

~~GOTO~~ MUSHROOM REPUBLIC

Enterprise Development Project
Submitted to the Faculty of the
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In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management

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ABSTRACT

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Goto Mushroom Republic was operated for three months, from January 18, 2017 to April 3, 2017. This Entrepreneurial Development Project was conducted at Cavite State University. The main objective of Goto Mushroom Republic was to provide affordable value meals to the students that can satisfy their wants for something new. Specifically, Goto Mushroom Republic aimed to: determine the profitability of a small scale food production; gain knowledge and insights from the operation of a food production project; describe the growth of the business through innovative product offerings; and identify the problems encountered in operating a food business and provide appropriate solutions.

Goto Mushroom Republic offered plain goto, egg, lumpia mushroom and fried mushroom. To promote the business, the entrepreneurs used personal selling and sales promotion. It was a customer-centered business that worked on identifying the needs of the consumers and provide value and satisfaction to the customers.

The business was in the form of partnership. An initial capital of ₱30,000.00 was equally shared by the three entrepreneurs. Different tasks and responsibilities in operating the whole enterprise were also distributed evenly.

For the three-month operation, the enterprise generated a total sales of ₱113,675.00. After deducting the operating expenses, a net income of ₱36,055.18 was generated.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	vi
PERSONAL ACKNOWLEDGMENT.....	vii
ABSTRACT.....	x
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xv
LIST OF APPENDICES.....	xvi
INTRODUCTION.....	1
Nature of the Project.....	2
Objectives of the Project.....	3
Time and Place of the Project.....	3
DESCRIPTION OF THE ENTERPRISE.....	5
Location and lay-out of the Project.....	5
Organization and Management.....	5
Timetable of activities.....	6
Production.....	11
Procurement of kitchen supplies, office supplies, and furniture and fixtures...	11
Purchase of raw materials.....	13
Production process.....	22
Ordering procedure.....	26

Production cost per unit.....	28
Production summary.....	30
Marketing.....	32
Finance.....	38
FINANCIAL ANALYSIS.....	39
Financial statements.....	39
Financial ratios.....	47
PROBLEMS, SOLUTIONS AND INSIGHTS.....	49
SUMMARY AND RECOMMENDATION.....	51
REFERENCES.....	53
APPENDICES.....	54