

**SOYBETES**

**Entrepreneurial Development Project**

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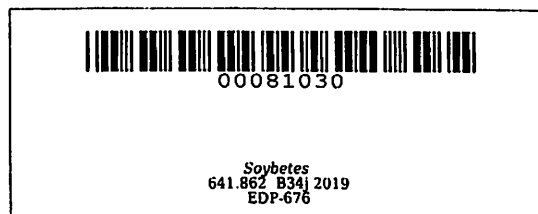
**Indang, Cavite**

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# **SOYBETES**

**Entrepreneurial 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 of  
Bachelor of Science in Business Management**



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## ABSTRACT

**BAYBAY, JIA MAE R., CRIZALDO, MICAH C. AND DAMASCO, JAMAE ANDRAE H., SOYBETES.** Entrepreneurial Development Project. Bachelor of Science in Business Management major in Marketing Management. Cavite State University. Indang, Cavite. June 2019. Adviser: Ms. Maurrin DR. Madrid.

The proponents entered the food industry; specifically ice cream, for the Entrepreneurial Development Project. The project aimed to provide experience on how to manage a business wherein the proponents will apply all their knowledge and skills when it comes to real life situations. In addition to these, this project was conducted to know the profitability of the proponent's product as well as to determine the most suitable marketing strategies, identify problems that might be encountered and suggest for possible solutions.

The project operated from January 18, 2019 to April 17, 2019 covering the required 88 days. The product can be bought on the entrepreneurs' houses and their resellers. The entrepreneurs' houses were located at Alfonso, Indang and Tanza. The resellers were school canteen, sari-sari store, dry market and carinderia. The proponents also catered an event at Tanza, Cavite.

The business offered different varieties of Soybetes. It has seven flavors; *mango, ube, taro*, strawberry, coffee crumble, black forest and cookies & cream. The last flavor was the top selling one based on the feedbacks, requests and productions.

To start the business, an initial capital of P 30,286.00 was shared equally by the entrepreneurs. At the end of the operation, the business generated total sales of P 45,015.00, total gross profit of P 13,513.85 and a total net profit of P 7,645.39.

Through this project, the proponents gained lots of experience, knowledge and ideas. Aside from these, the overall selves of the proponents were developed including their skills, time management, critical thinking, decision making and strategic plannin

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# **SOYBETES**

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## **INTRODUCTION**

Philippines is a tropical country and becomes even hotter every summer. Thus, refreshing products are always offered in the market. But what is this thing that cannot be removed every summer? No it's not the beach nor the drinks, but the ice cream. Ice cream is a great food to enjoy life even more. Actually, summer is not the only time where everyone could eat and enjoy ice cream. Every season, occasion or even if someone is just bored, ice cream could be his/her buddy. However, why not make an ordinary ice cream into an exceptional one?

The exciting transformation of soya into ice cream is just the first one to look for. It is healthier than the common ice cream because of the main ingredient of this product which is soya.

Soybetes is made for kids and teenagers from 4 to 19 years of age. Worry no more because it is more than just an ice cream. The entrepreneurs will bring the creativeness out in you while bringing refreshment. Remember that there is no specific season for this cool treat.