

641.824

B41

2004

MCSAVER'S PIZZA

## ENTERPRISE DEVELOPMENT PROJECT

ANGELITO MARIO P. BELMI  
ABEGAIL A. GABRIEL  
MARILYN C. HERRERA

College of Economics, Management  
and Development Studies  
**CAVITE STATE UNIVERSITY**  
Indang, Cavite

824

APRIL 2004

*a/*  
**MCSAVER'S PIZZA**

An 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)



00006702

*McSaver's Pizza*  
641.824 B41 2004  
EDP-157

**ANGELITO MARIO P. BELMI**  
**ABEGAIL A. GABRIEL**  
**MARILYN C. HERRERA**  
April 2004

Republic of the Philippines  
CAVITE STATE UNIVERSITY  
Indang, Cavite

COLLEGE OF ECONOMICS, MANAGEMENT  
AND DEVELOPMENT STUDIES

An Enterprise Development  
Project Report of

: ANGELITO MARIO P. BELMI  
ABEGAIL A. GABRIEL  
MARILYN C. HERRERA

Title : McSAVER'S PIZZA


APPROVED:

  
ROMEO C. NAVARRO  
Adviser

3-26-04  
Date

  
CARMENCITA R. FERANIL  
Technical Critic

4-06-04  
Date

  
MA. CORAZON A. BUENA  
EDP Coordinator

4-06-04  
Date

  
NELIA C. CRESINO  
Chairperson, Department of  
Management

4-06-04  
Date

  
LUZVIMINDA A. RODRIN  
Dean

April 6, 2004  
Date

Note:

Original copy to be filed in the University Library and one copy each to be distributed to Adviser, Department Chairperson, EDP Coordinator, Dean and Student.

## ABSTRACT

**BELMI, ANGELITO MARIO P., GABRIEL, ABEGAIL A., HERRERA, MARILYN C. McSaver's Pizza.** Enterprise Development Project. Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang Cavite. April 2004. Adviser: Mr. Romeo Navarro.

An entrepreneurial development project was conducted to enable the student to apply their business management and skills to actual business operation by establishing their own enterprise. The initial capital of the enterprise was P30, 000, which was equally contributed by the entrepreneurs. The enterprise was involved in the production and marketing of pizza products. The production activities such as preparation of raw materials, actual cooking and packaging of the product were the tasks that the entrepreneurs did during the operation. In marketing pizza products, there were factors considered such as product, price, place, and promotion. The location of the business was inside Shaquille's Restaurant located at the Indang town proper adjacent to the town plaza.

The project earned a net income of P 11,327 after four months of operation.

In operating a pizza business, problems encountered included leftovers of products prepared, over purchased of accessory products which resulted to substantial financial losses and the inconsistent flow of customers which is the major problem of the entrepreneurs because the place was abandoned by the owner.

Through this entrepreneurial project, the student's managerial capabilities, social and decision making skills in handling a business were developed.

## TABLE OF CONTENTS

	Page
<b>TITLE</b> .....	i
<b>APPROVAL SHEET</b> .....	ii
<b>BIOGRAPHICAL DATA</b> .....	iii
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>ABSTRACT</b> .....	xiii
<b>TABLE OF CONTENTS</b> .....	xiv
<b>LIST OF TABLES</b> .....	xvi
<b>LIST OF FIGURES</b> .....	xvii
<b>LIST OF EXHIBITS</b> .....	xviii
<b>LIST OF APPENDICES</b> .....	xix
<b>INTRODUCTION</b> .....	1
Objectives of the Project .....	3
<b>MARKETING/MARKET STUDY</b> .....	4
Product Description .....	4
Industry Profile including the Demand and Supply .....	6
Competitive position of the firm in the industry .....	7
Promotion .....	11
Place/Channel of Distribution .....	11
<b>TECHNICAL/PRODUCTION STUDY</b> .....	12
Manufacturing/Production Process .....	12



Raw materials.....	19
Store size .....	19
Store location and layout .....	20
Utilities and waste disposal .....	20
<b>ORGANIZATION AND MANAGEMENT .....</b>	<b>24</b>
Organizational Structure .....	25
Timetable of Activities .....	26
<b>FINANCIAL STUDY/ECONOMIC STUDY .....</b>	<b>28</b>
Financial Statements .....	28
Income Statement .....	28
Balance Sheet .....	36
Cash Flow .....	36
Financial analysis.....	41
Economic analysis.....	42
Insights Gained from the Project .....	44
Summary .....	45
Problems and Solutions .....	47
Bibliography .....	48

## LIST OF TABLES

Table		Page
1	List of food item and their description .....	4
2	List of food item and their corresponding prices .....	8
3	Comparative prices between Mc Saver's and competitors .....	10
4	The summary of the cost of producing the food item .....	13
5	Volume of production .....	18
6	Schedule of initial investment.....	29
7	Summary of sales ... ..	32
8	Summary of raw materials used.....	33
9	Notes to financial statement .....	34
10	Summary of Depreciation.....	39
11	Cost and Return analysis .....	43

## LIST OF FIGURES

Figure		Page
1	Location Map .....	21
2	Store Layout .....	22
3	Alternative Location .....	23
4	Organizational structure .....	25
5	Schedule of activities .....	27



**LIST OF EXHIBITS**

<b>Exhibit</b>		<b>Page</b>
1	Income Statement .....	31
2	Balance Sheet .....	38
3	Cash Flow.....	40

## LIST OF APPENDICES

Appendix		Page
1	Project location .....	50
2	Logo .....	51
3	Leaflets.....	52
4	The entrepreneurs.....	53

## **MCSAVER'S PIZZA**

**Angelito Mario P. Belmi  
Abegail A. Gabriel  
Marilyn C. Herrera**

---

<sup>1/</sup> An Enterprise Development Project report submitted 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 graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. EDP2004-BM04-006. Prepared under the supervision of Mr. Romeo Navarro.

---

## **INTRODUCTION**

The food service industry has long been the most sought after business undertaking of small-scale entrepreneurs and even those belonging to low-level income earners. Studies have shown that an average Filipino family spent more for food than ever. This is in spite of the fact that prices of most foods are constantly increasing. Consequently, higher prices more than balanced a tendency of the public to shift to less expensive foods owing to cautious purchasing habits triggered by the inflation and political crises early in the year. The food industries — growers, processors, and distributors — experienced a year of mixed prosperity and hardship. Increased consumption resulted from the nation's rising population, but profit margins of many food manufacturing, wholesaling, and retailing concerns were squeezed by intense competition and the traditionally volatile price structure in the food field (The Manila Bulletin, 2002).