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RJ's FANCY DOUGH NUTZ

Enterprise Development Project

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RJ'S FANCY DOUGH NUTZ

Enterprise Development Project
Submitted to the Faculty of
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Indang, Cavite

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

BABIERA, J.C. and GRANADA, A.M.P. RJ's Fancy Dough Nutz. Enterprise Development Project. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2008. Adviser: Mrs. Ma. Corazon A. Buena

A three-month entrepreneurial development project named RJ's Fancy Dough Nutz was operated and managed by Janice Babiera and Ana Marie Granada. The project aimed to provide the students an opportunity to apply their knowledge on concepts and theories learned in business management through conducting their own business and in marketing by building good relationships to customers. Specifically, this project aimed to determine the production activities involved in the business, identify marketing activities and identify some problems encountered and recommend possible solutions to these problems.

The business was based in Landmass Subdivision for two months then transferred to Cavite State University in the last month. The entrepreneurial project utilized a starting capital of Php20,000.00 proportionally shared by each partner. The amount was used in purchasing tools, equipments, raw materials and other expenses necessary to fulfill the study.

Analysis of the financial statements of the study was done to gauge the performance of the project. The project earned a net income of Php11, 007.55 in the three months of operation. Cooperation, coordination, division of duties, good communication and harmonious relationship, which existed between the entrepreneurs, are plus factors for the success of the business.

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RJ'S FANCY DOUGH NUTZ ¹

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INTRODUCTION

Filipinos have a sweet tooth and desserts will remain a part of their daily diet. This time, however, they want more than satisfying their sweet cravings with sugar-laden goodies. They now go for desserts that look as pleasing to the eyes as they are to the palate (Malabanan, 2006).

Pancakes came into play during the stricter days in England, Ireland and other European countries. In an effort to use up all of a household's eggs, fat and dairy products before Lent, it became customary for housewives to mix these perishables together to make pancakes (www.mrbreakfast.com , 2007).

Pancakes are comparable to waffles without syrup traps, although waffles often contain more eggs and are cooked in a waffle iron. Most types of pancakes are cooked one side at a time on a griddle and flipped halfway through the cooking process to cook the other side of the pancake. The process of tossing or flipping is part of the essence of the pancake (www.wikipedia.com).