

## **EXECUTIVE SUMMARY**

The feasibility study aims to the acceptability and profitability of Camote doughnut in the Municipality of Jamindan. It was mainly conducted to determine the feasibility of producing and marketing of Camote doughnut in terms of its market, technical, socio-economic, organization management, and financial aspect.

The proponents' product will be marketed to the students of different educational institutions in Jamindan namely; Jamindan National High School, Jamindan Elementary School, Jagnaya National High School, Lucero National High School, and Macario Bermejo National High School. The students of the five educational institution were chosen because of their purchasing power.

The proponents made an assumption that 15% of the students are the potential market of the propose product. The propose business can produce 60 000 pieces per year and is assumed to increase by 5% annually.

The propose business will be at Sta. Cruz St. Corner National Highway Poblacion, Jamindan, Capiz. The place was chosen because it is located along the highway which means that it is accessible to all forms of transportation and to the customers.

The propose business is Camote doughnut which will be sold through indirect distribution channel. The business will be named "JINMARKEL's Camote Doughnut", which is a general partnership form of organization and to be manage by the three partners.

The contribution of each proponents is the source of the financial needs for the propose business. The initial investment of the business is 151 031.00 which include the start-up cost, capital investment, and the working capital. The project is financially profitable based on the financial statement of the business. The return on investment (ROI) is 46.80%, and a payback period of approximately 1 year and 9 months which means that the investor can recover his investment in a short period of time. Furthermore,

the net present value (NPV) of the business is Php48 440.21 and the internal rate of return (IRR) is 36.149143%.

Based on the study, the researcher were able to find out that the production of Camote doughnut is possible. The group recommend to conduct further studies to enhance the quality of Camote doughnut and for expansion purposes.