

MJS WAFFLE AND ZAGGO DELIGHT

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ENTERPRISE DEVELOPMENT PROJECT

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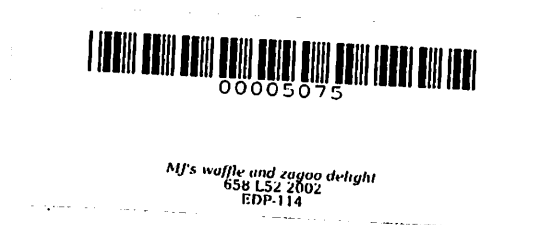
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MJ'S WAFFLE AND ZAGOO DELIGHT

An Enterprise Development Project
Submitted to the Faculty of the
Cavite State University
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In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



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ABSTRACT

LEGASPI, MILAGROS C., DILIDILI JOEY P. MJ's Waffle and Zagoo Delight. Enterprise Development Project. Bachelor of Science in Business Management, Major in Marketing, Cavite State University, Indang, Cavite. April 2002. Adviser: Dr. Maria A. Ersando.

An entrepreneurial Development Project was conducted at Barangay 1 San Gregorio Street, Indang Cavite from September 2001 to February 2002.

This study was conducted primarily to: 1) develop the students' ability to manage a business; and 2) be able to apply business theories learned and at the same time gain practical experiences in business management.

Two marketing students managed the enterprise with an initial investment of P20,000.00. The said capital was used to purchase tools and equipment, raw materials and to finance the operating expenses of the project. The project was operated as an enterprise covering the Production, Marketing, and Finance aspects of management.

The authors identified some problems in the operation of M J's Waffle and Zagoo Delight and formulated feasible solutions. One of the problems encountered by the M J's Waffle and Zagoo Delight was the increasing price of the raw materials needed in production. To solve the problem, the entrepreneurs looked for other supplies and raw materials sold at relatively cheaper price.

For the four and half months of operation, the total sales amounted to P55,995.00. The enterprise obtained the highest sales in the months of October and November due to the increase in the volume of the Mirienda prepared. The lowest sales were obtained in the months of January and February due to the cold temperature during these months.

The success of this project will enable the students to establish similar enterprise in the future.

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MJ'S WAFFLE AND ZAGOO DELIGHT ^{1/}

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INTRODUCTION

The demand for food away from home has not been very popular in the last twenty years. It clearly shows that there is a little relationship between expenditures for eating out and the income level. Although families respond more to food requirements they do not eat out frequently. Many families nowadays, however, are taking their children out for less expensive meals. Thus people create great demand for food-away-from home (fast food) is thought of as high fat, fried food. However consumption of fast food is seen as part of the entire diet and fast food chains is gradually, replacing other distribution forms of some sort of food. Connecting this concert, fast food may point out that it is the most practical thing today.

Nowadays, people are socially active, thus they prepare merienda to be convenient and fast and full of variety. This is the reason why many entrepreneurs engage in enterprises like bakeshop, food chain and other snack house to satisfy the people's