

SRJ MUG PRINT

Entrepreneurial Development Project

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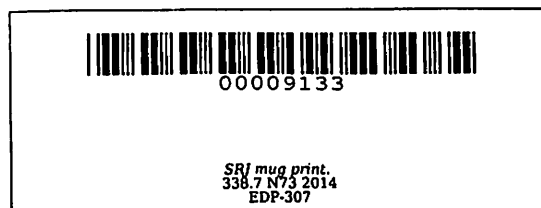
EDP307
EDP 338.7 N73 2014

October 2014



Entrepreneurial Development Project
Submitted to the Faculty of
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management
(major in Operation Management and Financial Management)



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October 2014

ABSTRACT

NOCHE, Richmond Myles J., NONES, Jhuncel M., REYES, Sheila Marie M., SRJ Mug Print. Enterprise Development Project. Bachelor of Science in Business Management, major in operations management and financial management. Cavite State University, Indang, Cavite. October 2014. Adviser: Prof. Gilberto S. David.

A three-month enterprise project was conducted at General Trias and Dasmariñas City from 13 November 2013 up to 16 February 2014. One of the objectives of the project was to enable the student entrepreneurs to apply knowledge and skills gained from their classroom discussions into actual project operations. The initial capital of the enterprise was P35,000.00, which was shared by the student entrepreneurs. The enterprise valued in manufacturing and distribution of customized mugs, tumblers, and sports jag.

The project covered functions of a business such as production and operations, financial, and marketing. The enterprise formed was partnership type of ownership. Through this project the entrepreneurs were able to apply their knowledge, skills, and techniques in the actual operation of the business. Likewise, the entrepreneurs also gained experience in the different aspects of the business like social relations, decision making, and implementation of various business strategies. Data and information needed in the operations were gathered during the actual business operations.

The objectives of the project were: to introduce and market the customized mug products in General Trias, and Dasmariñas City, Cavite; to determine the profitability of selling customized mugs; and to identify problems encountered in handling and managing the enterprise and to formulate feasible solutions thereto. One of the major problems of the project was the limited stocks of raw materials due to unexpected demand of customers. Other problems were rushed orders placed by customers giving

only a short lead time to make and deliver the products to them; changing of designs, cancelling of orders, and customers who forced demanded discounts on their purchases.

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An enterprise development project manuscript 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 of the degree of Bachelor of Science in Business Management with Contribution No. **E 2014 - BM 04-26** . Prepared under supervision of Prof. Gilberto S. David.

INTRODUCTION

Printing design emerged as a major component of the fashion industry when skilled graphic designers' walk-in in the designing world and as the years goes, the trend of printing idea became known in the business industry especially in customized business. This kind of business is not necessarily a lucrative one for artists and can be full of pitfalls. Some manufacturers pre-sell art by doing presentation to retail chain stores. Others show thousands of art in their catalogue or on their websites. Much of the art may never be printed because these manufacturers are usually a print on demand companies.

Nowadays, there are things that can be printed, on either a word or customized image, to mugs and other items. Mugs are often decorated with a text and/or picture. A mug is a sturdily built type of cup often used for drinking hot beverages, such as coffee, tea, or hot chocolate. Mugs often have handles and hold a larger amount of fluid than other types of cup. It holds at approximately 12 ounces (350 ml) of liquid.