

SELLING AND DISTRIBUTION OF VEGETABLES: AN  
ENTREPRENEURIAL DEVELOPMENT PROJECT

Enterprise Development Project

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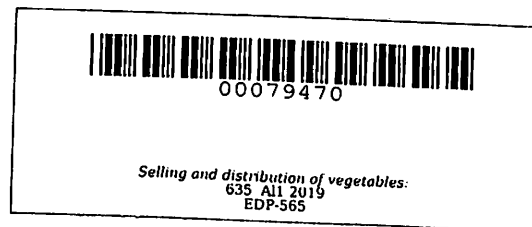
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**SELLING AND DISTRIBUTION OF VEGETABLES :  
AN ENTREPRENEURIAL DEVELOPMENT PROJECT**

Enterprise Development Project Report  
Submitted to the Faculty of the  
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of the requirements for the degree  
Bachelor in Agricultural Entrepreneurship  
Major in Crop Production



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## **ABSTRACT**

**ALANGILANG, NICOLE T., HERMOSO, ROSE ANNE D. and CANILLAS, ANN JESSA JUDE A. Selling and distribution of vegetables.** Marketing Enterprise. Bachelor in Agricultural Entrepreneurship major in Crop Production. Cavite State University. Indang, Cavite. June 2019. Adviser: Guillermo P. Desenganio.

The Entrepreneurial Development Project was conducted at the students residence where a make shift office where communication and paper works are done. Sourcing of goods were determined thru price canvassing from selected vegetables suppliers near the point of delivery which is Mitsuba Canteen at FCIE Langkaan, Dasmarinas City. From March to April 2019. With capital of P 6,000.00. The project aimed to apply agribusiness principle and techniques managing on having a trading business by selling of different kind of vegetables.

The project was operated as a partnership type of business.

Pre-marketing activities included purchasing of plastics for the packaging of vegetables. The contracted driver and vehicle to deliver the products was prepared and got ready. Survey was conducted for the price of vegetable.

Marketing is a major component in agricultural production. Marketing people played an important role in the distribution agricultural product such as vegetables to the distribution channel up to the direct consumer.

The EDP student conducted a marketing enterprise aiming at directly supplying vegetables to a canteen concessionaire in Mitsuba Philippines FCIE in Langkaan, Cavite.

The objective is to know a net profit from the procurement of vegetables to the regular selling of vegetables.

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# **SELLING AND DISTRIBUTION OF VEGETABLES : AN ENTREPRENEURIAL DEVELOPMENT PROJECT**

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## **INTRODUCTION**

Trading of vegetables is a good business, its advantage is that the trader is the one who holds the price of the vegetables that the trader want to market. Entrepreneurs do not necessarily need to have a production of vegetables, yet advantageous if one has.

Trading of vegetables is indeed a profitable business, especially if there is a direct consumer. Wholesaling is a buying and selling that requires good negotiation skills.

Startup vegetable wholesale businesses carry a host of financial risks and concern. Without an operational history, it is hard to predict how the start-up will actually perform in the marketplace.

Starting a wholesale vegetable business is quite tiresome. Entrepreneurs need to choose the fresher vegetable every day and need to get up very early every day.