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**RETAILING CAMPOCARNE'S PRODUCTS: AN ENTERPRISE  
DEVELOPMENT PROJECT**

**AN ENTERPRISE DEVELOPMENT PROJECT**

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**April 1997**

**RETAILING CAMPOCARNE'S PRODUCTS: AN ENTERPRISE  
DEVELOPMENT PROJECT**

**An Enterprise Development Project Report  
Presented to the Faculty of the  
Don Severino Agricultural College  
Indang, Cavite**

**In Partial Fulfillment  
of the Requirements for the Degree of  
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## ABSTRACT

CIELITO C. GERPACIO & BLEND A V. ARONUEVO, Bachelor of Science in Business Management, Department of Economics, Management and Development Studies, School of Agriculture, Forestry and Natural Resources, Don Severino Agricultural College, Indang, Cavite, "Retailing Campocarne's Products: An Enterprise Development Project". Adviser: Mrs. Lolita G. Herrera.

This enterprise development project was conducted in Buna Lejos, Indang, Cavite and in Amuyong, Alfonso, Cavite from July to December 1996. It aimed to train the students in running a business through the application of gained knowledge to actual work situations which will develop them to become future entrepreneurs and to establish an income generating enterprise. It also developed students capabilities in management, social relationship and decision making in handling business.

The project operated as a real enterprise covering all the functional areas of management such as organization, production, marketing and finance. Primary data were gathered from materials found in the library. Due to limited time and capital, only six months were covered in the operation of retailing Campocarne's Products.

Some technical information were gathered through researches regarding different products. However,

important facts were acquired by the student from the actual operation of the project.

Problems in electricity or brown out were the main problems encountered by the project. The students recommended that to avoid other problems direct supervision of all aspects of the business should be done.

Accounts receivable were also encountered by the project. The students recommend that to avoid problems in collection, sell on credit only to the relatives and close friends.

Upon conducting the business, the students' relationship was developed and strengthened. In addition, the project really served as a training ground for the students and the experiences they gained helped them to become capable of working in similar projects.

To have a better management, concrete plans must be made as early as possible. One must possess technical know-how before engaging in a business like this in order to avoid serious problems and losses.

Based on the observation, it was found out that retailing Campocarne's products, though laborious, is really an income generating enterprise.

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# RETAILING CAMPOCARNE'S PRODUCTS: AN ENTERPRISE

## DEVELOPMENT PROJECT<sup>1/</sup>

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and  
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<sup>1/</sup>An Enterprise Development Project submitted to the faculty of the Department of Economics, Management and Development Studies, School of Agriculture, Forestry and Natural Resources, Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing and Bachelor of Science in Business Management major in Agribusiness. Contribution No. \_\_\_\_\_. Prepared under the supervision of Mrs. Lolita G. Herrera  
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## INTRODUCTION

Retailing offers opportunities for service to the public. Almost everything that is used in daily life is at sometime bought and sold. Salesmen may work long hours for small pay. But top salesmen and managers often have high incomes. Many college offers courses in retailing covering retail financing, advertising, sales, promotion, buying, merchandising, management and personnel administration.