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*QUICK SNAX*

*Enterprise Development Project*

RHONALYN A. CORTEZ

MARIA KATRINA P. OGORDA

AILEEN B. TORRES

*College of Economics, Management and  
Development Studies*

**CAVITE STATE UNIVERSITY**

*Indang, Cavite*

*April 2009*

# **QUICK SNAX**

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

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



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**RHONALYN A. CORTEZ  
MARIA KATRINA P. OGORDA  
AILEEN B. TORRES  
April 2009**



Republic of the Philippines  
CAVITE STATE UNIVERSITY  
(CvSU)


DON SEVERINO DE LAS ALAS CAMPUS  
Indang, Cavite  
(046)415-00101 (046)415-0012  
E-mail: [cvsu@asia.com](mailto:cvsu@asia.com)

COLLEGE OF ECONOMICS, MANAGEMENT AND  
DEVELOPMENT STUDIES

EDP study of : RHONALYN A. CORTEZ  
MARIA KATRINA P. OGORDA  
AILEEN B. TORRES

Title : QUICK SNAX


APPROVED:

  
GENER T. CUENO  
Adviser

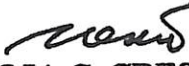
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RODERICK M. RUPIDO  
Technical Critic

3/23/09  
Date

  
CECILIA T. CAYAO  
Chairperson, Department  
of Management

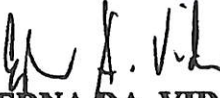
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Date

  
NELIA C. CRESINO  
College RD&E  
Coordinator

4/7/09  
Date

  
RODERICK M. RUPIDO  
Dean

4/4/09  
Date

  
EDNA DA. VIDA  
Director, Research  
Center

4-7-09  
Date

Note:

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## ABSTRACT

**CORTEZ, RHONALYN., OGORDA, MA. KATRINA., TORRES, AILEEN.**  
**Quick Snax.** An Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University. Indang, Cavite. April 2009. Adviser: Prof. Gener T. Cueno.

A three-month burger snacks business was conducted to develop the students' capability to handle a business through experiential learning, determine the profitability of burger business, and identify the problems encountered in operating the business and recommend feasible solutions to the various problems that encountered. The initial capital of the enterprise was PhP30,000.00, which was equally contributed by the entrepreneurs. The enterprise was involved in the production and marketing of the food items such as burger, sandwiches, fries, and softdrinks. The production activities such as preparation of raw materials, actual cooking and packaging of the products were the tasks that the entrepreneurs did during the operation. In marketing the burger products, there were factors considered such as product, price, place, and promotion. The location of the business was inside the Cavite State University at the side of CEMDS building. The project was called "Quick Snax". The operation was done during school days from Mondays through Saturdays.

The special burger and french fries were the most saleable products of the enterprise.

The project generated a net income of PhP28, 457.80 was obtained by the enterprise for a period of three months.

In operating a burger business, some problems encountered were the shortage of raw materials, inefficiency of equipment and the four-day week of the university.

The project helped and trained the students to gain a broader range of knowledge and experience necessary for the management of their own future business.

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## **QUICK SNAX<sup>1/</sup>**

**Rhonalyn A. Cortez  
Maria Katrina P. Ogorda  
Aileen B. Torres**

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<sup>1/</sup>An enterprise development project report presented to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for the degree of Bachelor of Science major in Marketing with the Contribution no. E2009-BM04-01. Prepared under the supervision of Prof. Gener T. Cueno.

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### **INTRODUCTION**

At present, fast food chains and other food houses, which offer meals and snacks, are now penetrating large markets, especially in the urban area. Because of many establishments in such area, which are time conscious, quick foods are so much in demand (Bencito, B., Salazar L., Rodriguez, J., 2003).

Fast food or quick food is a one-stop shop, which offers variety of foods for a few minutes. Nowadays, large numbers of entrepreneurs are engaged in the burger food business because of high profit and less capital requirement. And it is easily sold compared with other types of food business. Also, customers prefer to buy readily available food items rather than spend longer time in cooking (Bencito, B., Salazar L., Rodriguez, J., 2003).

Quick Snax is a business which offers variety of food. It offers different burgers & sandwiches, fries and beverages such as softdrinks at a very affordable price with less