

BENTELOG AVENUE

Enterprise Development Project

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BENTELOG AVENUE

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

ANDALEON, CHRISTINE T.; DELFIN, KAY M.; and LONTOC, PRINCESS A. Bentelog Avenue. Enterprise Development Project. Bachelor of Science in Business Management major in Marketing Management, Cavite State University, Indang, Cavite. April 2014. Adviser: Prof. Maria Corazon A. Buena.

The enterprise development project EDP was conducted to develop and enhance the abilities and skills in managing a business. Specifically, it was conducted to describe the operation of the entrepreneurial project, determine the profitability of the business and identify the problems encountered in operating a business and recommend solutions to problems encountered.

The enterprise was conducted in three different locations from November 11, 2013 to February 13, 2014 located in: Cavite State University, Indang, Cavite; in front of the Justice Hall of Indang, Cavite; and Ligaya Ville, Piela, Dasmariñas City, Cavite.

An initial capital of P30,000.00 which was equally shared by the entrepreneurs was used for the three-month operation of the project.

The project generated total sales of P149, 021.00 for the three- month operation and obtained a total net profit of P48, 065.64. The total assets amounted to P81, 065.64. Which include cash in bank, raw materials inventory, and intangible assets.

In operating this kind of business, problems encountered include high cost of raw materials and difficulty in estimating the raw materials during operation.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGEMENT.....	vi
ABSTRACT.....	xiv
LIST OF TABLES.....	xviii
LIST OF FIGURES.....	xix
LIST OF APPENDICES.....	xx
INTRODUCTION.....	1
Nature of the Project	2
Objectives of the Project.....	3
Time and Place of the Project.....	3
DESCRIPTION OF THE PROJECT.....	8
Organization and Management.....	8
Timetable of activities.....	8
Production.....	11
Procurement of raw materials, tools and other supplies.....	11
Franchise fee, additional products, and transportation.....	12
Production process.....	14
Production cost.....	15
Production summary.....	22
Ending inventory.....	22

Marketing.....	22
Product.....	24
Price.....	24
Promotion.....	26
Place.....	26
Sales summary.....	27
Finance.....	29
Initial capital investment.....	29
Financial statements.....	29
Statement of income.....	29
Statement of financial position.....	29
Statement of cash flows.....	30
ECONOMIC AND FINANCIAL ANALYSIS.....	36
Economic Analysis.....	36
Financial Analysis.....	36
Gross profit margin.....	37
Net profit margin.....	38
Return of investment.. ..	38
Return of assets.....	38
PROBLEMS AND SOLUTIONS.....	40
Insights Gained from the Project.....	41
Plans.....	41

SUMMARY AND RECOMMENDATION.....	42
Summary.....	42
Recommendation.....	43
REFERENCES.....	44
APPENDICES.....	45

LIST OF TABLES

Table		Page
1	Raw materials purchases for the whole operation, Bentelog Avenue 2014.....	13
2	Franchise fee, additional products and transportation, Bentelog Avenue 2014.....	14
3	Production cost per serving, Bentelog Avenue 2014.....	17
4	Production summary, Bentelog Avenue 2014.....	23
5	Ending inventory, Bentelog Avenue 2014.....	24
6	List of products and their descriptions, Bentelog Avenue 2014.....	25
7	Cost of serving, selling price, and mark-up, Bentelog Avenue 2014.....	26
8	Sales summary, Bentelog Avenue 2014.....	28
9	Initial capital breakdown, Bentelog Avenue 2014.....	29
10	Statement of income, Bentelog Avenue 2014.....	31
11	Statement of financial position, Bentelog Avenue 2014.....	32
12	Statement of cash flows, Bentelog Avenue 2014.....	33
13	Cost and return analysis, Bentelog Avenue 2014.....	37
14	Financial analysis, Bentelog Avenue 2014.....	39

LIST OF FIGURES

Figure		Page
1	Location map of Bentellog Avenue (Cavite State University, Indang, Cavite main campus).....	5
2	Location map of Bentellog Avenue (in front of the Justice Hall, Indang town proper).....	6
3	Location map of Bentellog Avenue (Ligaya, Ville, Piela, Sampaloc III, Dasmariñas City, Cavite).....	7
4	Organizational chart of Bentellog Avenue.....	9
5	Timetable of activities, Bentellog Avenue.....	10
6	Production flow of Bentellog Avenue.....	16

LIST OF APPENDICES

Appendix		Page
1	Production process of Bentelog Avenue.....	45
2	Products of Bentelog Avenue.....	46
3	Promotional tools of Bentelog Avenue.....	47
4	The entrepreneurs at their franchise stall of Bentelog Avenue inside the Cavite State University main campus....	51

BENTELOG AVENUE

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INTRODUCTION

The demand for affordable food is very crucial. Nowadays, people are more wise and conscious when it comes to buying food. They specifically look for the appearance, how the food was prepared, its ingredients and the price before they buy the food that will fit with their budget or allowance. A lot of business that is focusing on selling affordable meals is continuously growing in the market. The opportunity to gain profit by selling cheap meals are becoming a hit since people are more price conscious (Kotler,2005).

Rice is very important in every table of Filipino dining; usually Filipinos eat rice with “viand” or with other condiments as long as the taste compliments the rice and their taste preferences. On the average, every Filipino eats rice three times a day. Rice meal like Tapsilog (tapa, fried rice and egg) is one of the Filipino’s favorite breakfasts.

Franchising is a method of doing business wherein a “franchisor” authorizes proven methods of doing business to a “franchisee” for a fee and percentage of sales or