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CJ'S FIESTA PIZZA

*Enterprise Development Project*

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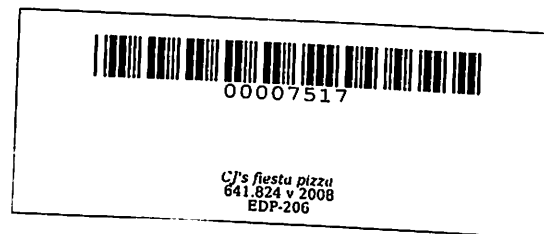
College of Economics, Management  
and Development Studies  
**CAVITE STATE UNIVERSITY**  
Indang, Cavite

April 2008

<sup>a</sup>  
**CJ'S FIESTA PIZZA**

**Enterprise Development Project  
Submitted to the Faculty of the  
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Indang, Cavite**

**In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(major in Marketing)**



**CARINA D. DELA CRUZ  
JASMINE P. VILLANUEVA  
April 2008**

## **ABSTRACT**

**DELA CRUZ, CARINA D. and VILLANUEVA JASMINE P. CJ'S FIESTA Pizza.** An Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2008. Adviser: Prof. Myrachel S. Nolasco.

The enterprise development project (EDP) was conducted from Dec.2, 2007 to Feb.27,2008. Generally, the study was conducted to enable the entrepreneurs to apply the skills and knowledge gained in the classroom to the actual operation of the business. Specifically, it aimed to: describe the operation of the project; determine the profitability of the business, and identify the problems encountered in the operation of the project and suggest feasible solutions to the problems.

The initial capital of the enterprise amounted to PhP20, 000. This was equally contributed by the entrepreneurs.

The enterprise produced and sold pizza pie, french fries and juices. It generated a net income PhP4,519.47 for a period of three months.

The partners encountered problems in looking for the right location, stiff competition, high price of raw materials, and the availability of the ingredients during the procurement period, and the spoilage of the product.

The entrepreneurs gained self confidence in doing their task. Through the operations of the enterprise, the entrepreneurs were able to develop their skills and enhance their knowledge in performing their duties.

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## **CJ's Fiesta Pizza**

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### **INTRODUCTION**

Pizza is a foreign delicacy from Italy and introduced in the Philippines on 1946. During the first time that pizza pie was introduced it became one of the snacks that the Filipinos love. Pie is a baked food, in a baked shell usually made of pastry dough that covers or completely contains a filling fruit, meat, fish, vegetables, cheese, cream, chocolate, custard, nuts, or other sweet or savory ingredients. Pies can be either “filled” where a dish is covered by pastry and the filling is placed on top of that “top-crust”, where the filling is placed in a dish and covered with a pastry/potato mash top before baking, or “two-crust”, with the filling completely enclosed in the pastry shell (www.wikipedia.org.com visited on 11/14/2007).