

**A Project Feasibility Study on  
Health Through High - Desert  
in Dasmariñas, Cavite**

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**A Project Feasibility Study  
Presented to the Faculty of the  
College of Business Administration  
De La Salle University - Dasmariñas  
Dasmariñas, Cavite**

**In Partial Fulfillment  
of the Requirements for the Degree of  
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### **TECHNICAL ASPECT**

*Bee Pollen is a flower pollen bees collected and brought back to the hives. Proteins, amino acids, and vitamins are some of the constituents of pollen that are responsible for the health benefits that pollen can generate. Royal Jelly is also called bee milk, a thick nutritious substance which are fed to the bee larvae. Its components includes water proteins, carbohydrates, and various trace elements and vitamins. Royal Jelly is collected from the cells by suction. Propolis, is a substance made and used by bees. It is composed mainly by resins, vegetables waxes and flowers. The bees collect this materials from leaves, flower buds, and bark.*

### **FINANCIAL ASPECT**

*Health through High-Desert will be established for the purpose of engaging in selling High-Desert products. This will be a partnership type. To be a stockist, P350,000 capital is needed to start the operation. They are also required to purchase P100,000 worth of High-Desert product as minimum and maximum of P500,000 within a month*

### **SOCIO-ECONOMIC**

*High Desert offers a very unique business opportunity, through which every individual can develop his/her own business network and start-up capital without any risk.*

**PROJECT FEASIBILITY ABSTRACT**

*Title: High-Desert Business in Dasmariñas, Cavite*

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*Type of Document: Feasibility Study*

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**MANAGEMENT ASPECT**

*The proponents want to become a High-Desert stockist in view of the aim to develop a successful business of their own. Proponents prefer to be a stockist, technically with office consist of training room, staff office equipment and computers. Due to insisting demand and excellent service it give, it continue its growth of production here at almost six years. Proponents have chosen this kind of business, through witnessing several testimonials and discovering the power of the product and its dynamic benefits.*

**MARKETING ASPECT**

*High-Desert product are intended to replace medicines bought in drugstores. This is a food supplement which do not contain chemical substances. Its prospective market for the users are people with problem on health who need increased resistance and disease immunity, health enthusiasts who maintain a healthy body for longer and productive life.*

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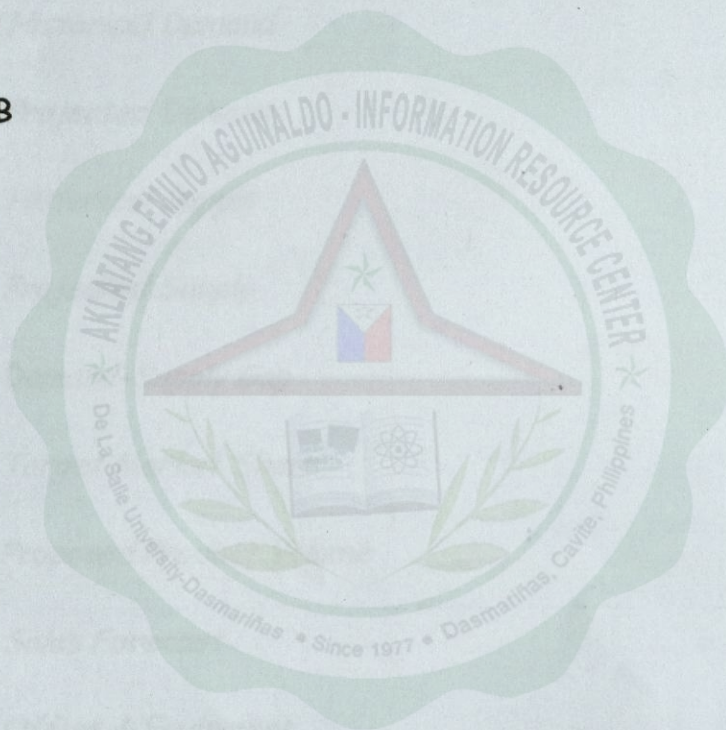
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