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ASCUVI BROILER ENTERPRISE

Entrepreneurial Development Project

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ASCUVI BROILER ENTERPRISE

Entrepreneurial Development Project
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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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The entrepreneurial development project was conducted in Cavite State University Animal Production Project and in SAKA primarily to provide the students the chance to apply the gained knowledge in business management to the actual operation of the business. Specifically, it aimed to describe the operation of broiler production, determine the profit generated from broiler production and identify the problems encountered in broiler production and formulate appropriate solutions.

The project was conducted from November 28, 2006 to March 10, 2007 with an initial capital of Php30,000.00. Different practices were undertaken in the production of broilers including preparation of the poultry house, purchase of chicks, acquisition of feeds, brooding and growing, medication, feeding, harvesting and marketing the product. The entrepreneurs sold chickens in dressed weight basis. Dressed chicken were sold at Php83.00-Php90.00 per kilo to market vendors in Indang Public Market and in the Marketing center of Cavite State University.

The total sales of the project amounted to Php70, 864.00. A net income of Php7,548.00 was realized from two croppings of broiler. The project obtained a 25.26 percent return on investment.

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ASCUVI BROILER ENTERPRISE^{1/}

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INTRODUCTION

The Philippine broiler industry will continue to be an import-dependent industry primarily because of dependency on the importation of grand parents stocks. Moreover, the chicken meat requirements of the country especially for the food service and meat processing sectors will continue to be beefed up through importation of chicken meat and chicken meat cuts to take advantage of low cost imported chicken. (Entrepinoys.blogspot.com. November 13, 2006).

Chicken broiler and egg production are the most progressive animal enterprises in the Philippines today. The poultry industry in fact began as a backyard enterprise but has shifted to the formation of very large integrated contract farming operations. The growth