

RICE TOPPS IN A BOX

Undergraduate Thesis

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College of Economics, Management and Development Studies

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In partial fulfillment

of the requirements for the degree

Bachelor of Science in Business Management__
Marketing

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ABSTRACT

PAYAD JACQUELYN E., RICAFORT, AILEEN ANN D., and RODIS, JOVYLIND G.; Rice Topps in Box. Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2013. Adviser: Ms. Gemma S. Aledia.

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 variety of foods; determine the problems that may be encountered in operating this kind of business and provide the appropriate solutions and identify the strategies in production and marketing in running this kind of business.

The entrepreneurial project operated from December 4, 2013 to March 9, 2013 and was located at the left 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 *Pork Teriyaki*, *Chicken Teriyaki*, *Pork Siomai*, *Tocino*, *Shanghai*, *Longganisa* and for breakfast and lunch meals. They also offered *French fries* and *Cheese stick* for snack.

The capital investment of P30,000 was shared equally by the entrepreneurs. The amount was used to operate the business. However, for the initial operation of their business, a total of P18,779.00 was used to purchase raw materials, tools and equipment, for transportation, for rental fee and for promotional expense.

During the operation, the entrepreneurs did a lot of promotional tools and activities, such as offering a free drink , 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 purchases of P63,486.41, wherein the third month's purchases was the highest. On the other hand, the entrepreneurs generated a total gross sales of P97,889.00 yielding a net income of P22,147.28, which gave them a total percentage of 73.82 percent return on investment.

The entrepreneurs encountered problems such as competition, spoilage of foods and location of the enterprise that affected their in the first month of operation.

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