

EXECUTIVE SUMMARY

MARKET ASPECT

JRC's Carinderia will provide affordable, healthful and delicious dishes to the customers. Based on the survey conducted, 76% of the population aging 10-60 years old is willing to avail the products offered by JRC'S CARINDEERIA. The target market of the proposed project will be the population of Sigma, Capiz. The market share of the proposed project will increase 5% annually.

JRC'S Carinderia will provide different dishes such as Grilled fish, Paksiw na bangus, Buttered crabs, Buttered shrimp and Oysters (kinilaw). Every dish has its corresponding price. For grilled fish P25 per serve, for paksiw na bangus P20 per serve, for buttered crabs P30 per serve, for buttered shrimp P30 per serve and for oysters (kinilaw) P25 per serve. The project shall be promoted through streamers and fliers.

TECHNICAL ASPECT

JRC'S Carinderia provides affordable, healthful and safety dishes. Every dish has its specific process flow, which is indicated in the process flow chart.

The business will operate 5 days every week 8 am to 4 pm Monday to Friday. The business will be located at Poblacion Sur Sigma Capiz.

ORGANIZATION ASPECT

The business will be registered under the name JRC'S Carinderia as a partnership form of organization. The partners are classified as general partners. The project is composed of 4 members.

The proponents are fourth year Bachelor of Science in Commerce and Bachelor of Science in Business Administration students of Capiz State University, Burias, Mambusao, Capiz.

The proposed business shall have an initial capital of P150, 279.75. In prevailing the dishes, assistance shall be provided by the manager, cook and helper. Personnel shall be paid at minimum starting salary which shall be increased by 5% annually every after 2 years.

FINANCIAL ASPECT

The financial needs of the project will come from equal contribution of each partner. Each of the partners shall contribute an initial amount of P150, 279.75. The contribution of each partner will be used to defray expenses to be incurred during the pre-operating period and the years of normal operation. The acquisition of equipment shall be on cash basis.

The ROI (Return on Investment) is 29%, which means that the business is profitable.

The payback period of 3.31 years, which is the length of time the agency is expected to recover the investment, is acceptable.

The net present value of capital investment is P 302,355.84 which is positive.

The IRR (Internal Rate of Return) is 12%.