

**WRAP & ROLL**

**Enterprise Development Project**

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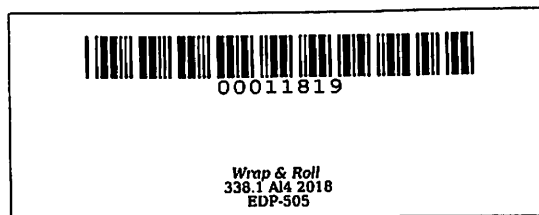
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<sup>c</sup>  
**WRAP & ROLL**

**Enterprise Development Project  
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**In Partial fulfilment  
of the requirements for the degree  
Bachelor of Science in Business Management**



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## **ABSTRACT**

**ALISWAG, AMORLIZA B., ANACAN, JONNA MAE D., TAPEL SHARLYN C., Wrap and Roll.** Enterprise Development Project. Bachelor of Science in Business Management Major in Marketing Management. Cavite State University.2018. Adviser: Ms. Betsy Rose S. Fidel.

Wrap and Roll is an enterprise development project conducted by three Bachelor of Science in Business Management students namely: Amorliza B. Aliswag, Jonna Mae D. Anacan, Sharlyn C.Tapel. The said project was conducted from January 6 2018 to July 7, 2018 and was based at Blk. 12 lot 8 Congressional Road Phase 2 Burol 1 Dasmarinas, Cavite.

The project aimed to determine the profitability of the food production to serve high quality of the product that would satisfy the needs and wants of the consumer especially the students and faculty members of the main campus.

The business used value based pricing and came up with the selling price for each product. Wrap and Roll target market included students and people within the location site. To promote the product, the entrepreneurs used different promotional tool such as loyalty card, personal selling, word of mouth and internet marketing.

The operation of the business which started on the second week of January 2018, the business operations Wrap & Roll generated a total sales of P58, 611.

During the operation of the business, the entrepreneurs experienced some difficulties and problems but despite all the problems the proponents were still able to make the business possible

The biggest problem while operating the business was the location and the target market because the entrepreneurs did not survey first the location before they started the business. To solve the problem the entrepreneurs decided to create different promotion strategies that can attract more customers.

The second problem that the business encountered was the price of the product. It was hard for the entrepreneurs to market the product with its high price because there were plenty of competitors near by the business stall. To solve the problem, the entrepreneurs decreased the price of the product because the cost of the raw materials was lower than the previous cost.

Since the product was relatively new to the market, it was not easy for the customer to patronize the product. As a solution, the entrepreneurs explained to the customers what the product is about as well as the return bought in buying the product.

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## WRAP & ROLL

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## INTRODUCTION

According to Spot.ph, Filipinos eat a lot. Sure, we technically eat only three square meals, but the concept of merienda is eating up to five or more times a day. But what exactly is the Filipino merienda? Merienda is a catch all term in the Philippines. It typically refers to snacks or light meals taken in between breakfast, lunch and dinner. Originally, merienda is supposed to be similar to afternoon tea, a European practice brought to the country by the Spaniards. But over the years, it has become more than just that. Nowadays, anything less than what Filipinos consider a full meal-rice and one or two types of ulam-is called merienda, no matter how filling it may actually be. Traditional, merienda is served as either sweet or savory. Bread and pastries are usually served for merienda. Snack cakes are also popular choices. Merienda is almost paired with hot or cold beverages, too. Merienda is popular taken as a light bite to eat before lunch, as afternoon refreshment or as a midnight snack. When 3 p.m. rolls around, you