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GM2 PRINTE SHERTE

ENTERPRISE DEVELOPMENT PROJECT

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~~CM2~~ PRINTE SHERTE

**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)**



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ABSTRACT

JIMENO, M., ROM, S., AND VILLELA, M., CM2 Printe Sherte, an Enterprise Development Project. Bachelor of Science in Business Management Major in Marketing. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Teddy F. Tepora.

An enterprise development project entitled CM2 Printe Sherte was conducted to: describe the printing and marketing strategies used by the project; determine the profitability of printing and selling of products; and identify the problems encountered by the business to come up with feasible solutions on the problems identified

The project was conducted from September 6, 2001 to February 22, 2002 in Pajo, Alfonso, Cavite with an initial investment of P42,000.00, which was initially shared by the entrepreneurs.

The production and delivery of goods were done depending on the needs of the customers. The products printed and sold by the entrepreneurs included t-shirts, calendars and banners. The prices of the products were based on the existing market prices of printed items.

During the four-month operation of the project, the entrepreneurs generated a total sale of P51,980.00 and incurred an amount of P14,147.00 total expenses. After deducting the total cost from the total sales, the enterprise obtained a net income of P5,645.27.

The project obtained the following figures at the end of operation: 13.44 percent return on investment (ROI); 11.085 percent return on assets (ROA); and 10.86 percent return on sales (ROS).

The enterprise experienced problems during the operation. Problems identified included: unavailability of materials; urgency of orders; and delayed payments of customers. The proponents had to go all the way to Divisoria and Tulco, Sta. Mesa to secure the needed t-shirts and textile paints. The places were chosen because they were the only places where all the necessary production raw materials can be found at the lowest costs. To meet the high demand of products during peak seasons, the entrepreneurs hired two laborers who assisted them in the production and marketing of the products.

In such line of business enterprise, it is recommended that exertion of effort and work dedication are important tools for its operational success.

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CM2 PRINTE SHERTE¹

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INTRODUCTION

Printing is the art of recording ideas and thoughts on paper, t-shirts, banners and posters in a legible and attractive style, suited to the use that is to be made of the printed piece. It involves the use of ink and other kinds of paint and is squeezed through a stencil consisting of solid and porous sections of the stencil. The process is usually in the form of a rubber blade. Since silk is generally used today for the porous section of the stencil, the process is referred to as silkscreen printing (Cleeton, 1956).

The printing service industry is a formidable force in the society. It is usually customer-driven as manifested in the printing of quality products for total customer satisfaction amidst the ever-present financial crises and concerns. Individuals who are engaged in this industry usually acquire and possess a sound knowledge on the design, operation and management of printing and selling printed items (Cleeton, 1956).