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LAM'S CLOUSY BAKERY

ENTERPRISE DEVELOPMENT PROJECT

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**College of Economics, Management
and Development Studies**

CAVITE STATE UNIVERSITY

Indang, Cavite

April 2001

LAM'S CIOUSY BAKERY

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

**In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)**



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Republic of the Philippines
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COLLEGE OF ECONOMICS, MANAGEMENT
AND DEVELOPMENT STUDIES

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ABSTRACT

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March 2001. Mrs. Nelia E. Feranil, Adviser.

The project was conducted at Cavite State University, Indang, Cavite, from October 2000 to January 2001. The project was named LAM'S CIOUSY BAKERY and aimed to analyze the profitability of a bakeshop operation, apply different strategies in marketing the products, and identify problems in managing a bakery.

Duties and responsibilities of both proponents were identified and performed which resulted to the smooth operation of the enterprise.

The major products of the project were bread, pastries and cakes. Other merchandise like soft drinks and juices were also offered to customers especially at the production site. Students and employees of Cavite State University and other retail stores in Indang, Cavite were the target markets of the project.

The different activities in the production of LAM'S CIOUSY BAKERY involve procurement of raw materials, mixing of ingredients, preparation of mixture, cooking, and packaging. A baker and a helper were hired to do the actual baking processes.

The owners started the project with an initial capital of P46,000.00. This was used in the operation of the enterprise. Financial aspect of the project was evaluated and the visual indicators, which include income statement, cash flow and balance sheet were used.

The financial ratios were also used in analyzing the performance of the business. Included are return on investment, net profit margin, gross profit margin and return assets.

Based on the evaluation and analysis, production and marketing of bread successfully generated a net income of P23,063.50.

The problems encountered by the group were the heavy cost of transportation and unavailability of raw materials needed.

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LAM'S CIOUSY BAKERY^{1/}

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INTRODUCTION

Baking is a worldwide industry. In the United States, this industry produces and sells billions of dollars worth of goods annually. The baking industry in our country today has become a very good source of employment for many people.

The baking industry is composed of large wholesaler bakeries that sell their products to retail outlets of food service operation, retail bakeries owned by independent bakers, franchised retail outlets, and in-store bakeries which are located in specialty sections of supermarkets.