

## ABSTRACT

**ESPINOSA, MARIA WILMA S. 2011.** Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. **HOMEMADE PORK TOCINO: AN ENTREPRENEURIAL UNDERTAKING**

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The study developed the homemade pork tocino as an entrepreneurial undertaking in Naga City. Specifically, it answered the following questions: 1.) What are the necessary qualities of an entrepreneur to sustain the production of tocino? 2) What are the sensory characteristics of pork tocino along: (a) taste; (b) aroma; (c) tenderness; (d) juiciness; and (e) appearance? 3) What is the perceived impact of homemade pork tocino making on the family?

Descriptive-evaluative research design was used to find out the characteristics of tocino. A questionnaire was formulated and used as main tool in gathering data. The data gathered were analyzed and treated through the use of frequency distribution, percentage, ranking and weighted mean.

The major findings were: 1.) Among the three qualities, Personal Hygiene ranked first with a weighted mean of 4.62. Good service and approachable (4.44) was second and hardworking (4.30) ranked last. All of these were interpreted as Very Satisfactory. 2.) For the *sweet tocino flavor*, the findings were as follows. Along taste, absence of pork flavor had a mean of 4.88 interpreted as Very Satisfactory at rank 1. At rank 3, was like extreme sweet flavor with a mean of 4.48 interpreted as Very Satisfactory. Along tenderness, the capacity of pork tocino to break or separate when chewed (4.46) was ranked first interpreted as Very Satisfactory. Exact softness (4.38) was last and interpreted as Very Satisfactory. Along aroma, the characteristic of Perceptible had a mean of 4.44 and interpreted as Very Satisfactory at rank 1. Pronounced aroma had a mean of 4.34 and interpreted as Very Satisfactory at rank 3. Along Juiciness, slightly tough (4.40) was rank 1 and interpreted as Very Satisfactory. The last was pronounced with a mean of 4.12 interpreted as Satisfactory. Along appearance, the characteristics of old rose in color had a mean of 4.64 at rank

1. The last was lightly tough with a mean of 4.22. All of these were interpreted as Very Satisfactory. Across the 5 characteristics, the most preferred was taste at a mean of 4.71 and the least preferred characteristics was juiciness at 4.25. This implies that while the taste is acceptable, the juiciness has to be improved. The product may be dry and does not melt in the mouth. For the *spicy tocino flavor*, the findings were as follows. Along taste, very pronounced had a mean of 4.70 interpreted as Very Satisfactory at rank 1. Absence of pork flavor had a mean of 4.12 interpreted as Satisfactory at rank 3. Along tenderness, exact softness had a mean of 4.52 at rank 1 interpreted as Very Satisfactory. Capacity of pork tocino to break or separate when chewed had a mean of 4.20 interpreted as Satisfactory at rank 3. Along aroma, Perceptible had a mean of 4.56 at rank 1 and the last at rank 3 was Pronounced with a mean of 4.36. Both are interpreted as Very Satisfactory. Along juiciness, Slightly sticky and Absence of juiciness with a mean of 4.28 each at rank 1 interpreted as Very Satisfactory. Pronounced with a mean of 4.10 ranked last interpreted as Satisfactory. Along appearance, Lightly tough (4.64) was first and interpreted as Very Satisfactory. Old rose in color (4.16) was last interpreted as Satisfactory only. The average weighted mean for spicy tocino flavor was 4.38 interpreted as Very Satisfactory. Across all characteristics, aroma had the highest mean of 4.46 closely followed by appearance at 4.45. The lowest mean was juiciness at 4.22. This implies that the spicy tocino was most preferred in its aroma and appearance. Just like the sweet tocino, it did not meet the expectation of the respondents along its juiciness. 3.) Findings shows that small business to augment family income (4.56) ranked first interpreted as Very High. Sustaining needs/wants of the family (4.18) was second and Satisfaction of small business (3.70) ranked last both interpreted as High.

The major conclusions were: 1.) Personal hygiene is the most necessary quality of an entrepreneur to become successful. 2.) The study concludes that between the sweet tocino and spicy tocino, the characteristics of the sweet tocino was more preferred by the respondents than the spicy tocino. and 3.) Tocino making, though only a small enterprise at the household level, is perceived to contribute to the income of an ordinary family.