

CHURRORITEA

An Enterprise Development Project
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ABSTRACT

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The entrepreneurial development project which lasted for three months was conducted from January 18, 2018 to April 7, 2018. The project generally aimed to formulate and implement appropriate strategies in marketing Churroritea products; determine the profitability and marketability of Churroritea products; identify problems and difficulties during the establishment and operation of the business; and identify the possible solutions to address the problems.

The business named Churroritea was operated by the three entrepreneurs who shared equal amount of capital and managed the business with different responsibilities. Procurement of raw materials, production, marketing, and financial aspects were performed by the business parts. These activities let the students became more responsible in managing the business on their own. Also through this project, the students' gained knowledge could be applied more effectively in their future endeavors.

The business offered churros and bubble teas. Products were offered at competitive prices.

Churroritea products were made available through retailing in Kadiwa Market, Dasmarinas City of Cavite. Also, online marketing through its websites, (<http://churroritea.wix.com/>) and social media like facebook, instagram and twitter were used to reach target customers by means of posting of commercials, teasers, photos about its products. The business also held distribution of flyers. For the month of February, the

business had “Valentimex2 Promo” composed of two categories which were “The Power of Times” The Power of Two” that ran from February 12 to 15 2018. On the last month of the operation, the management had a discount card for the loyal customers and it cost of 10 pesos good for two weeks and 5 pesos for renewal of the card.

In the three months of operation, Churroritea had generated a total sale of P47,673.00 and had a net loss of P8,607.00.

Some problems were encountered such as shortage of raw materials and long customers’ queue in accepting and giving their orders. The entrepreneurs had eventually solved these problems.

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