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2002

**PRODUCTION AND MARKETING
OF PIZZA PIE**

ENTERPRISE DEVELOPMENT PROJECT

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April 2002

**PRODUCTION AND MARKETING
OF PIZZA PIE**

**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)**



*Production and marketing of pizza pie
658.5 Av3 2002
EDP-118*

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ABSTRACT

AVELIDA, GILAN R., MYLENE T. PATRIARCA. Production and Marketing of Pizza Pie. Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing, Cavite State University, Indang, Cavite. April 2002. Adviser: Dr. Nelia C. Cresino.

An entrepreneurial project was conducted at Market Road, Galicia II, Mendez, Cavite from October 20, 2001 to February 22, 2002. The study aimed to help the students gain knowledge by actual operating of pizza haus and at the same time apply what they learned from their Business Management courses.

In the process, the authors identified some problems in the production and marketing of pizza pie and formulated possible solutions. The major problems encountered by MG's Pizza Haus were scarcity of dough, which is the main raw material, lack of manpower and time management.

In order to solve the first problem, the proponents looked for other possible suppliers of dough. For the second problem, the proponents asked for the help of members of their family. And for the last problem, the partners made an arrangement on their schedule.

For the four-month operation, the business realized a total sales to P105,730.00 and gained a net income of P27, 971.40. A return investment on the other hand of 93.24 percent was attained.

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MG's PIZZA HAUS

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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 on Marketing with Contribution No. EDP2002- BM 04- 010. Prepared under the supervision of Dr. Nelia C. Cresino.

INTRODUCTION

Pizza parlor is a fast food type of business with limited menu and highly standardized service. It ranges from specialty offering only one or few items such as pizza. Pizza pie is usually a large open pie made typically of thinly rolled dough spread with a special mixture of tomatoes, cheese, ground meat, garlic, oil and baked (Webster's Third New International Dictionary, 1973). It was in 1975 when pizza was introduced in the Philippines, and from then, pizza became very popular and love to eat by Filipino people.

Production and marketing of pizza pie is very popular as evidenced by so many pizza parlors in the country. Leading food chains as Shakey's Pizza, Greenwich and Pizza Hut have pizza as the leading product line.

Local varieties of pizza are now competing evenly in the market as the local producers can easily identify the taste / preference of the people.