

EXECUTIVE SUMMARY

RJM's Miracream partnership proposes Miracle and Guava Leaves ointment in the Municipality of Jamindan, a feasibility study which aims to determine the acceptability and profitability in terms of its technical, marketing, management, financial, and socio-economic aspects. The production of Miracle and Guava Leaves ointment has the main ingredients of Miracle leaves, Guava leaves and Coconut oil. The production area of the business was located at Barangay Poblacion, Jamindan, Capiz. The partnership was composed of three partners who was contributed money and other resources needed to operate the product. The target market for this venture is the household population from the municipality of Jamindan with a total household population of 10,414 in 2024 and with an increase of 2% for the following years. The potential market is 97%, the assumed target market share is 10% and the market share of 25% will be the same for the following years. The survey results indicated that there will be a demand for 48,480 ointment in 2024, and assumed to increase 2% every year. Moreover, the raw materials needed in the 1st year of operation amounting to 66,904.00 pesos and direct materials are assumed to increase for 2% every year. The business will operate 5x a month and has the capacity of producing 203 pieces small can container of 10g per day with the projected production capacity of 12,186 in the first year of operation. Furthermore, in terms of financial, each of the partners will contribute 66,378.00 pesos with the total of 199,134.00 pesos. These amount will be used to cover all the expenses incurred during the business operation. The business was feasible on the basis of the above mentioned invested criteria. Given that 31.90% is the Return of Investment in the first year of operation, it indicates that there will be a positive or potential return of investment and also it has a payback period of 1 year and 9 months. Therefore, based on the findings and conclusion of the study, the proponents concluded that the proposed project is feasible in terms of the following aspects such as technical, market, financial, management, and socio-economic aspect.