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FOOD CIRCLE

ENTERPRISE DEVELOPMENT PROJECT

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FOOD CIRCLE

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ABSTRACT

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A three– month burger and shake business was conducted to enable the students to apply their business management and entrepreneurial skills to actual business operation by establishing their own enterprise. The initial capital of the enterprise was PhP25,000.00, which was equally contributed by the entrepreneurs. The enterprise was involved in the production and marketing of burger and shake products. The production activities such as preparation of raw materials, actual cooking or actual processing and servings were the tasks that the entrepreneur did during the operation. In marketing of burger and shake products there were factors considered such as product, price, place, and promotion. The location of the business was at San Miguel St. Indang, Cavite.

The project earned a net income of PhP16,641.65 after three months of operation.

In operating a burger and shake business, problems included shortage of raw materials, and unanticipated situational factors such as climate and electricity breakdown. Through this entrepreneurial project, the students managerial capabilities, social and decision making skills in handling a business were developed.

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FOOD CIRCLE [1/]

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INTRODUCTION

In countries particularly in the Philippines, the burger business continues to dominate the food industry. The continuous growth of Jollibee and Mc Donalds as well as other burger businesses contributes to the success of the burger industry. It's rapid growth has been the strategy in establishing dominant market coverage complemented by superior menu line, creative and effective marketing and advertising programs and efficient manufacturing and logistics facilities (Jollibee Company Manual, 1998).

Most probably, people now are used to buy the good and delicious available products rather than cook their own food. Since food is a basic necessity, the food industry continues to prosper. Customers are the main lifeblood of every business. Technology has something to do with it, with its advantage lying on its ability to provide