

**ABSTRACT**

**Name of Institution:** De La Salle University - Aguineldo

**Address:** Dasmariñas, Cavite

**TITLE:** The Feasibility study in the production of Fish Sausage.

**Proponents:** Jennifer Hernandez

Maricon David

Rhonda Chin

**Funding Source:** 100% Equity financing.

**Data Started:** June, 1996

**Date Completed:** March, 1997

**Cost:** P1,261,876.57

**OBJECTIVES OF THE STUDY:**

- A. General: To determine the feasibility and viability of the study.
- B. Specific: To give information to those who wants to venture in this kind of business.

**SCOPE AND COVERAGE:**

① [This study only concentrated on the manufacture of fish hotdog.] The target market was focused in Las Pinas, Metro Manila.

**METHODOLOGY:**

The researchers' used various methods of data collection and direct methods of research..hy off

**CONCLUSION AND RECOMMENDATION:**

This study showed that the manufacturing of fish sausage in Salitran, Dasmariñas, Cavite is feasible and profitable and would yield socio-economic benefits. The proponents hereby recommended that there must be proper management. Product quality must always be the top priority while the business must concentrate more on advertising and promotion.

**SUMMARY:****ORGANIZATIONAL AND MANAGEMENT ASPECT:**

② Partnership, as form of business organization, was proposed for this study. The business would have the name of JMR Enterprises. The proposed capital would be P1,261,876.57, as estimated for organizational expenses, to be equally shared among the partners.

**MARKETING ASPECT:**

③ [The marketing of fish sausage will take place in Las, Pinas and the major consumers would be those who belong to the middle and lower strata of people.]

④ [Fish sausage would be distributed in 3 sizes: cocktail, regular and jumbo and will be vacuum packed.] The projected demand for 1996 is 163,883.20 kgs. and is expected to increase to 180,052 kgs. by 2000, while the projected supply for 1996 is 120,338.8 kgs. and expected

to increase to 140,808 kgs. for 2000.

**TECHNICAL ASPECT:**

The fish sausage would be wrapped in reddish brown plastic casings. (4) [The longitivity of fish sausage takes more than 35 days in storage with the use of a preservative known as AF2] (commercial name).

(4) [The principal stages in making fish sausage are bleaching, grinding, agitating, cooking and packaging.]

**FINANCIAL ASPECT:**

The projected working capital estimated for organizational expenses only is P 1,261,876.57.

A single storey building will be constructed at a cost of P 120,000.00.

The pay back period would be 2.18 years.

**SOCIO-ECONOMIC ASPECT:**

This study is principally for people who want to start a small business. The proponents herein attempt to lead and guide them towards a better understanding of the importance of establishing a meduim scale business. Economically, (5) [The proposed business] it will help the government in the promotion of it's social development pograms through the creation of productive employment opportunities,] and contribute to the enrichment of social and economic values of business minded individuals.

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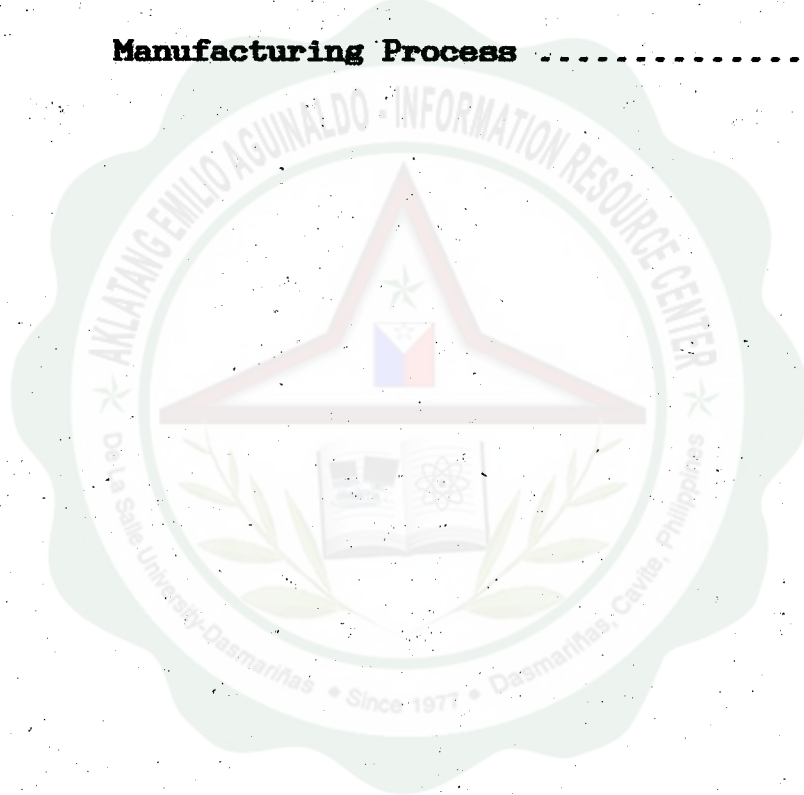
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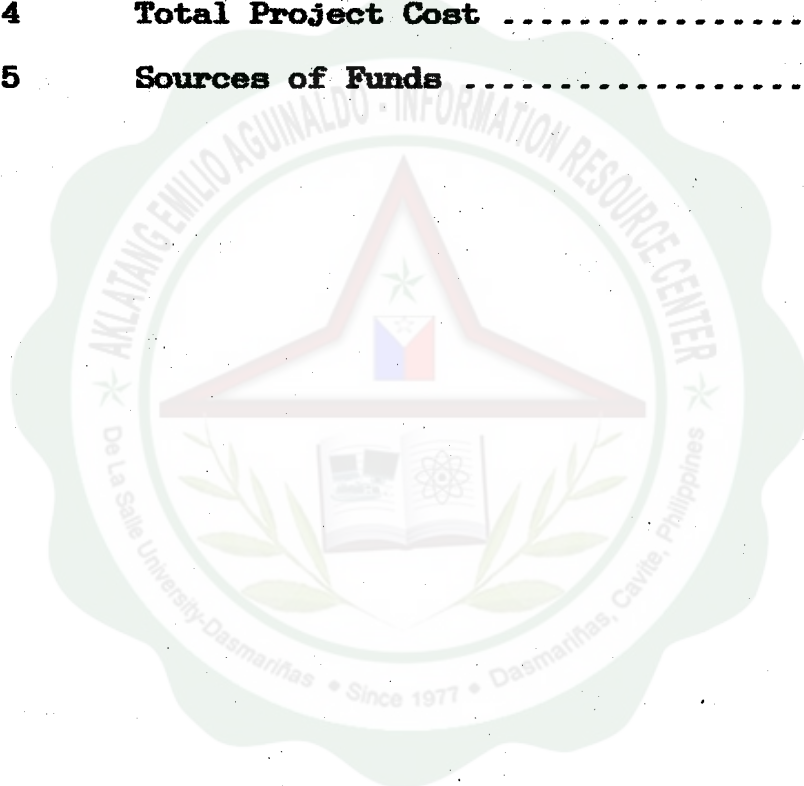
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