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JNV'S HOMEMADE TOCINO AND SKINLESS LONGGANISA

ENTERPRISE DEVELOPMENT PROJECT

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JNV'S HOMEMADE TOCINO AND SKINLESS LONGGANISA

An Enterprise Development Project Report
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In Partial Fulfillment
of the Requirements for the Degree of
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ABSTRACT

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A six-month tocino and skinless longganisa production project was conducted at Alingaro, General Trias, Cavite from September 1997 to February 1998. Through this project, the students' capabilities in managing social relationship and decision making in handling a business were developed.

The project concentrated on the management of the project covering all the functional areas such as organization, production, marketing and finance.

Data, results and other information pertaining to the entrepreneurial project were gathered through actual processing and marketing of the products.

The only problem encountered by the project was the market of the products. To solve the problem, they marketed the product through direct selling.

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**JNV'S HOMEMADE TOCINO AND SKINLESS LONGGANISA:
AN ENTREPRENEURIAL PROJECT^{1/}**

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INTRODUCTION

Overview of the Industry

Food processing industry refers to those enterprises engaged in the preservation, packaging and marketing of food products. The industry is inherently dependent on the agricultural sector for its raw material requirements. Hence, it is heavily affected by the problems in agricultural productivity and the factors that affect agricultural production (Balbin, 1986).

Food processing is one of the most important subsectors in the Philippine industry in terms of number of establishments, employment and value-added. One contributor of these food processing industries is the meat processing industry.