

EXECUTIVE SUMMARY

This study aimed to determine the feasibility of the proposed project in terms of market aspect, production or technical, organization and management, financial and socio-economic aspects.

Household populations were considered in the study and with 377 total respondents, 81% signified their intentions to purchase the product. The proponents considered 15% of those households who are willing and have the capacity to buy as its target market. The product will have a projected annual demand of 78,336 jars, 79,968 jars, 81,504 jars, 83,040 jars and 84,672 jars of pandan coco jam for 2019, 2020, 2021, 2022 and 2023, respectively. It will be sold using direct and indirect distribution and was estimated to generate sales amounting to Php742,632.00 for 2019, Php785,644.00 for 2020, Php829,680.00 for 2021, Php874,740.00 for 2022 and Php920,886 for 2023.

The proposed business will be located at Brgy, Tumalalud, Mambusao, Capiz and it will operate 5 days a week. The firm has the capacity to produce 13,200 jars of pandan coco jam for its first year of operation and expected to increase its production by 4% in the succeeding years.

The proposed business will be registered as GUTSY Partnership where partners will share an equal amount of money and resources for the business as well as divide all profits and losses equally among partners. The firm will have 2 personnel, the cook, who is responsible for preparing, cooking, and selling the product to the customer. And the seller who is responsible for delivering the product to the retail stores and preparing the raw materials for the next day operation.

The cook and the seller will receive a salary of Php6,000.00 monthly and will also enjoy different benefits required by the government such as PHILHEATH, SSS and PAG – IBIG.

The partners agreed to have an initial investment amounting to Php200,226.00. The return on investment (ROI) of the proposed business is 17.79 %. On the other hand, the initial investment is expected to be recovered for about 1 year 1 month and 28 days.

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