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QUICK LUNCH N' STIX

Enterprise Development Project

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CAVITE STATE UNIVERSITY
Indang, Cavite

April 2009

QUICK LUNCH N' STIX

**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)**



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ABSTRACT

CORTEZ DYAN M., PEÑA GENEWYN G., and CUADRA KING JEFFREY G. Quick Lunch n' Stix. Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite, April 2009. Adviser: Mr. Gener T. Cueno.

An entrepreneurial development project was conducted to provide the students an opportunity to apply their theoretical knowledge and entrepreneurial skills in managing a business. Specifically, it aimed to determine the viability of food business particularly the finger foods and packed lunch, determine the problems that may be encountered and provide appropriate solutions and identify the possible opportunities in running a business.

The entrepreneurial project was conducted from December 2, 2008 to February 24, 2009 at the right side of College of Economics, Management and Development Studies inside Cavite State University, Indang, Cavite.

The duties and responsibilities of the three entrepreneurs were identified and performed which resulted to the smooth operation of the enterprise.

The products sold by the entrepreneurs were packed lunch and finger foods. Lunch was sold per piece packed in styropore while finger foods were sold on piece basis.

The initial capital of Php30,000.00 which was equally shared by the entrepreneurs was utilized by the entrepreneurs to start the business.

The total production cost of Php51,067.99 include the cost of direct and indirect materials. The project earned a total assets of Php49,695.19 with net income of Php19,686.83 after three months of operation.

The problems encountered by the students include the irregular market and very stiff competition because of competitors in the same place.

Through this entrepreneurial project, the students' capabilities, social skills and decision making techniques in managing a business were developed.

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QUICK LUNCH n' STIX^{1/}

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INTRODUCTION

Food business is a type of business that involves the handling of foods intended for sale. Starting a food business may be considered as a difficult task. Research must be conducted to obtain proper techniques for commercial production. This is followed by tests that have to consider shelf life as well as the cost of the production. Quality has to be balanced against profits and the final decision is likely to be based on the market for which a food item is to be produced. To become successful, it is very important that the food products to be sold of high quality and will suit customers' budget and taste buds.

That is the reason why Quick Lunch n' Stix was developed. Quick Lunch n' Stix is a small time food business that offers a variety of different kinds of clean and safe street foods and packed lunch. The products offered were fishball, kikiam (big and small), kwek-kwek, popcorn and packed lunch. All fried items were cooked per order to