

ABSTRACT

CASERA,EZEKIEL MARLIN MENDOZA.UTILIZATION OF KAPENG BARAKO (*Robusta and Arabica Coffee Beans*)AS AN INGREDIENT IN MANUFACTURING BROWNIES PASTRIES.An undergraduate Enterprise Development Project. Bachelor of Science in Entrepreneurship. Cavite State University- College of Business and Entrepreneurship, Imus, Cavite. March 2009. Adviser: Oliver C. Fauni.

The name of the enterprise is Kapeng Brownie Enterprise. The proprietor took the name of the enterprise from the tagalog term of the coffee which is Kape and the product which is the brownie. the enterprise is a sole proprietorship. It started its operation on the third week of December until the fourth week of February. The production site was located in the residence of the proprietor.

The product was distributed within the area of Cavite, such as the school canteens. The proprietor also be took orders from friends and different offices to market the product.

The raw materials that will be used for the production are locally available making it an advantage in minimizing the production cost of the product making its price competitive enough in the market.

After the first cycle of the business, the proprietor plans to produce other variety of pastries and shall market the product in areas outside Cavite. In the long run, the proprietor will be acquiring its own equipments for the operation of the business.