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PASTILLAS FOR ALL OCCASSIONS

AN ENTERPRISE DEVELOPMENT PROJECT

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PASTILLAS FOR ALL OCCASSIONS

Enterprise Development Project
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ABSTRACT

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An enterprise development project, whose name was from the French words “Homemade Swete de Lozenge” that is commonly known as pastillas, was conducted in Tambo Malaki, Indang, Cavite.

This study was conducted primarily to: (1) develop the student’s ability to manage a business enterprise; (2) be able to apply the business theories learned and at the same time gain practical experience in business management.

The enterprise was managed by two marketing major students with an initial investment of P40,000.00. The said capital was used to buy the raw materials, tools and equipment needed in producing the pastillas and to finance the operating expenses of the project. The project was operated as an enterprise covering the organization, production, marketing and finance areas of management.

The pastillas production project was undertaken for three months. The actual production of pastillas was done on a daily basis. The products made were Pastillas de Yema and Pastillas de Gatas. The products were delivered to the customers during Tuesdays, Thursdays, and Saturdays. The customers were from selected barrios of Indang, Manggahan, kawit and in Silang. The price of pastillas was based on the cost of production and prevailing market price. The method used in promoting he product was

personal selling that involved direct delivery of the product to each target market which provided immediate feedback from the said customers.

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PASTILLAS FOR ALL OCCASIONS ^{1/}

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INTRODUCTION

Pastillas is one delicious delicacies most people want to taste and eat after meals. It gained popularity in the Philippines and very often, it is a part of the diet of the Filipinos. It is a favorite of both children and adult. In addition, it is considered good treats as "PASALUBONG" most especially to children.

Preparing pastillas requires a lot of patience and experience. Accurate proportioning of ingredients must be done to produce delicious pastillas. Preparing pastillas does not require a very long time because ingredients are readily available in the market. One of the ingredients in making pastillas is milk. Milk is a complex food and has the following compositions: 3.7% fat, 3.5% protein, 4.9% lactose, 0.7% minerals and 87.2% water which is essential to the body. Milk offers the most convenient means of supplying calcium to the body. It can be preserved in liquid form like condensed or