

EXECUTIVE SUMMARY

The business will be registered under the name of JAJ's Partnership which will be established in the Municipality of Mambusao. The business name was derived from the first letter of the proponents name. It will be composed of three general partners who will invest equal amount of capital and other resources necessary for the operation of the business.

The proposed project will JAJ's Banana Fruitcake. Its projected demand was based on the per capita consumption of banana given by the Philippine Statistics Authority. The proposed product was banana fruitcake made from sugar, oil, eggs, vanilla, banana, all-purpose flour, salt, baking soda and wine. It will be sold at a price of Php15 per slice for its first year of operation and it will increase at 3% every year.

For technical aspect, the business will operate five (5) days a week with the production capacity of 200 slices per day, 1000 slices per week, 48 000 slices in the whole year.

The total project cost of the proposed project is Php183, 268.35 that includes the start-up cost, fixed investment and working capital. The proponents decided to look for possible source of funds which could be the difference funding agencies and prospective investors.

The business requires a total investment of Php183, 268.35. It had a return on investment of 86.52%, payback period of 1 year and 1 month, a net present value of Php254, 923.74 and positive internal rate of return of 83.14%.