

**MONSTER CLEANERS**

**Entrepreneurial Development Project**

**ARIANNE S. CUPINO  
KAREN P. GUMAPAC  
ANGELICA MAE R. LAURELES**

**College of Economics, Management  
and Development Studies**

**CAVITE STATE UNIVERSITY**

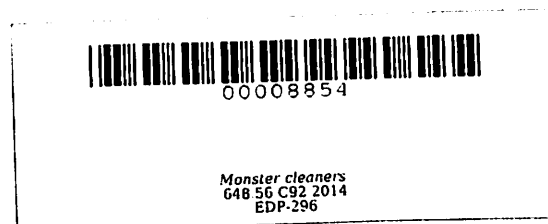
**Indang, Cavite**

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Entrepreneurial Development Project  
Submitted to the Faculty of  
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In partial fulfillment  
of therequirements for the degree  
Bachelor of Science in Business Management  
Major in Operations and Financial Management



**ARIANNE S. CUPINO**  
**KAREN P. GUMAPAC**  
**ANGELICA MAE R. LAURELES**  
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## **ABSTRACT**

**CUPINO, ARIANNE S., GUMAPAC, KAREN P., AND LAURELES, ANGELICA MAE R. Monster Cleaners.** Undergraduate Entrepreneurial Development Project. Bachelor of Science in Business Management major in Operations and Financial Management. Cavite State University, Indang, Cavite. April 2014. Adviser: Prof. Maria Corazon A. Buena.

The entrepreneurial project was conducted in order to give the students the opportunity to apply their theoretical knowledge in actual handling and operating a business. It aimed to: (1) determine the profitability of the project which offers cleaning products; (2) describe the marketing and production activities; and (3) identify the problems encountered in operating this kind of business.

The project was engaged in the production and marketing of Monster Cleaners dishwashing liquid, fabric conditioner and detergent powder. These were the main products of the project. The project was conducted in some towns in Cavite, such as Mendez, Amadeo, Silang, Dasmariñas, Gen. Trias, and Carmona. The different activities such as preparing the raw materials, mixing of the raw materials, fermentation, packaging and selling/serving to customers were the tasks that the entrepreneurs performed during the operation.

The project generated a total sales of P60,567.00 and a net income of P10,797.00. The total raw materials inventory amounted to P1,014.13, accounts receivable of P1,210.00, and finished goods inventory of P1,131.92, which when added to cash, produced a total asset of P40,797.05.

The problems that they have encountered during the operation includes the difficulty of mixing the raw materials, inadequate volume of products brought in a particular location, handling customers' complaints, and the delivery of goods in bulk.

The project helped and trained the students to gain a broader range of knowledge and experiences necessary for the management of their own future business.

This study made use of Gross Profit Margin to know the percentage of sales available to cover general and administrative expenses and other operating costs; Net Profit Margin to measure how much out of every peso of sales a business actually keeps in earnings; Return on Investment to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments; and Return on Assets to indicate how profitable a company is relative to its total assets and gives an idea as to how efficient management is at using its assets to generate earnings.

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**Arianne S. Cupino  
Karen P. Gumapac  
Angelica Mae R. Laureles**

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## **INTRODUCTION**

Cleaning agents are substances usually liquid, that are used to remove dirt, including dust, stains, bad smells, and clutter on surfaces as said by Wisniewski (2007). Purposes of cleaning agents include health, beauty, absence of offensive odor, avoidance of shame, and avoidance of spreading of dirt and contaminants to oneself and others. Some cleaning agents can kill bacteria and clean at the same time.

According to Wisniewski(2007), in the world of consumer products, it is not easy for the new brand or new player to survive. Cleaning products are classified as non-food consumer products. These products become one of the necessary consumer products for household use. Since cleaning products are becoming more and more important products for household use and fewer competitors compete in the market, the market is still an attractive market for new producers.