

**ART-TO-TOE**

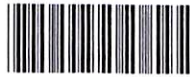
**Enterprise Development Project**

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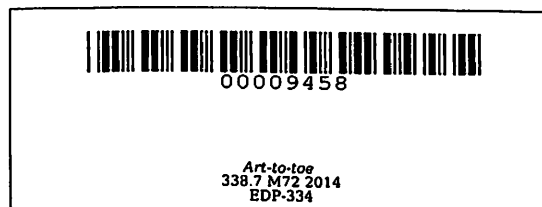
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**ART-TO-TOE**

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

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



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## **ABSTRACT**

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An Enterprise Development Project (EDP) was conducted for three months from November 14, 2013 to February 14, 2014. Generally, the business aimed to develop marketing strategies in creating unique footwear by customizing plain flat shoes; determine the probability of the business; and identify the problems encountered in marketing the products and recommend feasible solutions.

Duties, responsibilities and other decisions concerning the vital aspects of the business were jointly performed by the entrepreneurs. The activities and operations such as planning, organizing, controlling, leading, production, marketing, and finance were performed by the entrepreneurs under the partnership type of ownership. Through this operation they were able to apply their knowledge and skills in this business project. By conducting this project, they gained additional knowledge and abilities in actual business operations, such as implementation of business strategies, decision making, organizing and establishing customer relations. Information pertaining to entrepreneurial development project were gathered through actual experiences and observations.

A starting capital of P30,000.00 which was equally shared by the entrepreneurs was used in the operation of the business. The entrepreneurs encountered several problems such as poor location, customer accessibility, and unavailability of various shoe sizes.

For three months, the enterprise generated a total sales of P48, 930.00; cost of sales amounting to P23, 771.61; and a gross income of P25, 158.39. After deducting the total operating expenses, a net income of P18, 138.35 was obtained from the operation.

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# **ART-TO-TOE**

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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 the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution No. E2014-BM-04-32. Prepared under the supervision of Prof. Maria Corazon A. Buena.

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## **INTRODUCTION**

Shoes have changed the world by the way they protect people's feet. That is why it is important for the shoemakers to continually offer better and bolder product lines of shoes to give the satisfaction of rapidly changing preference of shoe buyers. Some shoes may be for sports, dressing up, or just a casual shoe and they have become more fashionable as time goes by. That is why the demand for shoes is never ending (Bowman, 2013).

Flat shoes have a place in every woman's wardrobe. Wearing it can be more stylish and fun if it is worn correctly. They have often advantages that high heels will never beat. They are designed primarily for comfort. However, more stores now have come to know that flat shoes can be as sexy as high heels while giving the wearer more comfortable and more practical uses of such (Gracie, 2013). By adding different designs, a customized closed flat shoe becomes more fashionable which can give feminine charm and elegant look.