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# **CJ's FLAVORED CRACKLINGS**

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

**In Partial Fulfillment  
of the Requirements for the degree of  
Bachelor of Science in Business Management  
( Major in Marketing )**

**JEZREEL V. AMBITA  
CRISEL P. GARCIA  
JOAN A. ALBERCA**

**April 2006**

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Republic of the Philippines  
CAVITE STATE UNIVERSITY  
Indang, Cavite


COLLEGE OF ECONOMICS, MANAGEMENT  
AND DEVELOPMENT STUDIES

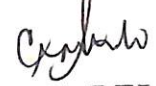
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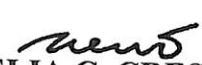
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## ABSTRACT

**ALBERCA, JOAN A.; AMBIT A, JEZREEL V.; and GARCIA, CRISEL P.**  
**CJ's Flavored Cracklings.** An Enterprise Development Project. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2006. Adviser: Dr. Nelia C. Cresino.

A three-month enterprise development project was conducted at Central Market of Dasmariñas, Cavite from August 03, 2005 to November 03, 2005. The project aimed to enable the students to exercise their business management skills in actual business operation by establishing and managing their own enterprise.

Specifically, it aimed to describe the production and marketing of flavored cracklings; determine the profitability of producing and marketing of flavored cracklings; identify the problems encountered in the production and marketing of cracklings and recommend feasible solutions to the problems identified.

The project operated as a partnership between Joan Alberca, Jezreel Ambita and Crisel Garcia. The partners were all responsible for the entire operation of the business. Joan Alberca acted as Marketing Manager, Treasurer and Bookkeeper, Jezreel Ambita was the Production Manager, and Crisel Garcia was the General Manager.

The enterprise engaged in the production and marketing of flavored cracklings such as chicken, garlic and barbeque. The production activities such as preparation of raw materials, mixing, steaming, cutting, drying, frying, and packaging of the products were the tasks performed during the operation.

Production cost includes the cost of direct materials, packaging and other indirect materials. The highest volume of production was during the first month of operation and



the lowest sales were incurred on the last month. To increase sales, the entrepreneurs personally sold the products to different areas of Dasmarinas, Cavite.

The highest income gained by the enterprise was during the second month of operation which amounted to Php712.89 while it incurred a loss of Php1, 080.59 during the first month. The enterprise realized a total net loss of Php 477.87 from the three-month operation.

Problems encountered by the entrepreneurs were unavailability of some raw materials like coconut shell and sometimes the production had to be re-scheduled after the rainy days to avoid wastages.

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## CJ's FLAVORED CRACKLINGS<sup>1/</sup>

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<sup>1/</sup>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. E2005-BM04-013 Prepared under the supervision and guidance of Dr. Nelia C. Cresino.

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### INTRODUCTION

Chicharon, also known as crackling is a native delicacy of the Philippines. Crackling is a favorite food item for all occasions, such as parties, and drinking sessions. It is also a favorite snack of teenagers and old folks alike while watching television, and movies. It can be manufactured bland, spicy or strongly flavored.

Crackling gained popularity in the Philippines as *sitserya* or finger food. It is also popular as *pasalubong* and *pulutan* by Filipinos. It also serves as a viand by some Filipinos who cannot afford to buy some expensive foods.

Some say that chicharon, among other things, gives Filipino cuisine a negative image abroad. However, Chicharon is only a small part of Filipino cuisine because of its