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QUEGGS ENTERPRISE

Enterprise Development Project

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**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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ABSTRACT

BELANDRES, DIANE H.; DIGMA, CHESTER R.; and MASICAP MARY CHRISTER M. QUEGGS Enterprise. Enterprise Development Project. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2007. Adviser: Prof. Roderick M. Rupido.

The project aimed to describe the different activities in raising quail; determine the marketing strategy that can be used in this kind of business; and identify the problems encountered in quail egg raising and provide feasible solution.

The project was conducted at the Sanayan sa Kakayahang Agrikultura (SAKA) project site of the Cavite State University, Indang, Cavite, from November 2006 to March 2007.

The project was mainly concerned with the production of quail eggs. The practices followed in producing quail eggs were the preparation of quail housing, selection of stocks, feeds and feeding, hygiene and sanitation, harvesting and marketing of eggs. The initial capital used in the project was PhP36,000.00.

The market of the enterprise included walk-in buyers, teachers, students, and friends of the proponents.

The problems that the entrepreneurs encountered in the conduct of the project were high price of production inputs and high mortality rate during cold seasons.

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QUEGGS ENTERPRISE ^{1/}

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INTRODUCTION

The quail locally known as “pugo” is a small game bird found in tropical and temperate countries throughout the world. Unknown to many, quails *Coturnix coturnix japonica* are classified as game birds and are used in outdoor sports and recreational activities.

For business, quail is more than just a game bird. Raising quail is a profitable venture as the birds are easy to nurture. They do not require construction of large holding pens nor large capital, and yet they give immediate returns. In fact, quails can stand well with chicken as a source of organic meat and eggs.

In the Philippines, quail eggs have become a popular “street food”; sold boiled or as orange-colored *kwek-kweks*. On the other hand, quail meat is usually boiled, baked, roasted, stir-fried or stewed.