

EXECUTIVE SUMMARY

The proposed business is Cellyn's Partnership. It sought to determine the acceptability and profitability of Bukayo Balls in the Municipality of Mambusao. The business will be located at Mambusao Public Market Mambusao, Capiz. . The total population of the target market is 33,224 (5-69 years of age) with the computed sample size of 400. The target market will be the Municipality of Mambusao but the proponents used fish bowl method to choose 3 barangays that will represent the Municipality of Mambusao. The 3 Barangays includes; Brgy. Poblacion, Proper, Mambusao, Capiz, Brgy. Manibad, Mambusao, Capiz and Brgy. Tumalalud, Mambusao, Capiz

The demand for Bukayo Balls was based on the survey conducted by the proponents among respondents of the three barangays in the Municipality of Mambusao. The result showed that 83% (33,224) of the population are willing to buy the product but the proponents made an assumption that only 10% (2,758) of 83% will be the target market. The projected demand was assumed to be 60,000 packs, 61,200 packs, 62,424 packs, 63,672 packs and 64,946 packs for 2019, 2020, 2021, 2022 and 2023 respectively.

The proposed business intends to sell its product through direct distribution. The proponents assumed that the prices of the product will remain the same for the next five years. The proponents further assumed an allowance for damage of 5% for 2019, 4% for 2020, 3% for 2021, 2% of 2022 and 1% for 2023. Hence, the projected sales for the business shall be Php456, 000.00 in 2019, Php470, 016.00 in 2020, Php484, 408.00 in 2021, Php499, 888.00 in 2022 and Php514, 376.00 in 2023.

The proposed business will produce Bukayo Balls using young gelatinous coconut, mascuvado and cinnamon flavor as its main ingredients.

Cellyn's Partnership is a business enterprise that is owned by three (3) partners who will contribute equal amount of money and other resources needed to operate the business, likewise profit and losses will be divided equally by the partners.

The financial requirements of the proposed project will be sourced out from the contribution of the partners. The firm shall have an initial investment of Php117, 000.00 including the fixed investment, start-up cost and working capital. The Return on Investment (ROI) of the business is 36%, Payback Period of 1 year, 8 months and 16 days, Net Present Value of the investment using 20% interest rate is Php82, 761.56 and Internal Rate of Return of the investment is 68.7573118%.