

JRC MANUFACTURING AND SELLING OF CANDLES

ENTERPRISE DEVELOPMENT PROJECT

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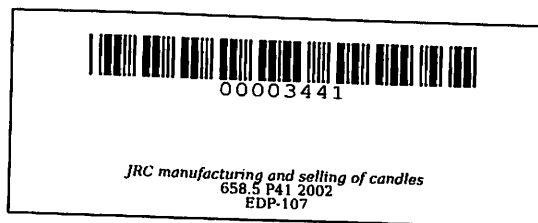
Indang, Cavite

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JRC MANUFACTURING AND SELLING OF CANDLES

**An Enterprise Development Project
Submitted to the Faculty of
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

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Manufacturing and Selling of Candles. An Enterprise Development Project. Cavite State University, Indang, Cavite. April 2002. Adviser: Dr. Nelia C. Cresino.

A five-month business operation on the marketing of candles was conducted in A. Luna Street Indang, Cavite from September 17, 2001 until February 22, 2002. Through this project, the students were given the chance to apply their business management knowledge and skills by establishing their own business. Three Business Management (BM) students decided to operate a small candle-making project. The project started with an initial capital of P30, 000.00, which was equally shared by the partners. The amount was used to purchase the necessary tools and equipment and a part was utilized in the purchase of raw materials and other miscellaneous expenses.

The highest volume of production was recorded during the month of October followed by the month of December incurring a total sale of P12, 086.00 and P13, 650.00, respectively.

The entrepreneurial development project obtained a total sale of P46, 806.00. The project had obtained a total cash outflow of P35, 786.00 coming from the initial capital of P30, 000.00 and from the total cash sale of P46, 806.00

The project's financial performance was measured and analyzed through the use of profitability ratios such as profit to net sale ratio or profit margin, profit to asset ratio or return on total assets (ROA), gross profit ratio (GPR), return on equity (ROE) and return on investment (ROI).

The problems encountered by the project were high transportation costs and delayed payments of buyers.

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INTRODUCTION

Candles have been used since prehistoric times. Through centuries, they have been made out of many substances including bayberry wax, bee's wax, paraffin wax, spermaceti, steering and tallow (Klenke 1946).

Candle manufacturing has been getting widespread attention not only because of the increasing market acceptance of candles as light but also for escalating number of hobbyists, who collect and display them for pleasure and self realization. It is also used during birthday celebrations and for religious services.

Before electric light became common in the 1990's, people used candles as sources of artificial light. Today, candles are used for such purposes as birthday celebrations, holidays, home decorations, and for religious services. Many people enjoy candle making as a hobby, which has become popular. Candles produced in this way are handcrafted. Usually one at a time and is able to lavish great time and