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*RC's ACCESSORIES*

*Enterprise Development Project*

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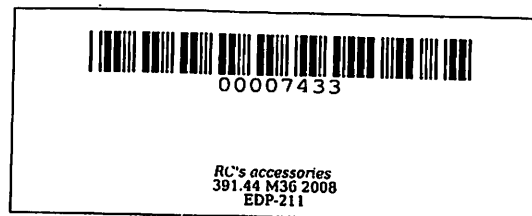
*CAVITE STATE UNIVERSITY*  
*Indang, Cavite*

*April 2008*

**RC'S ACCESSORIES**

**Enterprise Development Project  
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)**



**CRISSEL D. MARTAL  
RIA P. TEJIDOR  
April 2008**

## **ABSTRACT**

**MARTAL, CRISSEL D. and TEJIDOR, RIA P. RC's Accessories.** An Enterprise Development Project. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2008. Adviser: Prof. Myrachael S. Nolasco.

The enterprise development project (EDP) was conducted from December 01, 2007 to February 26, 2008. To enable the students to apply the knowledge and skills learned from the classroom to the actual operation of the business. Specifically, it aimed to: describe the procedures done in producing and marketing of fashion accessories, determine the profitability of producing and marketing fashion accessories, identify the problems encountered in the production and marketing fashion accessories and recommend solutions to the problems identified.

An initial capital Php20,000.00 was invested which was equally contributed by the entrepreneurs.

The enterprise was located in the town proper of Trece Martires City from December 01, 2007 to January 14, 2008. On January 15, 2008 until February 26, 2008, the enterprise was transferred at Cavite State University Indang, Cavite.

The entrepreneurs produced and marketed accessories, such as watch, bracelet and necklace. They personally made the products including the procurement of raw materials up to packaging of the finished products.

The project earned a net income of Php11,737.19 after three months of operation. The partners experienced problems on delayed payments of buyers, difficulty and in looking for a strategic place to sell their products and customers preferences.

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## **RC'S ACCESSORIES**

**Crissel D. Martal**

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<sup>1/</sup>An Enterprise Development Project report submitted to the faculty of the Department of Management, College of Economics Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirement for graduation with the degree of Bachelor of Science in Business Management (major in Marketing) with Contribution No. E2008-BM04-001. Prepared under the supervision of Prof. Myrachael S. Nolasco.

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### **INTRODUCTION**

Fashion accessories are items apart from the garment itself, which compliments the whole outfit. It is a means of adding detail to an outfit when the garment is either a very plain style or when the fabric that the garment composes of, has no interesting visual effects. The accessory can also help to hide a low interest part of a garment. With the use of different items of accessories and jewelries, an outfit can all together look different. Trends are continuously set by adding accessories to different outfits. Accessories change an entire look, from handbags to shoes to earrings and beaded necklaces to 80s leg warmers. Accessories catch the eye, and make most articles of clothing more appealing. However, to some people they can also make clothing look more tacky and unreasonable (Sasquatch, 2006).