

DON SEVERINO AGRICULTURAL COLLEGE
INDANG, CAVITE

**NBB BANANA CHIPS PRODUCTION: AN
ENTERPRISE DEVELOPMENT PROJECT**

DEPARTMENT OF BUSINESS MANAGEMENT AND
ENTREPRENEURSHIP STUDIES

AN ENTERPRISE DEVELOPMENT PROJECT
SUBMITTED BY

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**An Enterprise Development Project
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**In Partial Fulfillment
of the Requirements for the Degree of
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(major in Marketing)**



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ABSTRACT

BAUSAS, NERISSA BAYONETO "NBB Banana Chips Production: An Enterprise Development Project Report". Bachelor of Science in Business Management, Don Severino Agricultural College, Indang, Cavite, April 1997. Adviser: Mrs. Lolita G. Herrera.

This study was conducted primarily to: (1) determine the management and marketing operations in banana chips production; and (2) identify the problems encountered in banana chips production.

The study was conducted at Munting Indang, Nasugbu, Batangas. Processing was done at the house of the owner who financed the business operations with an initial investment of ₱5,000.00. The said capital was used to buy the equipment needed in producing the banana chips and to finance the operating expenses.

The actual production of banana chips was done three times a month. A work schedule was followed for the smooth performance of production activities.

The project employed four regular laborers who worked in one place. The price of banana chips was ₱6.00 per pack. The basis in setting the price for the banana chips was the production and marketing costs.

The product was marketed in selected schools and stores. The promotion method used in marketing

the product was personal selling which involves direct delivery of the product to each target market or the face - to - face selling which provided immediate feed back. All transactions were made on a cash basis.

The problem encountered in producing banana chips was the poor performance of slicing equipment in slicing the banana which causes the chips to be sticky and deformed until it was cooked. In marketing the product, the problem encountered was the presence of competing products in the market like beans, peanut and coated peanut. However, the owner did not find much difficulty in disposing the products as she set the price of banana chips lower than the prevailing market price.

To improve the production of banana chips it was recommended to have new modern equipment to sustain the expected demand of the consumers and to avoid problems associated with the production of quality products.

To penetrate the market, especially in pricing strategy the owner sold product on a wholesale basis at a low price but the quality of the product was regularly monitored. The ability of a product to satisfy a customer's need was maintained.

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