

LEVY'S FOOD CART ENTERPRISE 2 IN 1 FOOD CONCEPT

Enterprise Development Project

CLARICE B. CAHAYAG

TRISHA A. MERU

SARAH MAE C. OCULAM

College of Economics, Management and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

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CLARICE B. CAHAYAG
TRISHA A. MERU
SARAH MAE C. OCULAM
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Republic of the Philippines
CAVITE STATE UNIVERSITY
Don Severino de las Alas Campus
Indang, Cavite

Tel. (046) 415 0013 Telefax (046) 415 0012
e-mail: cvsu.op206@gmail.com

**COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES**

Department of Management

Authors: **CLARICE B. CAHAYAG**
TRISHA A. MERU
SARAH MAE C. OCULAM

Title : **LEVY'S FOOD CART ENTERPRISE 2 IN 1 FOOD CONCEPT**

APPROVED:



MAURRIN DR. MADRID
Adviser

11/29/18
Date



RENIEL M. VIADO
Technical Critic

12/05/18
Date




GENER T. CUENO
Department Chairperson

12/11/18
Date



MARIETTA C. MOJICA
College Research Coordinator

12/12/18
Date


FLORINDO C. ILAGAN, PhD
Dean, CEMDS

12/13/18
Date

ABSTRACT

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An 88 day entrepreneurial development project was conducted in Sunny Brooke 1, San Francisco, General Trias, Cavite from third week of March up to third week of September 2018. The project aimed to apply the knowledge and skills gained in Business Management. Specifically, it aimed to describe the operation of Levy's Food Cart Enterprise 2 in 1 Food Concept; determined the profitability of a food purchasing business; and identify the problems encountered in operating a food business and recommend solutions in problems that the business encountered.

The initial capital investment of the business was P 30,000.00 which was equally contributed by each member of the group. The business offered to produce whole and slice pizza such as ham and cheese; Hawaiian; bacon and mushroom; pepperoni and supreme and ice scramble.

Different activities and strategies in production and marketing were determined and applied during the conduct project.

Levy's Food Cart Enterprise 2 in 1 Food Concept generated a total sales of P 63,579.78 and net profit P 12,997.46. The business Gross Profit Margin was 41.83 percent and the Return of Assets was 24.52 percent.

The entrepreneurs gained a lot of knowledge and experience. Their decision making, time management, critical thinking, skills and strategic planning were developed.

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Clarice B. Cahayag
Trisha A. Meru
Sarah Mae C. Oculam

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INTRODUCTION

The location of the business is important to the success as having a good product to offer to customers. The location can make or break, the business. It is important that the demographic profiles of people who work or live in the trading area match the target customer profile for income level and age group. Location also within a territory was also important, it less the time to spend travelling to the customer and more time to spend earning money.

Franchising allows aspiring business owners to represent and benefit from a larger brand while pursuing their own entrepreneurial dreams. The company sells rights to its existing business model and products to another businessperson, to create a franchise. When searching for a franchise, the franchisee will take view into the size of property needed, budget and the style of living, the income and the environment.

Levy's Food Cart Enterprises encourage the Filipinos to put a business even in a