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3JS T-SHIRT PRINTING

Enterprise Development Project

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*College of Economics, Management
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CAVITE STATE UNIVERSITY
Indang, Cavite

April 2007

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3J'S T-SHIRT PRINTING

An 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 and Economics)



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Republic of the Philippines
CAVITE STATE UNIVERSITY
(CVSU)
DON SEVERINO DELAS ALAS CAMPUS
Indang Cavite



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

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3J'S T-SHIRT PRINTING

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ABSTRACT

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An entrepreneurial development project was conducted in Kaytambog, Indang, Cavite and in Cavite State University to provide the student the chance to apply the gained knowledge in business management to actual experience. Specially, it aimed to describe the production and marketing of t-shirt printing; determine the profitability of t-shirt printing business; and determine the problems encountered in t-shirt printing business.

The project was conducted from November 25, 2006 to February 28, 2007 with an initial capital of Php30,000.00, which was equally shared by the entrepreneurs. The study was primarily concerned with t-shirt printing to realize profit.

The project was operated as partnership. The partners performed different tasks and responsibilities. The opinion and suggestion of each partner were considered especially when there is a problem.

The pricing strategies used was cost based and discount pricing. The product were sold through personal selling to students in CvSU, Indang and the politicians of Cavite.

The problems encountered during the period of operation of the enterprise were improper monitoring of records and the smaller number of customers. The entrepreneurs earned a net income of Php9,245.25 from the business enterprise. The net income of the enterprise was equally divided among the three entrepreneurs.

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3J'S T-SHIRT PRINTING^{1/}

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INTRODUCTION

Printing design emerged as a major component of the fashion industry when the designing world saw the coming of skilled graphic designers. Over the years this trend has gained popularity and t-shirt design is fast becoming a major money-spinner in terms of the designing business (<http://www.articlebase.com/accessories-articles>, March 16, 2007).

T-shirts are often decorated with text and/or pictures. T-shirt fashions include styles for men and women, and for all age groups, including baby, youth and adult sizes. T-shirt were originally worn as undershirt. This still occurs, but t-shirt are now also frequently worn as the only piece of clothing on top half of the body. T-shirts have also become a medium for self-expression and advertising, with any imaginable combination of words, art and even photographs on display.