

WINGERZ

**Enterprise Development Project**

ALICIA M. MENDOZA

JUAN LORENZO U. NARTATEZ

JAMILA JANE C. ZAMORA

**College of Economics, Management  
and Development Studies**

**CAVITE STATE UNIVERSITY**

**Indang, Cavite**

Cavite State University (Main Library)



**EDP353**

EDP 338 M52 2016

**April 2016**



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

In partial fulfillment  
of the requirements for the degree Bachelor of  
Science in Business Management  
(Major in Marketing Management)



00009887

*Wingers*  
338 MS2 2016  
EDP-353

**ALICIA M. MENDOZA**  
**JUAN LORENZO U. NARTATEZ**  
**JAMILA JANE C. ZAMNORA**  
April 2016

## ABSTRACT

**MENDOZA, ALICIA M., NARTATEZ, JUAN LORENZO U., ZAMORA, JAMILA JANE C.** Enterprise Development Project. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. April 2016. Ms. Mailah M. Ulep.

Wingerz was an enterprise development project conducted by the three Bachelor of Science in Business Management students namely; Alicia M. Mendoza, Juan Lorenzo U. Nartatez and Jamila Jane C. Zamora. The said project was conducted from December 1, 2015 to March 1, 2016 and was based at the University Mall, Cavite State University, Indang, Cavite.

The project aimed to determine the profitability of Buffalo wings meal, develop a unique concept to achieve satisfaction of CvSU students and employees, and Indang residents, lower operating cost with efficient and effective production. Determine the problems encountered all throughout the business operation and suggest possible solutions.

The business used cost-based pricing in order to come up with the selling price for every product. The business target market includes students, faculty and staffs of Cavite State University and residents of Indang, Cavite. To promote their products, entrepreneurs used different marketing strategies such as direct marketing, and giveaways, loyalty cards, gimmicks and advertising through social media such as Facebook and Instagram.

During the 88-day period of business operation that started first week of December, the highest volume of production was in month of February. For the entire business operation, Wingerz was able to generate total sales of P106, 686 and a net income

P17,107.57. The business Gross Profit Margin (GPM) was 35.8 percent, Net Profit Margin (NPM) was 16.3 percent, Return on Investment (ROI) was 57.02 percent, and the Return on Assets (ROA) was 31.99 %.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA</b> .....	iii
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>ABSTRACT</b> .....	xiv
<b>LIST OF TABLES</b> .....	xviii
<b>LIST OF FIGURES</b> .....	xxi
<b>LIST OF APPENDICES</b> .....	xxii
<b>INTRODUCTION</b> .....	1
Nature of the Project.....	2
Objectives of the Project.....	3
Time and Place of the Project.....	4
<b>DESCRIPTION OF ENTERPRISE</b> .....	7
Location and Layout of the Project.....	6
Organizational Management.....	6
Timetable of Activities.....	10
Production.....	11
Procurement of tools and equipment.....	13
Production Process.....	23
Production Summary.....	27
Marketing.....	52
Product.....	52
Price.....	54

Place.....	54
Promotion.....	58
Finance.....	59
Initial capital investment.....	59
<b>FINANCIAL ANALYSIS .....</b>	<b>60</b>
Statement of Income.....	60
Statement of Financial position.....	60
Statement of Cash flow.....	60
Statement of Changes in partner's equity.....	61
<b>PROBLEMS, SOLUTIONS AND INSIGHTS.....</b>	<b>73</b>
<b>SUMMARY AND RECOMMENDATIONS.....</b>	<b>76</b>
<b>REFERENCES.....</b>	<b>78</b>
<b>APPENDICES.....</b>	<b>79</b>



## LIST OF TABLES

Table	Page
1 Timetable of activities .....	12
2 Raw materials for the month of December .....	15
3 Raw materials for the month of January .....	17
4 Raw materials for the month of February .....	19
5 Tools and equipment .....	21
6 Furniture and fixture .....	22
7 Office supplies .....	22
8 Kitchen supplies .....	22
9 Production cost per unit of Garlic Parmesan Wings with Rice (130/kilo of chicken wings).....	28
10 Production cost per unit of Garlic Parmesan Wings with Rice (136/kilo of chicken wings).....	29
11 Production cost per unit of Whistle Bomb wings with Rice (130/kilo of chicken wings).....	30
12 Production cost per unit of Whistle Bomb wings with Rice (136/kilo of chicken wings).....	31
13 Production cost per unit of Texas Barbecue Wings with Rice (130/kilo of chicken wings).....	32
14 Production cost per unit of Texas Barbecue Wings with Rice (136/kilo of chicken wings).....	33
15 Production cost per unit of Mixed Wings with Rice (130/kilo of chicken wings).....	34
16 Production cost per unit of Garlic Parmesan Platter (130/kilo of chicken wings).....	35

17	Production cost per unit of Garlic Parmesan Platter (136/kilo of chicken wings).....	36
618	Production cost per unit of Texas Barbecue Platter (130/kilo of chicken wings).....	37
719	Production cost per unit of Texas Barbecue Platter (136/kilo of chicken wings).....	38
20	Production cost per unit of Whistle Bomb Platter (130/kilo of chicken wings).....	39
21	Production cost per unit of Whistle Bomb Platter (136/kilo of chicken wings).....	40
22	Production cost per unit of Garlic Parmesan 6's Wings (130/kilo of chicken wings).....	41
23	Production cost per unit of Garlic Parmesan 6's Wings (136/kilo of chicken wings).....	42
24	Production cost per unit of Texas Barbecue 6's Wings (130/kilo of chicken wings).....	44
25	Production cost per unit of Texas Barbecue 6's Wings (136/kilo of chicken wings).....	45
26	Production cost per unit of Whistle Bomb 6's Wings (130/kilo of chicken wings).....	46
27	Production cost per unit of Whistle Bomb 6's Wings (136/kilo of chicken wings).....	47
28	Production cost per unit of Potato wedges Little Joe .....	48
29	Production cost per unit of Potato wedges Mid Joe .....	49
30	Production cost per unit of Potato wedges Big joe .....	50
31	Production summary .....	49
32	Product description .....	53



33	Cost per unit, selling price and mark-up for retail .....	55
34	Sales Summary.....	56
35	Initial capital breakdown.....	59
36	Statement of income.....	62
37	Statement of cash flow.....	63
38	Statement of financial position.....	65
39	Statement of changes in partner's equity.....	66
40	Financial ratio .....	75

## LIST OF FIGURES

Figure		Page
1	Location map of Wingerz retail store.....	5
2	Wingerz's production site, Indang Cavite.....	6
3	Wingerz retail store layout.....	9
4	Wingerz production area layout.....	10
5	Organizational structure of Wingerz.....	11
6	Production process flow of Potato wedges.....	25
7	Production process flow of Buffalo wings with rice, 6's, or platter.....	26

## LIST OF APPENDICES

Appendix	Page
1 Logo of Wingerz.....	84
2 The Entrepreneurs.....	86
3 Products of Wingerz.....	88
4 The Wingerz store.....	90
5 Promotional materials.....	93
6 Valued customers.....	98
7 Certificate and award.....	102
8 Passbook.....	103
9 Auditor's report.....	108

# WINGERZ

**Alicia M. Mendoza**  
**Juan Lorenzo U. Nartatez**  
**Jamila Jane C. Zamora**

---

An Enterprise Development Project manuscript 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. E 2016- BM - 007. Prepared under the supervision of Ms. Mailah M. Ulep

---

## INTRODUCTION

Chicken is one of the most custom viands in the Philippines. The consumption of chicken for dishes started when the Spaniards colonized the Philippines in the late 16<sup>th</sup> century and early 17<sup>th</sup> century. Early Filipinos cooked their food normally through roasting, steaming or boiling methods, and to longer its shelf life, food is cooked through immersion in vinegar and salt. The process of cooking the pork and chicken in vinegar as means of preservation dates back in classical period.

Chicken wings are comparatively high in protein. One chicken wing has 5 to 9 grams of protein while fried wings are relatively low in cholesterol, with about 23 grams in each wing. Without batter, they are free of carbohydrates. Chicken wings are also good source of iron. Also, eating chicken in the senior years prevents bone loss due to the protein which can aid in the fight against osteoporosis and arthritis. Moreover, chicken is rich in phosphorus, an essential mineral that supports teeth and bones, as well as kidney, liver, and