

RL's Lechon Manok

Indang, Cavite

COLLEGE OF ECONOMICS, MANAGEMENT,
AND DEVELOPMENT STUDIES

Enterprise Development Project of: **RESIE JANE C. RODIL**
LORNA M. MATEL

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

APPROVED:

Adviser

Date

Technical Critic

Date

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



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ABSTRACT

MATEL, LORNA MASICAP AND RODIL, RESIE JANE CRIZALDO, "RL's Lechon Manok." An Enterprise Development project, Bachelor of Science In Business Management, major in Marketing, Cavite State University, Indang, Cavite March 2000. Adviser: Mr. Ivy Diez

The entrepreneurial development project, *RL's Lechon Manok* was conducted from November 20, 1999 to February 20, 2000 at Tambo Ilaya, Indang, Cavite primarily to provide the students a chance to apply gained knowledge in business management to actual situation by putting up a business while studying. It also evaluated the profitability of *Lechon Manok* production, identify different marketing strategies to be utilized and identify the different characteristics of a *Lechon Manok* business.

Three hundred fifty one Cook's chicken purchased in Kayquit, Indang, Cavite were used in the project. Only ten kilos per production was thoroughly cleaned, mix with the necessary ingredients, marinated and injected and roasted. Production was made two to three times a day but more lechon manok was produced last Christmas and New Year because of higher demand.

Lechon Manok was packed in banana leaves and polyethylene bags and was directly sold at P 150 to P170 per kilo to contact buyers.

The project gained a net profit of P 13, 296.50 in the three month operation.

The authors identified some problems in production and marketing of *Lechon Manok*. The major problems encountered by *RL's Lechon Manok* were lack of buyers and lack of necessary equipment. These greatly affected the operation of the business. In order to solve the problem like the lack of buyers, the producers of *lechon manok* was

canvassing to other buyers who buy the product. The authors conducted a buyer-value survey in order to get buyer's preference on the product (lechon manok). The authors also consider delivery-upon-order market strategy.

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