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SWAROVSKI JEWELRY

Enterprise Development Project

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CAVITE STATE UNIVERSITY

Indang, Cavite

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 **SWAROVSKI JEWELRY**

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)



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SWAROVSKI JEWELRY

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Original copy to be filed in the University Library and one copy each to be distributed to the following: Adviser, Department Chairman, Research and Development Coordinator, Dean, and Students.

ABSTRACT

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The enterprise development project (EDP) was conducted to enable the students to apply their knowledge and skills in business management to actual business operation. Specifically, it aimed to: describe the procedures done in producing and marketing jewelries; determine the profitability of operating a jewelry business; and identify problems encountered in the production and marketing of jewelries and propose feasible solutions.

The initial capital of the enterprise was PhP30,000.00 which was equally contributed by the entrepreneurs.

The enterprise involved the production and marketing of swarovski jewelries. The enterprise was located at Cavite State University Indang, Cavite, where it started its operation from November 27, 2006 to December 16, 2006, and at Trece Martires City, located at the "Tiange" in front of 7-eleven Convenience Store (old) from December 17, 2006 to January 08, 2007, and at the back of the Trece Martires City Public Market.

The project earned a net income of PhP8,168.25 after three months of operation.

In operating the Swarovski Jewelry business, the business partners encountered several problems such as high transportation cost, changing preferences of customers, and delayed payments of buyers.

The conduct of EDP made the entrepreneurs learned and appreciated the values of their abilities, social relationships and decision making skills in operating a jewelry business.

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SWAROVSKI JEWELRY^{1/}

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INTRODUCTION

Jewelries are defined as articles of personal adornment using precious metals and/or semi-precious stones or a combination of the two. Finished fine jewelry products are in the form of rings, earrings, necklaces, bracelets, brooches and pendants.

Jewelries are very much part of everyday fashion of most Filipinos. They want to wear the latest trends in any occasion (www.jcemulticrafts.com. visited on April 4, 2007).

Swarovski originated from its founder, Daniel Swarovski. At the end of the 19th century, he founded a company with the aim to cut crystals automatically. The company was enormously successful and soon worked in numerous fields like the production of optical products, abrasives and grinding tools, the cutting of crystals and the manufacturing of decorative stones made from crystals. Those were mostly used for