

✓
MAIS CORN MAIZE

Enterprise Development Project Report
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)



00001310

Mais corn maize
380.1 C96 2001
EDP-93

MARY-ANN G. CUSTODIO
MARIANNE C. SAN PEDRO
MELANIE P. VIDA

April 2001

ABSTRACT

CUSTODIO, MARY ANN G., SAN PEDRO, MARIANNE C. and VIDA, MELANIE P. "Mais Corn Maize: An Enterprise Development Project". Bachelor of Science in Business Management, major in Marketing, Cavite State University, Indang, Cavite. April 2001. Adviser: Mr. Oliver C. Fauni.

An enterprise development project was conducted at Phase II, Barangay Luciano, Trece Martirez City, Cavite from October 10, 2000 to February 10, 2001. This project aimed to expose the students to actual business environment and enable them to develop skills and apply the knowledge and concepts in business management to practical application. Specifically, it aimed to ascertain the profitability of the project; develop strategies in marketing novelty products out of cornhusk; and identify the problems in undertaking the project.

The project started with a total capital of P24,000.00. After the four-month operation of the enterprise, a total of P56,916.25 was spent for raw materials, direct labor and factory overhead (cost of goods manufactured and sold). Total sales amounted to P83,195.00 with a gross profit on sales of P26,887.50. It had operating expenses of P13,111.50 and a net income of P13,776.00.

During the four-month operation, the vanda corn husk had the higher percent of share on sales, which was 54.63 percent of the total sales. On the other hand, corn husk flowers shared 39.14 percent on the total sales, Christmas fan decoration had 4.21 percent share in sales; and the remaining 2.02 percent was shared by fans.

The enterprise encountered different problems such as unfavorable weather condition and lack supply of major raw materials because the peak season of corn is during the months of September and October only.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT.....	vi
PERSONAL ACKNOWLEDGMENT.....	vii
ABSTRACT.....	xv
TABLE OF CONTENTS.....	xvii
LIST OF TABLES	xix
LIST OF FIGURES	xx
LIST OF APPENDICES.....	xxi
INTRODUCTION.....	1
Objectives of the Enterprise Development Project.....	2
DESCRIPTION OF THE ENTERPRISE	3
Nature of the Project	3
Time and Place of the Study.....	4
Organization and Management	7
Production Operation	9
Procedures in Manufacturing of Mais Corn Maize Products.....	9
Marketing.....	21
Finance.....	27
FINANCIAL AND ECONOMIC ANALYSES	30
Financial Analysis	30
Economic Analysis.....	31

PROBLEMS AND SOLUTIONS	39
INSIGHTS GAINED	40
SUMMARY	42
FUTURE PLANS.....	44
BIBLIOGRAPHY.....	45
APPENDICES.....	46