

EXECUTIVE SUMMARY

The proposed business aims to provide nutritional, medicinal and high quality product. To produce an innovative product that would be very beneficial to our health and will offer a very affordable, safe and effective products in the locality.

JOMIVA's longganisa is the name of the business. It focused in the processing and marketing of longganisa with mushroom. It has a very unique name that is suitable and easy to read and it's not hard to pronounce.

JOMIVA's longganisa will be establish in the municipality of Mambusao. The project site will be located at poblacion, tabuc, Mambusao, Capiz. It's strategically located because it is near the market and along the road, and accessible to all means of land transportation.

The demand of the product was based on the survey conducted by the proponents that 30% of respondents are willing to patronize the product.

The required investment for the proposed business is Php389,966.50 which will be divided among partners at 130,988.83. The projected sales of the business for the first year is Php993,767.00 for the second year; 1,010,073.00 for the third year; 1,035,624 for the fourth year; 1,054,659 and 1,083,970.00 for the fifth year.

Based on the result of the study, it was found out that the proposed business is feasible as proven by the positive results of the net present value of 194,616.63 and a payback period of 1 year and 5 months. The return on investment of the project is 65% which is favorable in the part of investors. The internal rate of return is 57% which shows that business is worth investing.

Therefore, it is recommended that JOMIVA's Longganisa will be pursued and will be established at the mentioned site.