

EXECUTIVE SUMMARY

This study aimed to determine the feasibility of the proposed project in terms of market, production or technical, organization and management, financial and socio-economic aspects.

Students were considered as the target of the study and with 360 total respondents, 86% are willing to patronize the product. The product will have a projected annual demand of 158,832 pcs, 163,584 pcs, 168,336 pcs, 173,376 pcs, and 178,560 pcs of Coconut Yema for 2019, 2020, 2021, 2022, and 2023, respectively. It will be sold using direct distribution to the customer. The product was estimated to generate sales amounting Php201,801.00 for 2019, Php207,870.00 for 2020, Php216,264.00 for 2021 Php222,798.00 for 2022 and Php229,473.00 for 2023.

The proposed business will be located at Brgy. Poblacion Jamindan Capiz, Jamindan National High School, Jagnaya National High School, Lucero National High School, and Macario Bermejo National High School. It will be operate 3 days a week. The firm expect to increase its production by 3% in succeeding years.

The firm will be registered under the name of “MARJ’s Partnership” where partnership will share an equal amount of money and resources for the business as well as divide all profits and losses equally among partners. The firm will have one personnel for the first five years of operation. The personnel will also enjoy different benefits required by the government such as PHILHEALTH, SSS and PAG-IBIG.

The proponents will have an initial investment amounting to Php56, 903.66. The return on investment (ROI) of the proposed business is 15.06%. The initial investment is expected to be recovered for 2 years, 10 months and 6 days. Furthermore, the business has a net present value of Php11, 204.75 and the internal rate of return 36.4222% for its five years of operation.

The proposed business will generate income for the government in the form of taxes, provide employment to the community and also promote environmental awareness and protection. The study revealed that the proposed business is feasible in terms of market, production or technical, organization and management, financial and socio-economic aspect.