

A PROJECT FEASIBILITY STUDY ON THE
PRODUCTION OF PIGEON BREEDING

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FEASIBILITY STUDY ABSTRACT

1. Title :

Pigeon Breeding as a Delicacy

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6. Summary :

The proposed business shall distribute pigeons to Chinese and Oriental restaurants to different parts of Metro Manila. Usually, these kind of restaurants make pigeons as an exotic dish, preferably for Chinese people and for those who are exotic food lovers. One factor that brought about the study was due to limited pigeon breeders in the market, thus the proposed aims to help

these restaurants to have an additional supplier for this kind of delicacy.

The form of business organization is sole proprietorship. The said organization will be composed of the following :

- a. Owner/General Manager
- b. One (1) Marketing Manager
- c. One (1) Breeder
- d. One (1) Caretaker

The primary target market of the business are those restaurants located in Downtown, Binondo and Sta. Cruz, Manila. The total project cost is ₱636,802.50. The said cost shall be shouldered by the Owner/Proprietor, that supplies all the capital from his own personal funds. The return of investment is 35.7% and the payback period is less than two (2) years. The business also aims to be a source of livelihood to some hobbyist and breeders.

TABLE OF CONTENTS

<u>PRELIMINARIES</u>	<u>PAGE</u>
Title Page	i
Approval Sheet	ii
Acknowledgement	iii
Feasibility Study Abstract	iv
Table of Contents	v
List of Tables	vi
List of Figures	vii
List of Schedules	viii
 <u>CHAPTER</u>	
I. INTRODUCTION	1
The Need	4
Statement of the Problem	6
Objectives of the Study	9
Significance of the Study	11
Scope and Limitations of the Study	13
Review of Related Literature	15
Definition of Terms	18
Methodology	19
Treatment of Data	21
 II. ORGANIZATION AND MANAGEMENT	
Objectives	22
Appropriate Form of Business	
Organization	24
Organizational Chart	25
Personnel Specification	26
Qualifications of Key Personnel	28
Salaries and Wages Administration	29
Hiring of Personnel	30
Project Time Table (Gantt Chart)	31
Interpretations	32

III. MARKETING ASPECT

Objectives	34
Market Description	36
Target Market	38
Analysis of Supply and Demand	40
Components of Demand	41
Historical Demand	43
Projected Demand	45
Components of Supply	46
Historical Supply	48
Projected Supply	49
Demand and Supply Gap	50
Sales Forecast	51
Trade Practices	52
Marketing Program	53
Market Share	54
Pricing Policies	55
Channels of Distribution	56
Advertising and Promotion	58

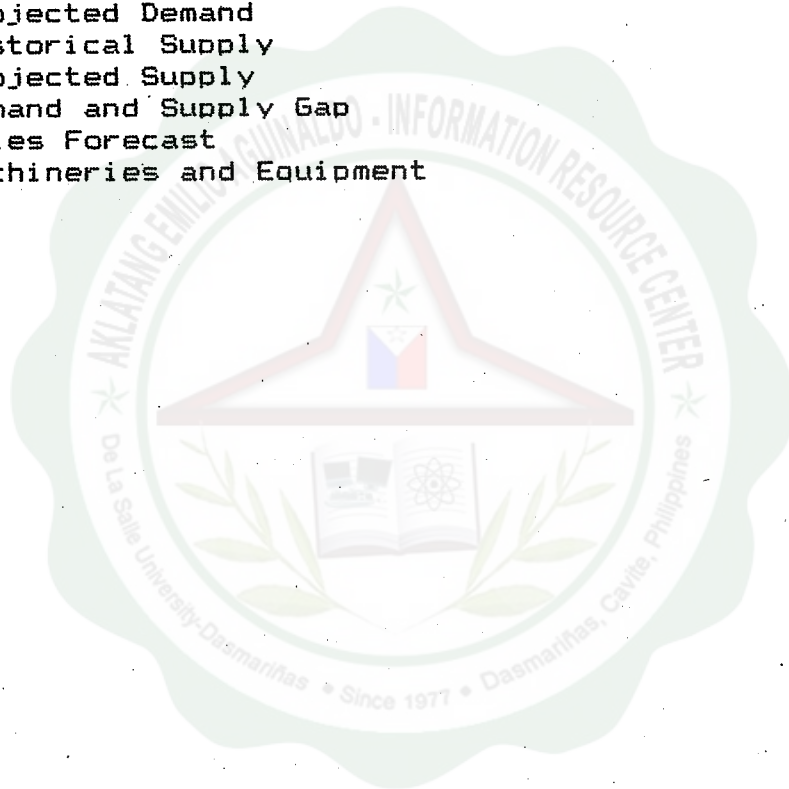
IV. TECHNICAL ASPECT

Objectives	59
Product Description	60
Breeding Process	62
Breeding Flow Chart	63
Location (Project Site)	64
Machinery & Equipment	67
Building Structures and Specifications	70
Raw Materials for Cages	72
Labor and Manpower Requirements	75
Utilities	77
Waste Disposal	79
Production Schedule	80
Production Capacity and Utilization	81
Projected Output	82
Cost of Goods Manufactured/Delivered	83
Production Cost	84

V. FINANCIAL ASPECT	
Objectives	85
Total Project Cost	86
Financial Assumptions	88
Project Financing	89
Pre-Operating Cash Flow	90
Projected Cash Flow Statement	91
Projected Income Statement	92
Projected Balance Sheet	93
Financial Ratios	96
VI. SOCIO-ECONOMIC ASPECT	103
VII. POTENTIAL PROBLEM	104
VIII. CONCLUSIONS AND RECOMMENDATIONS	105
IX. BIBLIOGRAPHY	107
X. APPENDICES	108
Exhibits	109
Derivation of Projected Demand Equation	112
Percentage of Equation for Projected Demand	113
Derivation of Projected Supply Equation	114
Percentage of Equation for Projected Supply	115
Derivation of Demand and Supply Equation	116
Derivation of Market Share Equation	117

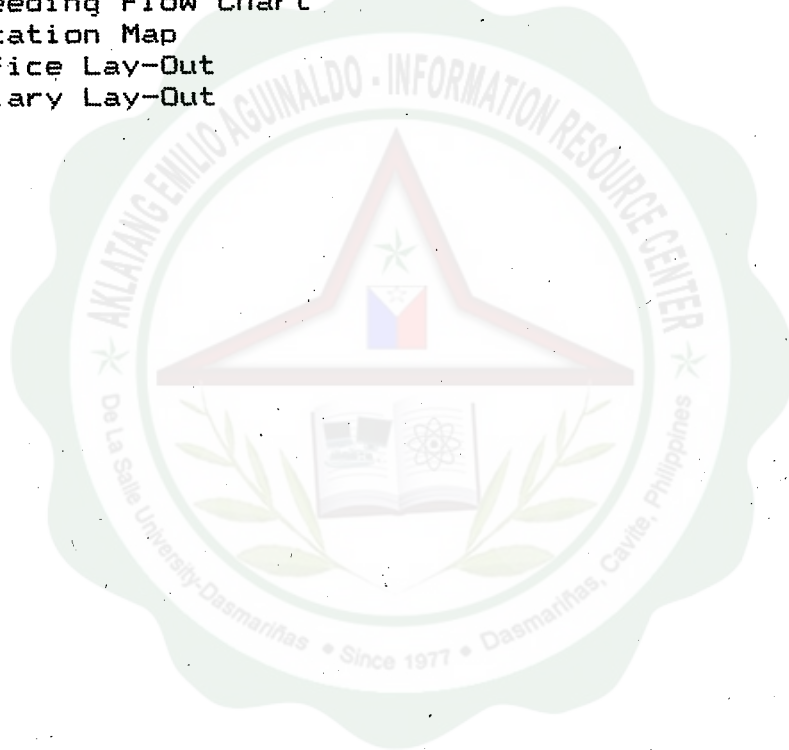
LIST OF TABLES

	Page
Salaries and Wages Administration	29
Historical Demand	43
Projected Demand	45
Historical Supply	48
Projected Supply	49
Demand and Supply Gap	50
Sales Forecast	51
Machineries and Equipment	67



LIST OF FIGURES

	Page
Organizational Chart	25
Gantt Chart	31
Channel of Distribution	57
Breeding Flow Chart	63
Location Map	65
Office Lay-Out	66
Aviary Lay-Out	69



LIST OF SCHEDULES

	Page
Production Schedule	80
Supporting Schedule for Production Cost	84
Schedule for Total Project Cost	86
Schedule for Cost of Sales	94
Supporting Schedule for Operating Expense	95
Supporting Schedule for Financial Ratios	96

