

EXECUTIVE SUMMARY

The proposed business sought to determine the acceptability and profitability of establishing a Garment-Printing and Tailoring Shop in the Municipality of Mambusao. The location will be situated at Brgy. Poblacion Proper, Mambusao, Capiz. The total population of the target market is 9,002 (12-70 years of age) with the computed sample size of 392. The target market will be the school, offices and organizations in the Municipality of Mambusao the proponents choose barangays with the greatest number of schools and from these they did draw lots to determine 3 barangay who participated in data gathering namely which include Brgy. Tumalalud, Brgy. Burias and Brgy. Poblacion Proper, Mambusao, Capiz. The result showed that 82% of the sample size are willing to patronize products and services the business offers. For the projected an annual production was 8,640 tailored garments at Php400.00 per shirt and 10,080 in printing service at Php300.00 per shirt. The business is in general partnership form, where partners of three, who managed six days operation a week and five employed workers who would work six days in a week, receiving salaries and benefits legally. The financial requirements of the proposed project will be sourced out from the contributions of the partners. The project sourced funds from partners 'contributions amounting to Php 420,000.00, a bank loan amounting to 100,000.00 and family loans amounting to Php113,349.00, projecting significant sales and income amounting to Php 633,349.00 with payback period of 2.19.

Socio-economically, the project promised to contribute to local income and employment, environmental contribution, and disaster risk reduction management. In conclusion, the study demonstrated a strong potential for a successful market introduction of Garment-Printing and Tailoring Shop, supported by high consumer acceptance and viable financial and operational plans.