

SCENTEUR

Enterprise Development Project

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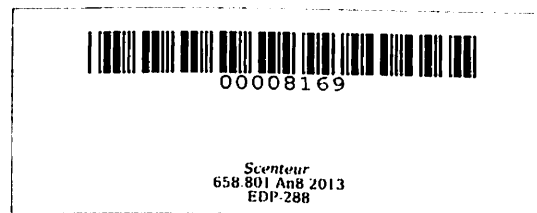
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ABSTRACT

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The project was planned to provide the students the opportunity to apply their knowledge and skills learned from the classrooms to the actual operations.

The enterprise was engaged in producing cologne. It was conducted from November 22, 2012 to February 20, 2013. The project was organized as partnership type of business among the three owners. The entrepreneurs performed different tasks to ensure the success of the enterprise, which includes production, marketing and finance.

The business offered colognes of different scents and available in attractive bottles. The scents for men were *Hugo Boss*, *Eternity*, *Aqua Bvlgari*, *Ck One*, *Polo Sport* while scents for women were *Touch of Pink*, *Dream of Pink*, *Hugo Deep Red*, *Weekend Women* and *Paris Hilton*. All were available in 10ml and 20ml bottles.

The primary customers of Scenteur cologne includes students and faculty members of Cavite State University Main Campus and other schools visited by the entrepreneurs. Likewise, passers-by in their store at Trece Martires City were also targeted. Sales from dealers, relatives and friends also helped the enterprise to achieve its sales objectives. The entrepreneurs use tarpaulins, flyers, posters and social networking sites, such as Facebook and Twitter to promote their products to their target market.

For three months of operation, Scenteur generated sales amounting to P94,549.00. The highest gross sale was earned in the second month amounting to P35,533.50, while the lowest sales of P24,598.50 was obtained on the third month of operation.

Seventy nine percent of the total sales were contributed by the retail outlets while 21% came from the dealer sales.

During their Entrepreneurial Development Program, they did not expect that they will be facing many problems and one of which was the shortage of certain fragrance oil. On the selling process, it was not easy to promote and sell their cologne products. It was also hard to gain trust of others, because customers preferred to purchase the product of stable and known cologne producers like Bench, Aficionado, and others. Another problem was the permission to sell products in some schools. The enterprise also encountered discrimination from some customers, And lastly, the sales of the enterprise declined on the latter part of the operation. After all the obstacles and problems, entrepreneurs successfully completed and reached their target sales.

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INTRODUCTION

Different scents evoke different memories, and this can be an important part of human behavior. A lot of people breathe happily when smells something that reminds them of a beloved relative, friend, or spouse. When someone wears cologne frequently, their friends and family begin to link that scent with their loved one. Thus, this can be associated with the mixture of fragrant essential oils, aroma compounds, fixatives and alcohols used to give the people a pleasant scent that could perfectly suited to their personality and lifestyle. In addition, trends in fragrances include the launch of fragrance sets, or collection, which highlight consumer customization and interaction with scent (Nauert, 2009).

Perfume has played an important part of life for many cultures over thousands of years. People nowadays often use different kinds of perfume, almost an average of thrice a day. Both male and female are now getting conscious with their odor that is why they