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PROJECT SUMMARY

TITLE: Dried Mango Slices in Silang, Cavite

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TITLE OF DOCUMENTS: Feasibility Study for Business Research

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Cavite

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SUMMARY:

**I. Organization and Management Aspect**

The form of organization adopted in this study is Sole Proprietorship. The researchers prepared this type of organization because of smaller initial capital needed,



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easy to establish, subject to lesser legal requirement.

The manpower requirements were composed of 1 supervisor, 1 clerk, 1 salesperson, 1 driver/messenger, 5 laborers (receiving area), 10 laborers (processing area).

### II. Marketing Aspect

At present there are several major manufacturers of Dried Mango in the Philippines. However, of great interest in no local manufacturers are packing dried mango in a polythylene bag with plastic sealer to maintain the freshness of the product to be marketed in Silang, Cavite as initial stage.

[The primary target market of the business are the institutional markets like; grocery stores, supermarkets, mini-markets, public and private market and school canteens. The business also considers its target markets those who have positive attitude towards dried fruits.]

Due to high demand of dried mango, the business assumes atleast 3 packs of dried mango for the upper level and 2 packs of dried mango for the middle class which will be consumed annually in order to get the annual demand.



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### III. Technical Aspect

The proposed product will be purified and refined and it will be high grade in quality. It will be packed in 100grams per pack.

The manufacturing process can be done by 1st, receiving; 2nd, ripening; 3rd, grading and sorting; 4th, washing; 5th, slicing; 6th, scooping; 7th, cutting; 8th, syruping; 9th, draining and rinsing; 10th, laying; 11th, drying; and lastly, cooling and sealing. After all these processes, the packed dried mango is now ready for storage and distribution.

The plant site is located in Silang, Cavite and appears to be appropriate in view of the following:

1. Availability of raw materials
2. The lot of the plant site is free as a contribution of one of the owner of the business.
3. The supply of the raw materials will come from Laguna, Batangas and near by towns such as Alfonso, Amado and Indang.

### IV. Financial Aspect

The study reveals that the proposed firm will need an initial investment of 1,029,892.60 to finance the whole business operations. The sole proprietorship shall



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provide 205,978.52 or 20% of the total project cost as equity. The loan component shall comprise 80% of the total project cost and shall be accessed from the Bank of the Philippine Island.

### V. Socio- Economic Aspect

Socially, the plant will serve a great deal with the social value of the workers with in the community for they will improve the economic stability of their place.

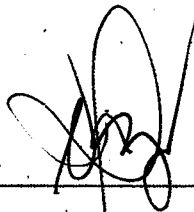
One of the major benefits of this project is the increase of the government revenues, the project will also serve as a job-opportunity in the area. /

Economically, the plant will serve a great deal for the plant needs laborers who don't need any special skills and high educational attainment.



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