

**OBJECTIVE OF THE STUDY :**

A. GENERAL : To determine the feasibility and viability of Manufacturing Gabi Chips and to provide a background information, the appropriate technology to be adapted, its strategy as well as the contribution of the project to the local industry.

B. SPECIFIC : To perceive the management, marketing, technical, financial, and socio-economic aspects of the study.

**SCOPE AND DELIMITATION OF THE STUDY :**

This focuses on the production of gabi chips in Silang, Cavite. It discusses its packaging marketing, financial, and socio-economic aspect of manufacturing taro chips.

Corns of taro are sold in market either by sack, can, pile and in kilograms depending on the local practice of the customer, gabi like potatoes are also frozen and dried.

**METHODOLOGY :**

The researchers used questionnaires in gathering primary data, they only surveyed the retailers, there were two sets of questionnaires, one for the owner / manufacturer / seller, and the other one is for the consumer.

For the secondary data, some information were gathered from books, pamphlets, magazines, dictionaries, and other sources.

The researchers also went to Technology and Livelihood Research Center (TLRC), De La Salle University - Dasmariñas Library, and National Statistics Office (NSO) in Trece Martirez, Cavite.

All the information gathered would help the researchers to come up with all the important informations about the performance of the product in the market and the consumers buying behavior. Since this a new product this would be a big help to the prospective products of taro chips, this can serve as their reference and guide in entering this kind of business. For the consumers, this can be a delicious snack at a cheaper price and also nutritious as well, which will give them the nutritional value they need.

**MAJOR FINDINGS :**

The authors found out that there is a need to put up a new manufacturing of chips for the consumers benefits to taste a new and different snack that the children and young adults will really like it.

**CONCLUSION :**

Based on carried review and research of all the facts presented, discussed, and in view of the historical background of Gabi Chips, its social and economic desirability and the increasing demand on snacks, it shows that there is a need of putting up a Gabi Chips Manufacturing Business in Cavite.

In addition, the marketability and financial assumption made showed a bright outlook on this kind of business.

**RECOMMENDATION :**

The proponents recommend that the owner should have an expertise in the administration and supervision of the business . Furthermore, he should have a background in chips manufacturing. The proponents also recommend future researchers to gather more data and