FASHIONELAS

Enterprise Development Project

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Enterprise Development Project
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

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

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ABSTRACT

MOJICA, JAPHETH L., PACION, ROXANNE N., VIDALLO, PAMELA S. FASHIONELAS. Entrepreneurial Development Project. Bachelor of Science in Business Management, major in Marketing and Business Economics. Cavite State University, Indang, Cavite. April 2012. Adviser: Prof. Myrachael Nolasco.

The project was intended to provide the students the opportunity to apply their knowledge and skills learned from the classrooms to the actual business operations.

The business engaged in producing customized slippers from November 14, 2011 to February 12,2012. Productions of customized slippers were based upon the orders of the customers. Business transactions, such as purchasing, production, sales and inventories were monitored from the start of the business until the end of operation. The customers of Fashionelas included friends and relatives in Naic, Cavite and Indang, Cavite, students and employees/faculties of Naic Elementary School.

Cost-based pricing was used wherein 60 to 90 percent mark-up was added to the cost of production to determine the selling price of the product. The entrepreneurs utilized tarpaulins, leaflets and social networking sites, such as facebook and twitter to promote their products to large number of customers.

The highest production volume was achieved during the second month of operation with a total of 225 pairs of sandals. The lowest was reflected in the first month with only 165 pairs.

The highest gross sale was earned in the second month amounting to PhP21,860, while PhP19,820 was realized during the third month of operation. The lowest sales of PhP15,450 was obtained on the first month. The enterprise generated a total of PhP57,130 worth of net sales.

The enterprise earned the highest net income during the third month of operation amounting to PhP10,552.05 while a total of PhP6,890.05 was earned during the second month. The lowest net income of PhP1,998.02 was generated during the first month of operation. The enterprise earned a total gross income amounting to PhP19,638.22 in the entire operation.

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FASHIONELAS[1/]

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INTRODUCTION

Wearing *tsinelas* as a fashion statement began just a few years ago, due to its extreme comfort and versatility. Slippers and beads occupy a part of everyday fashion. The slippers are considered a necessity in every household because it is frequently used as footwear inside or outside the house. Nowadays, slippers can be worn by anyone, regardless of whether it is male or female, young or old, high class or in lower class (http://www.mixph.com/2008/06/page/5).

Beads are small and decorative object that is usually pierced for threading or stinging. This can be woven together with specialized thread and can be made of many types of materials. The most common bead materials are wood, plastic, glass, metal, and stone.

Nowadays, customized items can be used as gifts, displays items, and other useful functions. Product with a simple design will become more attractive when they are enhanced with creative personalized designs.