

EXECUTIVE SUMMARY

The feasibility sought to determine the acceptability and profitability of fish embutido in the Municipality of Mambusao. It was mainly conducted to determine the feasibility of producing and marketing of fish embutido in terms of its market, technical/production, organization and management aspect, financing, financial, and socio economic aspects. The firm will be market its product to the households in the Municipality of Mambusao as well as the passersby from the various places.

Thirty percent (30%) of the total respondents signified their willingness to buy the product. The propose business can produce 14, 400 pieces of embutido per year and assumed to increase by 5% annually. The proposed business will rent a building to the start the business which will be strategically located at Pob. Tabuc, Mambusao Capiz beside the EDNEL PHARMACY. The place was chosen because it is near the public market and is accessible to the costumers .

The contributions of the partner is the source of financial needs of the propose business. The initial investment of the business is Php138, 480.00 which include the stat-up cost, capital investment and working capital. The project is financially profitable based on the financial statement of the business. The return of investment (ROI) is 28%, which is favorable on the part of the investors and a payback period of approximately 1 year and 1 month, which means that the investor can recover his investment at a short period of time. The net present value is Php157, 839.29 and the internal rate of return is 78.18%.