWORKS

Enterprise Development Project  
Submitted to the Faculty of the  
College of Economics, Management, and Development Studies  
Cavite State University  
Indang, Cavite

In partial fulfillment  
Of the requirements for the degree  
Bachelor of Science in Business Management



00079446

*Beracis artwork*  
658.8 B38 2019  
EDP-584

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June 2019

## **ABSTRACT**

**BERACIS, LORIE JAY C., BERACIS ARTWORKS.** Enterprise Development Project, Bachelor of Science in Business Management. Cavite State University, Indang, Cavite. June 2019. Adviser: Ms. Danikka A. Cubillo.

BERACIS ARTWORKS, is an artwork services business which lasted for three months from January 19, 2019 to April 18, 2019. The project aimed to provide lifetime memories to clients by delivering joy and happiness through artwork services. Beracis Artworks production center was located at Section k Blk. 5 Lot 8, Tropical Village Brgy. San Francisco General Trias City, Cavite. The selected location was accessible to the project's target market.

The project covered the different areas of management such as production, marketing and finance. The project was conducted as a sole proprietorship type of business. All the activities and operations were performed by the business owner.

The main products offered by the business were charcoal portrait, katsa bag and canvass oil painting. These were made-to-order products wherein customers may provide their own object to be sketched or illustrated. The products were typically presented as a gift as these were placed usually on a frame and delivered within packaging.

The owner targeted to create quality products to deliver customer satisfaction and to provide realistic artwork drawings. Indeed, these were perfect gift or token to our loved ones, family, and relatives, friends or even to one's self.

The business conducted different promotions every month to be able to reach larger number of customers from target markets, to advertise the products also to other provinces through the Facebook and Instagram page of Beracis Artworks.

The operation of Beracis Artworks lasted for 88 days. It generated a total sale of P 55,020.00 and total gross profit of P 27,206.30. The total net profit of P 19,136.65

which is 45.32% of the total capital, is indeed a good indication for the success of the business.

Different challenges also aroused during the existence of the business. One of the major problems encountered during the operation was the rejection of some customers; the acquisition of the materials needed to operate the business, as some items were not available, and the places where the materials can be purchased, such as Baclaran, Quiapo and Divisoria, were distant from the production center. There were also some problems faced on the marketing of the business and delivery of products.

Despite of the challenges, the owner still suggests that venturing in this kind of business is a great idea and decision to be made. The owner was able to endure those encounters, thus the business was properly managed. With good planning and analysis, the entrepreneur was able to come up with great solutions on how to make the business more competitive in the market.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA</b> .....	iii
<b>ACKNOWLEDGMENT</b> .....	iv
<b>ABSTRACT</b> .....	vi
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>LIST OF APPENDICES</b> .....	xii
<b>INTRODUCTION</b> .....	1
Nature of the Project .....	3
Objectives of the Project .....	3
Time and Place of the Project .....	5
<b>DESCRIPTION OF THE ENTERPRISE</b> .....	7
Location and Lay-out of the Project .....	7
Organization and Management .....	7
Production .....	11
Procurement of materials .....	11
Production Process .....	13
Production Cost per Unit .....	15
Production Summary .....	17
Monthly Purchase, Production and Inventory .....	18
Sales summary .....	25
Marketing .....	28
Product .....	28
Price .....	29
Promotion .....	30
Place .....	30
Finance .....	31



**FINANCIAL ANALYSIS** ..... 32

    Financial Statements ..... 32

        Statement of Income ..... 32

        Statement of Financial Position ..... 32

        Statement of Cash Flow ..... 32

        Statement of Change in Proprietorship Equity ..... 35

    Financial Ratios ..... 35

        Return on Assets ..... 35

        Gross Profit Margin ..... 35

        Net Profit Margin ..... 35

        Return on Investment ..... 38

**PROBLEMS, SOLUTIONS, AND INSIGHTS** ..... 43

**SUMMARY AND RECOMMENDATIONS** ..... 45

**REFERENCES** ..... 47

**APPENDICES** ..... 48

## LIST OF TABLES

Table	Page
1 Timetable activities of Beracis Artworks .....	10
2 Cost of furniture and supplies, Beracis Artworks .....	11
3 Production cost per service .....	15
4 Actual artwork services summary of BERACIS ARTWORKS .....	18
5 Purchases, production cost, and inventory of supplies for the first month .....	19
6 Purchases, production cost, and inventory of supplies for the second month .....	21
7 Purchases, production cost, and inventory of supplies for the third month .....	23
8 Description of BERACIS ARTWORKS services .....	29
9 Actual production cost, market price and mark-up of BERACIS ARTWORKS services .....	29
10 Promotion mechanics and description .....	30
11 Actual initial capital breakdowns of BERACIS ARTWORKS .....	31
12 Beracis Artworks actual statement of income .....	33
13 Beracis Artworks actual statement of financial position .....	34
14 Beracis Artworks actual statement of cash flows .....	36
15 Beracis Artworks actual statement of change in proprietorship equity .....	37

**LIST OF FIGURES**

<b>Figure</b>		<b>Page</b>
1	Logo of Beracis Artworks .....	4
2	Location map of Beracis Artworks .....	6
3	Beracis artworks floor plan .....	8
4	Service process flow chart .....	14
5	Actual sales summary of Beracis Artworks .....	26
6	Actual sales growth of Beracis Artworks .....	27



## LIST OF APPENDICES

Appendix	Page
1 Beracis Artworks, registration and contract .....	49
2 Beracis Artworks, capital and net sales .....	51
3 Beracis Artworks, capital and net sales .....	53
4 Beracis Artworks, tarpaulin for promotion .....	55
5 Beracis Artworks, business card for promotion .....	57
6 Beracis Artworks, foundation day for promotion .....	59
7 Beracis Artworks, sample frames .....	61
8 Beracis Artworks, store .....	63
9 Beracis Artworks, production site .....	65
10 Beracis Artworks, packaging .....	67
11 Beracis Artworks, sample portraits .....	69
12 Routing Slip .....	71
13 Request for adviser and technical critic .....	73
14 Title approval sheet .....	75
15 Request for oral review .....	77
16 Approval sheet .....	79
17 Certificate of Accountant .....	81
18 Certificate of English critic .....	83

## **BERACIS ARTWORKS**

**Lorie Jay C. Beracis**

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An entrepreneurial development manuscript presented to the faculty of Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution No. \_\_\_\_\_. Prepared under the supervision of Ms. Danikka Cubillo.

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### **INTRODUCTION**

Art is a highly diverse range of human activities engaged in creating visual, auditory, or performed artifacts—artworks—that express the author's imaginative or technical skill and are intended to be appreciated for their beauty or emotional power. The specific categories are classified according to the materials used, such as: drawing, painting, sculpture, glass art, metal art, illuminated gospel manuscripts, aerosol art, fine art photography, animation, and so on (Wiley, 2017).

The practice of making detailed graphite pencil drawings goes back to the 17th and 18th centuries, when plumbago drawings were popular for minor portrait plumbago, refers to the combination of graphite and clay and is primarily drawn on vellum, not paper. The details and shading tend to be lighter than the hyper-realistic pencil portraits of today. A few hundred years later, contemporary artists are mastering the art of pencil drawing. Unlike in those past eras when artistic masters might only have been found after they died, the digital era and social media allows you to see talented contemporary masters in the here and now. Whether its hyper-realism or surrealism, graphite drawing is blowing up right now (Lessig, 2002).

Charcoal is one of the oldest drawing media, the ancient Nawaarla Gabarnmang charcoal drawing (26,000 BCE) and is commonly used by artists even today, in stick