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2007

HOTSHABURG

Enterprise Development Project

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April 2007

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HOTSHABURG

**An Enterprise Development Project
Submitted to the Faculty of
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(major in Marketing)**

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April 2007**

ABSTRACT

DE GUZMAN, CHRISTIAN C.; FIESTA, CINDY A.; and MAGPANTAY, MA. ANGELICA R. HotShaBurg. An Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2007. Adviser: Mrs. Carmencita R. Feranil.

A three-month enterprise project named HotShaBurg was conducted to enable the entrepreneurs to apply the knowledge gained in business management. Specifically, it aimed to describe the activities and practices involved in the operation of the enterprise, determine the profitability of the business, and identify the problems encountered in managing the enterprise and formulate solutions.

The project was conducted from November 28, 2006 to March 17, 2007 in Cavite State University "*Batibot*" near the College of Economics, Management and Development Studies. The initial capital of the enterprise was PhP30, 000.00, which was equally shared by the entrepreneurs. It involved in the production and marketing of hotdog sandwiches, shake, and burger products.

Series of production processes, such as preparation of raw materials, supplies and equipment, actual processing, packaging, and serving were done by the partners. Product, price, place, and promotion were also considered in the marketing of the products.

During the operation of the business, problems encountered were unpredictable weather conditions, power breakdown, shortage of raw materials, and misunderstanding among the entrepreneurs. In the project, entrepreneurial and managerial skills of the students were enhanced.

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HOTSHABURG^{1/}

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^{1/}An enterprise development project report 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 requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. E2007-BM04-004. Prepared under the supervision and guidance of Mrs. Carmencita R. Feranil.

INTRODUCTION

In the field of food business, the burger and shake continue to emerge. A 'hotdog' or hamburger sandwich is the type of food frequently offered for sale and desired by persons who wish to eat something while walking or doing something. A burger or 'burger sandwich', on the other hand, is a type of round bread, and the primary filling of a meat or vegetarian patty. The word "burger" is an abbreviation of the word "hamburger". Both are not the type of food generally ordered by a person who patronizes a hotel, restaurant or other public eating establishment with the intention of securing a 'meal'.

It may not be said that one has 'served' a meal who merely prepares a sandwich for consumption, wraps it in a paper napkin and hands it to a purchaser without offering