

NESRY RICE DISTRIBUTOR

COLLEGE OF ECONOMICS, MANAGEMENT
AND DEVELOPMENT STUDIES

An Enterprise Development Project of AGNES D. PANGANIBAN

Entrepreneurial Development Project Report
submitted to the faculty of
Cavite State University
Indang, Cavite

APPROVED

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



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Nesry rice distributor
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ABSTRACT

PANGANIBAN, AGNES AND RODIS, RYANN, "Nesry Rice Distributor". AN ENTERPRISE DEVELOPMENT PROJECT, Bachelor of Science in Business Management Major in Marketing, Cavite State University, Indang Cavite, April 1999. Adviser: Mr. Ivy Diez.

The enterprise, Nesry Rice Distributor, was established by Agnes D. Panganiban and Ryann C. Rodis. This entrepreneurial development project was established to apply their knowledge in business management particularly in marketing. Specifically, it aimed to; (1) describe the marketing strategy which can be applied in marketing of rice; (2) evaluate the profitability of the enterprise; and (3) analyze the problems encountered and formulate accurate solutions. The study was conducted from November 18, 1998 to February 16, 1999.

An initial capital of P45,000.00 was funded by the proponents who equally shared P22,500.00 to finance the operation of the project. The P 27,520.00 was allocated for the purchase of various rice for the operation, P9,200.00 was allocated for the purchase of the needed equipment that was used for the three month operation. The remaining P1,280.00 was used as supporting capital for emergency purposes.

.After the three-month period of operation, P 149,976.00 was spent to purchase 186 cavans. The proponents had a sale of P184,400.00 with a gross profit of P34,424.00. It spent a total of P28,000.00 for operating expenses. Return on investment was 14 percent, net profit margin of 30 percent, gross profit margin of 0.19 percent, return on assets of 0.12.

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