

ALTER ECO

Enterprise Development Project

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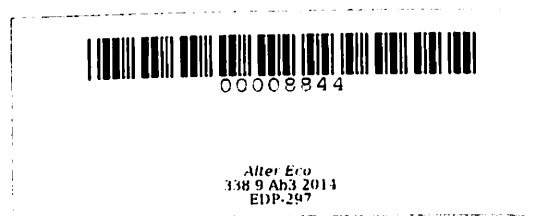
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**Enterprise Development Project Report
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**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management
*Operations Management***



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ABSTRACT

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A three- month enterprise development project was conducted at Phase 2 Javalera Gen. Trias, Cavite from July 08 to October 04, 2013. The project aimed to describe the production of customized shirts; to analyze and apply necessary solutions to the problems encountered during the operations of the business; and to determine the financial performance of the business.

The project helped the students to develop their capability to handle a business through experiential learning by working out in functional management areas such as organization, production, marketing and finance. The project was operated as a partnership type of ownership. Through this, the students gained experience in the various aspects of the enterprise development such as relations, decision making, and implementation of business strategies. Data and other relevant information pertaining to the entrepreneurial project were gathered through actual operations and observation.

The project generated a total sales of P79,366 with the net income of P8,573. The total asset amounted to P38,573. The enterprise used gross profit margin to know the percentage of sales available. The net profit margin of 10.80 percent was used to determine the percentage of profit over sales. The return on investment of 28.58 percent was used to measure the percentage profit earned. The return assets of 22.23 percent were used by the enterprise to measure the profit earned on the employment of asset.

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ALTER ECO

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INTRODUCTION

“Hallyu wave”—the rise in popularity of Korean entertainment and culture, continues to cast its spell in the Philippines. Not only Korean dramas being embraced by Filipinos but more teens and young adults are becoming ardent fans of K-pop artists as well. What did these K-Pop artists possess? In the words of Sablan in his article for the Philippine Daily Inquirer, “the world has gone crazy over Korean pop, very popular right now are boy bands and girl groups with members who harmonize beautifully and showcase well-choreographed dance steps.” He added that these artists were “good-looking, stylish, and entertaining.” (Sablan 2009). Perhaps these characteristics were some of the factors that attracted the young Filipinos.

With the increase number of Filipino K-pop fans, not only do they interact in their own forums, on blogs and networking sites, they also meet regularly, hold fan gatherings and dutifully buy their idols’ CDs, photo books, t-shirts and other merchandise. Last 2012, Korean Cultural Center in Manila had a forum about the impact of the so-called