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DUTCH BAKEHAUS

AN ENTERPRISE DEVELOPMENT PROJECT

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*April 2001*

# **DUTCH BAKEHAUS**

**An Enterprise Development Project Report  
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)**



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Dutch bakehaus  
641 7 D95 2001  
EDP-102

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April 2001**

## **ABSTRACT**

**RONALYN A. ATIENZA, DONNALYN A. BOLANO, SHERYL R. GAYAMO, MA. VANESSA D. MAGBOJOS. DUTCH BAKEHAUS** "An Enterprise Development Project; Bachelor of Science in Business Management; major in Marketing, Cavite State University, Indang, Cavite. Adviser: Mr. Adonis N. Meñez.

An enterprise development project that was named DUTCH BAKEHAUS was conducted in Niog II, Bacoor Cavite from October 6 to December 5, 2000. The production site was transferred to Brgy. Tambo Malaki Indang, Cavite from December 6, 2000 to February 6, 2001 due to increase in the store rental. The project aimed to provide the students an opportunity to apply their knowledge and skills in the actual operation of the business; describe the marketing activities of Dutch Bakehaus; determine the profitability of bakeshop business and identify problems encountered by the business and come up with feasible solutions.

An initial capital of P48, 000 was shared by the members to finance the purchase of raw materials, tools and equipment, salary of baker, transportation, electricity and rental for the store.

There were several processes in the operation of the bakeshop business such as preparation of raw materials, mixing of raw materials, molding, baking, cooling and packaging. Baked products were sold to nearby towns, canteens in Saint Gregory Academy, Cavite State University, Perpetual Cavite Institute (PCI), Tagaytay City National Highschool, Niog Elementary School, Bacoor National Highschool, Kaybagal Elementary School, St. Michael and Japan Aviation Electronics Co. (JAE). Delivery of products was done twice a week.

As part of business enterprise, Dutch Bakehaus experienced problems that resulted in delay of their production. Insufficient stock of materials was one of them. To solve this, advance purchasing of additional stocks was done to avoid the delay of production and at the same time the high cost of transportation. Another problem was the excess production of "pandesal". To solve this, leftover "pandesal" was converted to breadcrumbs and toasted bread. The last problem was the increase in the store rental. The group decided to leave the store and concentrated more on distribution of their products in the municipality of Indang.

The raw materials ending inventory as of February 2001 amounting to P 1, 095.00 and the finished good inventory end amounting to P 1, 100.00 was included in the cost of good manufactured and sold. The income statement of the enterprise shows a total sale of P 126, 532.00, with the cost of goods manufactured and sold amounting to P 82, 656.80 .

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