

## EXECUTIVE SUMMARY

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

Household were considered as the target market of the study with 400 total respondents, 92.25% signified their intentions to purchase the product. The proponents considered 20% of that household population who are willing and have the capacity to buy as its target market. The product will have a projected annual demand of 181,728 packs 185,375 packs, 176,016 packs, 192,768 packs and 196,704 packs of meatless coco patty for the year 2019, 2020, 2021, 2022 and 2023, respectively. It will be sold using direct and indirect distribution at Php19.00 per pack where the retailers will be able to avail a commission from the producer. The product was estimated to generate sales amounting to Php311,904.00 for 2019, Php330,942.00 for 2020, Php350,322.00 for 2021, Php371,811.00 for 2022, Php393,661.00 for 2023.

The proposed business will be located at Brgy. Poblacion Tabuc, Mambusao, Capiz. It will operate two (2) days a week and was expected to produce 180 pieces of Meatless Coco Patty daily. The firm expects to increase its production by 5% in the succeeding years.

The firm will be registered under the name of “BOON’s 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 two personnel for the five years of operation. The personnel will enjoy different benefits required by the government such as PHILHEALTH, SSS and PAG-IBIG.

The proponents will have an initial investment amounting to Php74,500.00. The return on investment (ROI) of the proposed business 35.53%. On the other hand, the initial investment is expected to be recovered 1 year, 5 months and 6 days. Furthermore, the business has a net present value Php52,592.52 and the internal rate return 70.54539% for its five years of operation.

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

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