

SWEET LANE

Enterprise Development Project

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ABSTRACT

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The enterprise development project was conducted to enable the students to apply their business management and entrepreneurial, skills in the actual business operation. The business operated for a total of 88 days, which started from February and ended in April. Sweet Lane has a physical store at Amadeo Cavite which operated from Monday to Friday and booths inside Hidden Vega Resort in Stateland View Subdivision General Trias City which operated from April 10 to April 14 and JML Restaurant at Silang Crossing East, Tagaytay City which operated during Saturday and Sunday.

The project specifically aimed to develop the student's capability to handle business through experiential learnings; determine the profitability of a catering service business; and identify problems that maybe encountered in the conduct or operating a catering service business and reckon feasible solution.

Sweet Lane offered variety of dipping items such as non-fruit dipping such as marshmallows, breadsticks, stick- O, cookies and cupcakes and fruit dipping like slices of apple and banana. The business catered to different events and occasions such as birthdays, weddings, anniversaries, christenings, blessings, seminars, reunions and other occasions. They offer their product in retail in their store and booths, and in packages in their catering services.

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INTRODUCTION

Catering is a business providing food service in a specific area or a site such as hotel, public house or other location. It is an activity of providing food and beverage for events provided at a full range of events, including business meetings, conferences, exhibitions, special events, weddings, and other social occasions. In addition to responsibilities for food and beverage, many caterers also handle event decor and other aspects of the program (Hard, 2017).

However, when most of us hear the word chocolate, people picture a bar, a box of bonbons, or a bunny. The verb that comes to mind is probably eat, not drink, and the most appropriate adjective would seem to be sweet. But for about 90 percent of chocolate's long history, it was strictly a beverage, and sugar did not have anything to do with it. Etymologists trace the origin of the word chocolate to the Aztec word "xocoatl", which