

VeRiChelicious PUTO

Enterprise Development Project

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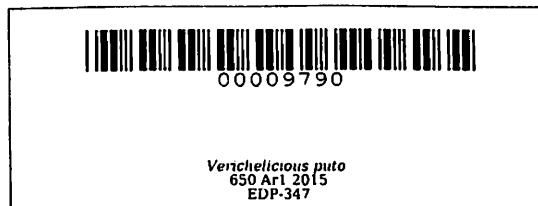
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ABSTRACT

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A three-month entrepreneurial development project was conducted in Cavite State University in Indang, Cavite from 17 November 2014 to 20 February 2015. The project aimed to: 1) gain some essential business experiences and insights from the operation, 2) be able to operate efficiently and effectively and to gain profit, and determine the cost and return.

The operation and responsibilities of the project were equally shared and performed by the entrepreneurs. The project covered the functional management areas such as planning, organization, controlling, leading, production marketing and finance. The activities and operation of these functional areas were performed by the entrepreneurs under a partnership type of ownership. Through this project the students were able to apply their knowledge, skills and techniques in business operation. By conducting this project, the entrepreneurs gained knowledge and skills in actual business operation such as implementation of business strategies, decision making, organizing and customer relation.

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VeRiChelicious PUTO

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INTRODUCTION

Food industry is a great business for all men need food to live. However, this kind of business needs to consider a lot of factors: locations, security, market, management, facility and finances to ensure that the business will be profitable.

Puto is a common food throughout the Philippine. There are numerous variations and flavors depending on the area and location. *Puto* is the *Tagalog* term for rice cake and is cooked by steaming. Puto is usually white and round. It varies in size. It is usually served with fresh grated coconut. Puto is usually eaten between meals - a light meal or snack especially in the afternoon, but can also be eaten for breakfast with coffee or hot chocolate. It is best served with *dinuguan*/(*pork blood stew*) as a hefty afternoon *merienda*. By adding local ingredients like *ube* (purple yam) or *pandan*, changes the flavor, aroma and color but this will require effort and improvement of the recipe. The