

CHEF YUCCA

Enterprise Development Project

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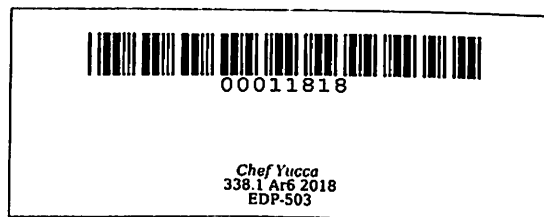
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CHEF YUCCA

**Enterprise Development Project
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the course requirements for the degree
Bachelor of Science in Business Management**



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ABSTRACT

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The Entrepreneurial Development Project which lasted for three months was conducted from January to April 2018. The project aimed to exposed students in real life business and for them to apply their gained knowledge by establishing their own business; to offer a product which its main ingredient is cassava; determine the profitability of cassava products in the market; and determine the problems encountered by the business and suggests strategies for its improvements.

The business named Chef Yucca was operated by three business partners that shared an equal amount of capital and managed the business with different responsibilities. This project helps them develop their skills as an entrepreneur which can be useful for their future. This project allowed the students to become more responsible in managing a business on their own. Also through this project, the students gained more knowledge because of the experience they got during the three months' operation.

The business offered cassava products with five (5) varieties; cassava patty, cassava nuggets, cassava cheeseballs, cassava ham and cheeseballs and cassava spicy sticks. The products were offered through wholesale, retail online and personal selling.

In the three months of operation, Chef Yucca generated a total gross sale of P50, 802.00 and unfortunately a loss of P 3,692.51.

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INTRODUCTION

Business is the first thing that comes in marketers mind. Food is commonly the product that the marketers produce to provide their customers basic need in everyday life. Businesses provide products that the consumer must love in order to gain the trusts of the consumer by providing the best food for them. Everyone must need to drink and eat not just once but more than one every day to live long life. Food gives nutrients that the body needs to do the everyday tasks and jobs, and without food, people cannot do anything because of lack of nutrients like protein, minerals, carbohydrates vitamins, fats and water. We all know that food is on top of the basic necessity that the people need and with that, business minded people always look for the product that the consumer will actually buy like food items.

Chef Yucca choose to market a food product which is on top of human needs and people really loves to eat and with that Chef Yucca innovate a frozen good differ from