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RJ'S FOOTWEAR ENTERPRISE

ENTERPRISE DEVELOPMENT PROJECT

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# **RJ'S FOOTWEAR ENTERPRISE**

**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)**



*RJ's footwear enterprise*  
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**April 2002**

## **ABSTRACT**

**GENER, ROCHELLE. R., and HERNANDEZ, JENIE B, RJ'S FOOTWEAR.** An Enterprise Development Project. Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang, Cavite. April 2002. Adviser: Ms. Emyrose Pugay.

A six month operation of RJ'S Footwear Enterprise was conducted at Daine, Indang, Cavite from September 17,2001 to February 17,2002. The project started with an initial capital of P 25,000.00 from individual contributions of P 12,500.00 per person. Through the entrepreneurial project, the students were able to apply the knowledge in managing a small scale business and develop problem solving skills learned in a classroom like pricing, promotion, marketing strategies, handling products and management as a whole. The two students worked as partners on RJ's Footwear Enterprise. The proponents agreed to perform equal duties and responsibilities in conducting the project.

Product of RJ's Footwear were sold at Poblacion and other different places. The price of slippers is depend on the raw materials used in the product.

After the conduct of the project, a net income of P15,427.00 and a return on investment of 61.71 percent for six months operation were realized.

Strong determination and patience are considered as the most important attributes of an entrepreneur to succeed in this kind of business.

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# **RJ'S FOOTWEAR ENTERPRISE<sup>1/</sup>**

**Rochelle Gener  
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<sup>1/</sup> An enterprise development project report submitted to the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment for graduation with the degree of Bachelor of Science in Business Management major in Marketing. Contribution No. EDP 2002 - BM 04 - 026. Prepared under the supervision of Ms. Emy Rose Pugay.

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## **INTRODUCTION**

In very ancient times, man covered his feet with the closest available materials - bark, woven grass, leaves or animal skins. He held these crude coverings to his feet with thongs. From these primitive beginnings developed three standard kinds of footwear - the sandals, the shoes and the boots.

The base making story of the shoes started from simple protection of the foot to one of the most varied fashion items. Shoes and sandals had long played a part in social customs and folklore. More than 200 operations are performed in making a pair of shoes or sandals but with modern machines, they can be made in less than one man-hour. In the past, when shoes and sandals were made by the hands, the output was less than one pair of sandals per worker day. Today, each step in the production process is generally performed by separate machines.