

EXECUTIVE SUMMARY

Lemon Grass with Calamansi Juice Business is a general partnership form of business by three partners which contributed the same amount of capital to establish the business. The business was established at Poblacion Tabuc, Mambusao, Capiz. The project site was accessible to the customers, and it is near the schools and the heart of trading center of the Municipality. The demand of the product has 2% increase annually based on the increase of the population in the year book of the Municipality of Mambusao. The proposed product is Lemon Grass with Calamansi Juice and was be sold at price of Php 13.00 per bottle and it is consistent annually. Technical aspect of the business was operated 6 days a week with capacity of 53,952 bottles per production for the whole year. The required investment for the business is Php 373,226 which was divided among partners at Php 124,409 each. The projected sales of the business for the first year is Php701,376, Php 715,104 for the second year, Php 728,832 for the third year, Php 742,560 for the fourth year and Php 756,288 for the fifth year. The market share of the business ranges from 40%. The business was feasible on the basis of the above-mentioned invested criteria. Based on the findings of the study, the proponents concluded that the proposed project was feasible in terms of the following: The proposed business was found feasible in terms of the following aspects: market aspect, technical aspect, organizational and management aspect, financial aspect and socio-economic aspect. The proposed product was acceptable to the schools because 90% were willing to buy the product and was able to gain positive feedback from the evaluators during the product testing conducted.

Keywords: lemon grass with calamansi juice, acceptability, feasibility