

EXECUTIVE SUMMARY

This feasibility study sought to determine the acceptability and viability of putting up a printing press in the Municipality of Mambusao. It aimed to determine the acceptability and analyze the viability of putting up a printing press in terms of marketing, technical, organizational and management and financial aspects. It also sought to determine the sustainability of putting up a printing press in Mambusao and describe the socio-economic benefits derived from putting up the project.

The respondents of the study were 97 students, 46 faculty members from different tertiary and secondary schools in the Municipality of Mambusao, and 7 administrators/principals. Two sets of questionnaires, one set for students and another set for administrators and faculty members were used to gather the needed data.

The acceptability level of the project by the students, faculty members and administrators was high.

The project's initial fund is one million six hundred thousand (P1, 600,000.00) which will come from the contributions of the five partners of P320, 000.00 each. This investment will finance the purchase of machineries, equipment, office furnishings, supplies and salaries of its personnel. The project is financially viable based on the income statement, statement of cash flow and balance sheet. The Return of Investment (ROI) is 28.80% or 5.76 % per annum. The computation of financial analysis showed that the proposed printing press has a profit margin of 8.21% annually.

Its sustainability is assured by income derived from printing services from its identified market which is sufficient to finance its operation and overhead cost.

The project is expected to provide investment to the SONIX Printing Press partnership as well as deliver quality and efficient printing services to its clientele, provide employment, generate income to the partnership and the government in the form of taxes.