

## EXECUTIVE SUMMARY

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

The firm will produce a delicious and nutritious fruits and veggies smoothie. It will be marketed in the three selected schools namely: Mambusao National High School, David Moises Memorial High School and, Capiz State University Laboratory High School- Burias Campus, with a total population of 2,630. Eighty-eight (88%) of the respondents signified their willingness to buy the product. The proponents considered/assumed 30% of those students who are willing and have the capacity to buy as its target market. The product will have a projected annual demand of 66,624 cups, 67,968 cups, 69,408 cups, 70,752 cups, and 72,192 cups for 2019, 2020, 2021, 2022, and 2023 respectively. It will be sold using direct distribution and is estimated to generate sales amounting to Php950, 400.00 for 2019, Php1,017,878.40 for 2020, Php1,087,675.78 for 2021, Php1,159,857.90 for 2022, Php1,234,492.23 for 2023.

The proposed product will be sold in three school canteens in the Municipality of Mambusao, Capiz. The firm will hire three (3) personnel as sales staff. Each of them acts as sales staff in three selected school canteens. It will operate 5 days a week. The firm has the capacity to produce 24,000 cups for its first year of operation and expected to increase production by 2% in the succeeding years.

The firm will be registered as LCM's Partnership where the partners will share equal amount of money and other resources for the business as well as divide all profits and losses equally among themselves. The firm will have three personnel. Each of them will receive a salary of ₱6, 000.00 per month and will also enjoy different benefits required by the government such as PHILHEALTH, SSS and PAG – IBIG.

The total project cost for the business is ₱ 268,898.00. The return on investment (ROI) of the proposed business is 18%. On the other hand, the initial investment is expected to be recovered for about 2 years and 2 days.

The proposed business will generate income for the government in the form of taxes and provide employment to the community.

The study revealed that the proposed business is feasible because the product generated a positive response from the target market. The raw materials needed in the product are also found substantial in the locality and also the human resource requirements are available in terms of quality and quantity, the salaries and wages and benefits of the employees confirm with the existing agencies.