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CHI-CHA SNACK CORNER

ENTERPRISE DEVELOPMENT PROJECT

JHUN LENARD A. DELA CRUZ
RELOV B. MADRIGAL
MARTHY JAMES C. TIANIA

*College of Economics, Management
and Development Studies*
CAVITE STATE UNIVERSITY
Indang, Cavite

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CHI-CHA SNACK CORNER

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

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



JHUN LENARD A. DELA CRUZ
RELOV B. MADRIGAL
MARTHY JAMES C. TIANIA
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ABSTRACT

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The project was conducted at Hugo Perez, Trece Martires City from November 18 to January 31, 2004, and transferred at Cavite State University, from February 02 to March 08 2004. The project was named Chi-Cha Snack Corner and aimed to apply the principles of marketing and management in handling a restaurant, identify the problems encountered in operating a restaurant and recommend feasible solution, identify profitability of engaging in a food service business.

Duties and responsibilities of the three entrepreneur were identified and performed which resulted to the smooth operation of the business.

The different activities in the production of Chi-Cha Snack Corner involved purchase of raw materials, preparation of ingredients, cooking, and food display and selling.

In the operation, the owners started the project with an initial capital of P 30,000.00. The total sales amounted to P 12, 576.10 and net loss was P 13,093.51 after four-month operation.

The problems encountered by the group were high competition and spoilage of product, the entrepreneurs reduced the volume of their production and extend their operation at CvSU.

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CHI-CHA FOOD CORNER^{1/}

Jhun Lenard A. Dela Cruz
Relov B. Madrigal
Marthy James Tiania

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INTRODUCTION

The term restaurant refers to any of the wide variety of establishment, in which people may buy and eat prepared meals. A restaurant may be full-service or self-service, and it may stand-alone or be part of another facility, such as factory office, hotel or club. (The New Lexicon Webster Encyclopedia Dictionary of the English Language 1992). Restaurant exists even in quiet streets and or busy highways. The word restaurant comes from the latin word *restaure*, meaning to restore. The restaurant industry consist of all places, serving food to people far away from home including schools, hospitals, factories and prisons.