

~~DIVE~~ DIP

Enterprise Development Project
Submitted to the Faculty of
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfillment
Of the course requirements for the degree
Bachelor of Science in Business Management

Clarisse Grace P. Guillena
Tricia Mae C. Hubilla
June 2018

ABSTRACT

CLARISSE GRACE P. GUILLENA, TRICIA MAE C. HUBILLA., Dive Dip. Entrepreneurial Development Project. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. June 2018. Adviser Ms. Tita Lopez.

Dive Dip operated for three months from January 8 to April 6, 2018. This Enterprise Development Project was conducted at Hubilla's residence Taywanak Ibaba Alfonso, Cavite. The objectives of this project were to promote healthy food that do not use preservatives. Specifically, produce innovative products that will be patronize by the market, establish a good brand by establishing good marketing efforts and determine the problems encountered by the business and suggest solution for the improvement of the business.

Dive dip offered creamy cucumber, cheesy squash and minty yogurt that contains vegetable that is healthy since the product has no preservatives. To promote the business, the partners used tarpaulin, online orders, business proposal, personal selling and sales promotion. It is a type of business that is different because it has no physical store.

The business was a form of partnership with an initial capital of P30, 000.00 that was equally shared by two partners. In operating the business, different tasks and responsibilities like marketing strategies, finance and production where the partners were in-charge.

For the three months of operation, the business generated total sales of P49, 040.00. After deducting the operating expenses, the business has a net income of P10, 483.08.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	v
PERSONAL ACKNOWLEDGEMENT	vi
ABSTRACT	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
INTRODUCTION	1
Nature of the Project.....	2
Objectives of the Project.....	3
Time and Place of the Project.....	4
DESCRIPTION OF THE ENTERPRISE	5
Location and lay-out of the project.....	5
Organization and Management.....	5
Timetable of Activities.....	6
Production.....	11
Marketing.....	25
Corporate Social Responsibility.....	29
FINANCIAL ANALYSIS	33
Statement of income.....	33

Statement of financial position.	33
Statement of cash flow.	33
Statement of Change in Partners Equity	33
Financial ratio.	38
PROBLEMS, SOLUTION AND INSIGHT.	41
SUMMARY AND CONCLUSION.	44
REFERENCES.	46
APPENDICES.	47