

EXECUTIVE SUMMARY

The proposed business is a general partnership which will be registered under the name of JRM'S Coconut Shell Display. It will be composed of three (3) partners who will invest money for the initial investment.

The target market of the project consists of the household population of Brgy. Tumalalod, Manibad and Poblacion Proper Mambusao Capiz. Based on the survey conducted, 90% of the prospective customers are willing to buy 4, 5, 6, 7, 8 pieces of pen holder, 2, 3, 4, 5, 6 pices of table display and 20, 21, 22, 23, 24 pieces of keychain products in 5 years and 10% are signifies household respondents are not willing to buy the product.

The product will be sold at the price of ₱ 53/piece for pen holder, ₱ 104/piece for table display and ₱ 14.00 for keychain.

The JRM's Coconut shell display product will be sold to the different household in the Municipality of Mambusao.