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**CL'S RICE RETAILING**

**ENTERPRISE DEVELOPMENT PROJECT**

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**Indang, Cavite**

**April 1999**

# CL's RICE RETAILING

An Enterprise Development Project  
Submitted to the Faculty of the College of Economics  
Management and Development Studies  
Cavite State University  
Indang, Cavite

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



*CL's rice retailing*  
633 18 C88 1997  
EDP-132

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April 1999

## ABSTRACT

CRUZADA, MA. CECILIA DEL ROSARIO AND OLARVE, LOLITA SALAMAT CL's RICE RETAILING: AN ENTERPRISE DEVELOPMENT PROJECT, INDANG, CAVITE. An undergraduate study, Bachelor of Science in Business Management, Major in Marketing, Adviser: Mrs. LOLITA G. HERRERA

A three month project was conducted at Luksuhin Public Market, Alfonso, Cavite from November 23, 1998 to February 22, 1999 where the authors hoped to apply the skills and knowledge acquired in business management, to the real business world situation to and at the same time to earn while learning.

Specifically, the enterprise was conducted to develop the marketing strategies in the operation of the rice retailing business, evaluate the income generating potential of the enterprise and analyze the business performance, problems encountered and formulate some feasible solutions.

The initial capital of the enterprise was P40, 000.00. It was funded by two members who equally share P20, 000.00 each to finance the operation of the project. An initial investment of P35, 900.00 was allocated for the purchase of various rice variety.

The total sales for three months was P103,030.00, with total cost of sales amounted to P 88, 950.00, and therefore the gross income realized was P14,080.00 .

After the entire operation the project had a total operating expenses of P9,798.50 and a net income of P4,281.50. The return on investment was 10.70 percent return on sale of 4.16 percent, and a gross profit margin of 13.67 percent.

After evaluating the enterprise, it was found out that the problem encountered by the proponents was the non-loyalty customers to the store. To cope with this problem, they tried to sell as many brands of rice as possible. Another problem was the poor quality of rice delivered. Oftentimes, the branded sacks contained different quality of rice. To solve this, the proponents introduced to the customer new variety of rice and convinced them to buy a variety different from the previous product they bought. The last problem was the fluctuation of the purchase price. To overcome this, the group purchased stocks if there are price decreases. The group managed to have enough stocks of rice and sold them at higher prices.



## TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT .....	v
ABSTRACT .....	x
LIST OF TABLES .....	xiv
LIST OF EXHIBITS.....	xv
LIST OF APPENDICES .....	xvi
LIST OF FIGURES .....	xvii
INTRODUCTION .....	1
Objectives of the Study .....	2
DESCRIPTION OF THE ENTERPRISE .....	3
Nature of the project .....	3
Time and Place of the Study.....	3
Organization and Management.....	5
Marketing .....	6
Finance .....	10
ECONOMIC AND FINANCIAL ANALYSIS .....	12
PROBLEMS AND SOLUTIONS .....	17

FUTURE PLANS ..... 18

SUMMARY ..... 19

BIBLIOGRAPHY ..... 21

APPENDICES ..... 22

## LIST OF TABLES

Table		Page
1	Rice varieties purchased for the entire operation (presented in cavans) .....	8
2	Prices of rice purchased by variety .....	9

## LIST OF EXHIBITS

Exhibit		Page
1	Schedule of Initial Investment .....	11
2	CL's Rice Retailing income statement as of November 23, 1998 to February 22, 1990 .....	14
3	CL's rice Retailing balance sheet as of November 23, 1998 to February 22, 1999 .....	15
4	CL's Rice Retailing cash flow statement As of November 23, 1998 to February 22, 1999 .....	16



## LIST OF APPENDICES

Appendix	Page
1      Luksuhin Public Market .....	22
2      Ordering and buying from the supplier .....	23
3      Arranging of rice in the box for market day selling .....	24
4      Weighing of Rice .....	25
5      Handling of commodities bought from the store up to the commuting area .....	26
6      Counting of money .....	27
7      Cleaning the store .....	28
8      Financial Journal .....	29
9      Ratios used in Financial Evaluation .....	37

## LIST OF FIGURE

FIGURE	PAGE
1. Location of CL's Rice Retailing at Building D, Line 3, Stall 11 of Luksuhin Public Market .....	4

# CL's RICE RETAILING <sup>1</sup>

**Ma.Cecilia D. Cruzada**  
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<sup>1/</sup> An Enterprise Development Project report presented to the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in fulfillment of the requirements for the degree of Bachelor of Science in Business Management (BSBM) Major in Marketing, Contribution No. 81944 - BM - 02 - 017. Prepared under the supervision of Mrs. Lolita Herrera.

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## INTRODUCTION

Retailing consists of those activities involved in the sale of goods and services to the consumers for their personal, family or household use. It is also the selling of goods in small quantities to household or ultimate consumers. The retailer serves as the last link in the series of middlemen, through which goods move on their way from the manufacturers or farmers to consumers. In fact, it provides employment to many individuals who want to manage their own business.

Rice retailing is one of the thriving retailing business in the country. A reason for this is that it is profitable, easy to manage, and can be started even with the small capital. Competitors among rice retailers is not a problem as rice is a staple food of Filipinos. Statistical data show that there is an average of 0.34 kg. per capita consumption