

## EXECUTIVE SUMMARY

This study aims 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 target market in the study and with 354 respondents, 85% signified their intentions to purchased product. The product will have a projected annual supply of 14,688 pieces, 14,976 pieces, 15,264 pieces, 15,522 pieces, 15,840 pieces, respectively. The business will be registered under the name of DNJ's GLUCOCO BALLS as a general partnership form of the business. The proposed business will be established in Barangay Balit, Mambusao, Capiz. The business will be using both direct and indirect distribution at the price of Php5.00 per piece, using mark-up pricing. The proposed project will operate 6 days a week and has a capacity to produce 380 pieces per day, 9,120 pieces per month and 109,440 pieces in the first year of operation. The production will increase 2% every year thereafter. The firm will have 3 personnel, the 2 cook who will receive 14,400.00 monthly and the seller who will receive 7,200 monthly salary. They will also receive the benefits required by the government such as PHILHEALTH, Social Security System (SSS) and PAG-IBIG. Their salaries will increase by two percent (2%) in two consecutive years.

The total project cost of the businessPhp421, 146.00the return on investment (ROI) of the proposed business is 29%. On the other hand, the initial investment is expected to be recovered for 4 years. Furthermore, the net present value (NVP) of the investment using the 20%, the interest rate is Php47, 206.31 and the internal rate of return (IRR) is 14%.

The proposed business will generate income for the government in terms of taxes, provided employment to the community and also promote environment awareness and protection.

The study revealed that the proposed business is feasible in terms the market, production or technical, organizations and management, financial and socio economic aspects.