

"EDILIS-YUS TOPPS ATBP"

Enterprise Development Project

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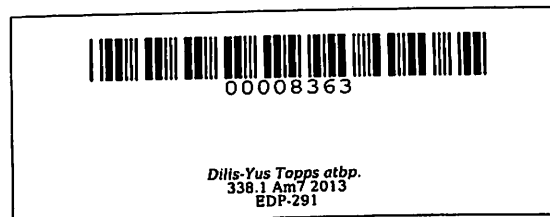
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“DILIS-YUS TOPPS ATBP”**

Enterprise Development Project
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In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
Major in Marketing and Human Resource Development Management



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ABSTRACT

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An entrepreneurial development project was conducted to give the students opportunity to apply their theoretical knowledge in actual handling of the business, as well as to offer delicious food items to busy or on-the-go customers for their convenience. Specifically, it aimed to determine the profitability of food-based business which offers novel on-the-go food items. In addition, it also aimed to determine the problems that may be encountered in operating this kind of business and provide the appropriate solutions and also to identify the strategies in production and marketing in running this kind of business.

The entrepreneurial project operated from June 23, 2011 to October 19, 2012 and was located at the right side of the College of Economics, Management and Development Studies' building in Cavite State University, Indang, Cavite.

The partners' duties and responsibilities, like handling of bankbook, cooking, and recording of all the business transactions, were properly identified, elaborated and implemented for the accomplishment of excellent strategies in managing the business, quality work, and customer satisfaction and for the achievement of desired outcome which is high profit.

The products that the entrepreneurs sold were Dilis-yus rice, corned beef rice and java rice with different toppings like egg with longganisa, cheesedog, lumpiang shanghai

and tocino for breakfast and lunch meals. They also offered hotdog sandwich and egg sandwich (buy one take one and single) for merienda.

The capital investment of PhP30,000.00 which was shared equally by the entrepreneurs, was used to operate the business. However, for the initial operation of their business, a total of PhP21,897.00 was used to purchased raw materials, for transportation, facilities' refurbishments, promotional activities, utilities, labor expenses and store supplies.

During the operation, the entrepreneurs did a lot of promotional tools and activities, such as offering combo meals and buy-one-take-one, use of tarpaulin, giving away of freebies, and distributing leaflets and posters, in order to encourage sales.

After the entire operation of the enterprise, they had a total purchase of PhP91,871.14, wherein the first month's purchases was the highest. On the other hand, the entrepreneurs generated total gross sales of PhP153,287.00 yielding a net income of PhP33,544.88, which gave them a total percentage of 111.82 percent return on investment.

The entrepreneurs encountered problems such as stiff competition, whether direct or indirect; dynamic consumer product preference, sudden weather change, and of course unpredictable increase and decrease of prices of selected raw materials.

Through this entrepreneurial development project, the entrepreneurs have fully developed their entrepreneurial, social, personal, and decision making skills in managing the business.

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DILIS-YUS TOPPS ATBP^{1/}

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INTRODUCTION

Food business is very rewarding since man can give up almost everything except food. Men have to eat in order to live (Baybay, Buendia & Colocado, 2011). In addition, food business is one of the businesses which can generate fast return on an investment. But in order to attain this, a blend of right product, right location, right target market and right timing is needed, making it more stressful to start with (De Castro, Endozo & Fuentes, 2011).

Ricebox is a popular rice take-out company that originated in Manila's Chinatown in 1999. The company serves different fried rice and rice topping varieties within the price range of PhP39.00 – PhP49.00. All these are packed in convenient take-out boxes served hot and ready for people on the go. With its high quality food products and very affordable price, Rice Box became very popular to its continuously growing customer base (phfranchise.com).