

## 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.

Households were considered as the target of the study and with 389 total respondents, 94% are willing to patronize the product. The product will have a projected annual demand of 40,320 packs, 41,13 packs, 41,952 packs, 42,768 packs, 43,632 packs of Fammy's Boneless Bangus for 2018, 2019, 2020, 2021, 2022, respectively. It will be sold using direct distribution to the customer. The product was estimated to generate sales amounting Php1,777,728 for 2018, Php1,822,053 for 2019, Php1,866,575 for 2020, Php1,911,097 for 2021 and 1,955,422 for 2022.

The proposed business will be located at Mambusao wet public market, Poblacion Tabuc, Mambusao, Capiz. It will be operate 5 days a week. The firm expect to increase its production by 2% in succeeding years.

The firm will be registered as Fammy's Partnership were partners will share equal amount of money and resources for the business. The profits and losses will equally be divide among partners. The firm will have three personnel for the first three years of operation and will hire additional personnel every three years. The personnel will also enjoy different benefits required by the government such as PHILHEALTH, SSS and PA-IBIG.

The proponents will have an initial investment of Php170,000.00. The return on investment (ROI) of the proposed business is 38.94%. The initial investment is expected to be recovered for 2 years and 1month. Furthermore, the business has a net present value of Php273.72 and the internal rate of return 29% 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 aspects.