

L.A. SWEETCORN PRODUCTION

**An Enterprise Development Project
Presented to the Faculty of the
College of Economics Management
and Development Studies
Cavite State University
Indang, Cavite**

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Bachelor of Science in Business Management
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ABSTRACT

DE VILLA, LARRY F. and TOLEDO, ARIEL D. " L.A. Sweetcorn Production": An Enterprise Development Project; Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang, Cavite, Adviser, Dr. Maria A. Ersando.

An enterprise development project which was named "L.A. Sweetcorn Production" was conducted in Crossing Mendez East, Tagaytay City on December 1998 to March 1999. Through this project, the students capabilities in management, social relationship and decision making in handling the business were developed. Moreover, the students were trained in running the business by applying acquired knowledge into actual work situation.

The project concentrated on management covering all the functional areas such as organizational, production, marketing and finance. The primary data were gathered through direct observation, records of the firm, and interviews to the individuals who have enough knowledge or experience in far production. The secondary data were gathered through the research.

The activities involved in production of sweetcorn were land preparation, seed preparation, planting, weeding, cultivation, application of pesticides, application of fertilizer and harvesting. In marketing, some of the products were sold to contact buyers. Some medium and large size were sold by ear in the market and the small size were sold by kilo. One of the problems encountered by the proponents was the presence of thieves near the plantation. And the second one is the location, which is very far from the national road.

Summary, Conclusion

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