

SWEETIES

Entrepreneurial Development Project

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Enterprise Development Project
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ABSTRACT

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The business was in the form of partnership. An initial capital of P 30,000.00 was equally shared by the three entrepreneurs. Sweeties operated for three months, from January 12 to April 12, 2018. This Enterprise Development Project was conducted at Blk 3, Lot 10, Ph. 1, Ciudad Adelina, Brgy. Conchu, Trece Martires City, Cavite. The general objective of Sweeties was to enable the students to enhance their entrepreneurial skills in operating a business. Specifically, this project aimed to: determine the profitability, identify the problems encountered by this kind of food business and recommend feasible solutions to the problems identified. Sweeties is an enterprise that offered no-bake cakes in a jar with a flavors of Oreo cheesecake, choco kisses, mango graham, coffee crumble, and red velvet (limited) that were served in big and jars, 6-ounce and 3.5-ounce cups. In order to promote the business, the entrepreneurs used Internet marketing, personal selling, and even sales promotion in the form of customer incentive card.

For the three-month operation, the enterprise was able to generate total sales of ₱59,971.00. After deducting the operating expense, a net income of ₱16,993.00 was derived.

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SWEETIES

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INRODUCTION

“Dessert” is a confectionery course that includes a main meal. The course usually consists of sweet foods, and possibly a beverage such as dessert wine, but may include coffee, cheeses, nuts, or other savoury items. Fruits are also commonly found in dessert courses because of its naturally occurring sweetness.

Every Filipino dining experience will not be complete without ending their meals with a little something sweet as they all know it is called dessert. Therefore, there are a lot of business ventures that specialize and offer different kinds of desserts that is being catered to Filipinos. Nowadays, it is not only being served after meal. It can also be used for souvenirs on special occasions. The enterprise came up with that idea of innovating and improving Filipino desserts. They are inspired by the idea of cakes that is mostly being served at special occasions.