

EXECUTIVE SUMMARY

This project sought to determine the acceptability and viability of putting up a Cinnamon Ginger Tea business in the Municipality of Mambusao in terms of Marketing, Technical, Organizational and Management of financial aspects. It also sought to determine the sustainability and the socio-economic benefits that can be derived in putting up the business.

The respondents of the project are the different person who ages 20 to 60 years old in the Municipality of Mambusao as the target market with 23, 050 total respondents, and ninety percent (90%) of ages 20 to 60 years old are willing to purchase the product.

The projected will have a projected annual demand per 5 grams individually packs as of 2019: 1 394 064 , 2020: 463 952 , 2021: 1 536 864, 2022: 1 613 808 , 2023: 1 694 448 . It will be sold using direct and indirect distribution at php 7.00 pesos per pack.

The proposed business will be located at Brgy. Atiplo, Mambusao, Capiz,. It will be operated 5 days a week and will be produce 4,000 of Cinnamon Ginger Tea daily. The firm will increase its production by 10% every year of operation.

The proposed business will be registered as partnership were partner will share an equal amount of money and resources for the business as well as divided all profits and losses equally among partners. The firm have three personnel, the cook and seller. The cook will receive a salary of Php7,000 each per a month while the seller will receive a salary of Php6,000 per a monthly. Each of them will also enjoy different benefits required by the government such as PHILHEALTH, SSS and PAG-IBIG.

The total projected cost the business is Php280, 235.00. The return on investment (ROI) of the business is 83%. On the other hand, the initial investment is expected to recovered by 1 year, 1

months and 21 day. The proposed business will generate income for the government in terms of its taxes, provide employment to the community and will promote environmental awareness.