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GOODIES

Enterprise Development Project
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
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In partial fulfilment
of the requirements for the degree
Bachelor of Science in Business Management



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Goodies
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ABSTRACT

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“Goodies” is an enterprise development project engaged in making cheesecakes. The project was intended for students to apply their knowledge and skills learned to actual business operation; specifically this aimed to describe the operation and management of brownies cheesecake business; determine the profitability of brownies cheesecake business; be able to implement effective marketing strategies; apply the marketing concepts and skills learned from the course; and identify the problems encountered in operating the business.

The operation of the project started in January 21, 2015 to April 19, 2016 at Banaba Cerca, Indang, Cavite.

Goodies offered non-baked chocolate brownies cheesecake, including chocolate brownie cheesecake, dark chocolate brownie cheesecake and oreo brownie cheesecake. Products are offered in six pieces per box. It was delivered personally to the customers. Their clients include residents of Cavite and students from De La Salle University - Dasmariñas, Cavite and Rogationist College - Silang, Cavite.

The business employed mark-up pricing strategies in order to come up with the selling prices for each product. However, to promote their products, the entrepreneurs used different promotional tools such as free tastes, samples and leaflets. The entrepreneurs

made sure that they will leave a good impression to their customer to build customers' trust and loyalty. Loyal customers are also a good source of advertisement.

During the 88-day business operation, the highest volume of production was noted in the month of December. For the entire business operation, Goodies was able to produce 405 boxes.

Problems and difficulties sprouted during the project but entrepreneurs developed solutions that resolved and at the same time gained knowledge in improving problems solving skilled related on businesses.

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