

EXECUTIVE SUMMARY

Letran, Ezamae L, Guya, Cristy A, and Galotera Jim Brown L., APRIL 2019. College of Business Administration, Capiz State University Burias Campus, Burias, Mambusao, Capiz.

“COCO LECHE FLAN”

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TRIO's partnership is the name of the business. It will exclusively produce coco leche flan under the brand name “TRIO's COCO LECHE FLAN”. It is an authentic name that is easy to read and remembered and different compared to others.

TRIO's partnership is located at Barangay Baye, Mambusao, Capiz. The market covers the whole Municipality of Mambusao and neighboring Municipalities.

The demand of the product shall be based on the total population (based on the 2015 census of Philippine Statistical year book.) and population growth rate of 2% annually. The total respondents of 400 of which 92% signified their intention to purchase the product. The product projected demand annually are 293,472; 299,328; 305,280; 311,424; and 317,644 packs of coco leche flan (75 grams/pack) for 2019, 2020, 2021, 2022, and 2023 respectively.

The required investment for the business is Php93; 227.75 which will be divided among partners with 31,076 each. The projected sales of the business for the first year is 364,560; second year 387,080.00; third year 432,180.00; fourth year 480,194.00 and the fifth year 533,370.00 respectively. The selling price per pack is Php20.00; for 2019, Php20.00; for 2020, Php21.00 for 2021, Php22.00 for 2022 and Php23.00 for 2023.

The company contributes to the Philippine economy in the form of taxes paid to the government. It generates employment their reducing the unemployment in the Municipality.

The study revealed that the proposed business is feasible in terms of market, production or technical, organization and management, financial and socio-economic aspects.