

RECY'S SPECIAL LUMPIANG SHANGHAI

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AN ENTERPRISE DEVELOPMENT

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RECY'S SPECIAL LUMPIANG SHANGHAI

**Enterprise Development Project Report
submitted to the Faculty of the
Cavite State University
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**In Partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)**



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ABSTRACT

CUADRA, MERCY MOJICA and STA CRUZ, REBBIE TENA , "RECY'S SPECIAL LUMPIANG SHANGHAI", an Entrepreneurial Project Report, Bachelor of Science in Business Management, major in Marketing, Cavite State University. Adviser : Dr. Maria Ersando.

A three-month enterprise development project was conducted in Guyam Malaki, Indang, Cavite and Sampaga, San Antonio, Quezon from November 1998 to February 1999. It aimed to provide the students with the chance to: (1) apply their gained marketing knowledge in real working situations; (2) gain management skills in the operation of the *Lumpiang Shanghai* production project; (3) determine the project's market profitability; and (4) resolve problems encountered in the operation of the project.

Data were collected through observations and actual participation in the production activities. On the other hand, secondary data were gathered by conducting researches in the library of the Cavite State University (CvSU).

The two student proponents financed the enterprise with an initial investment of P40,000.00. The said capital was used to buy raw materials, tools, equipment and other significant materials in the production process.

The processed *Lumpiang Shanghais* were sold to local buyers and other market outlets. The price of the product was set according to the cost of raw materials, operating expenses, overhead expenses and the prevailing competitors prices. Payments were on cash basis.

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