

**CASSAVA - TAPIOCA FLOUR MANUFACTURING
IN MARAGONDON, CAVITE**

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

***In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Business Administration***

by

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ABSTRACT

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V. SUMMARY**1.) INTRODUCTION**

“ Kamoteng kahoy “ also known as cassava is one of the many root crops that grows abundantly in our country. We see it grow almost anywhere. It is appropriate that we must utilize resources within our reach. Cassava-tapioca flour like all existing types of flour are made into breads, pies and other similar products. It is also used as thickener for sauces and coating for fried viands.

2.) METHODOLOGY

The research method used was descriptive research. It has been defined as describing systematically a situation or interest factually and accurately. It means that data gathered will be analyzed and

interpreted in order to support our study. Data gathered were from books, encyclopedia, phumphlets and existing studies.

3.) ORGANIZATION AND MANAGEMENT ASPECT

The business will be established in the form of a sole proprietorship. The owner will hire a manager who will be in charge of the overall operations. The business will hire a production supervisor, a marketing officer, a secretary, an accounting clerk, a driver and 15 factory workers.

4.) MARKETING ASPECT

The demand and supply for the product is not as stable as rice or corn flour. But through proper advertising and marketing the demand will increase and become stable. Target market for the product is the municipality of Maragondon together with its nearby municipalities, like-Dasmariñas, Silang, Naic and etc. Bakeries, restaurants, canteens and food stores are among its place of distribution. Product will be sold on a retail and wholesale basis.

5.) TECHNICAL ASPECT

The processing of Cassava-tapioca flour includes the peeling, chopping, drying, grinding and packing of cassava. Finished

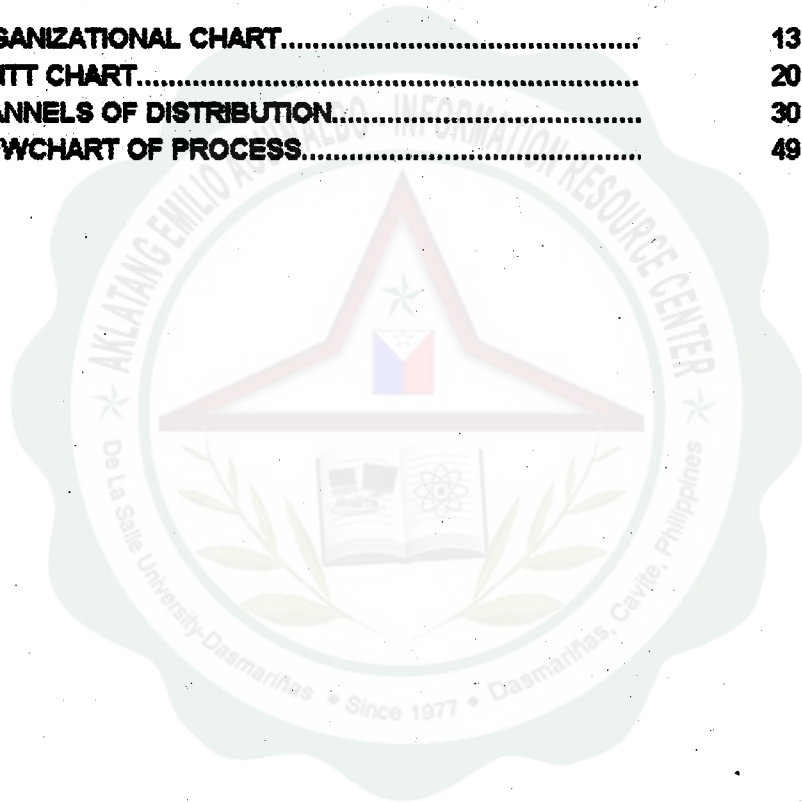
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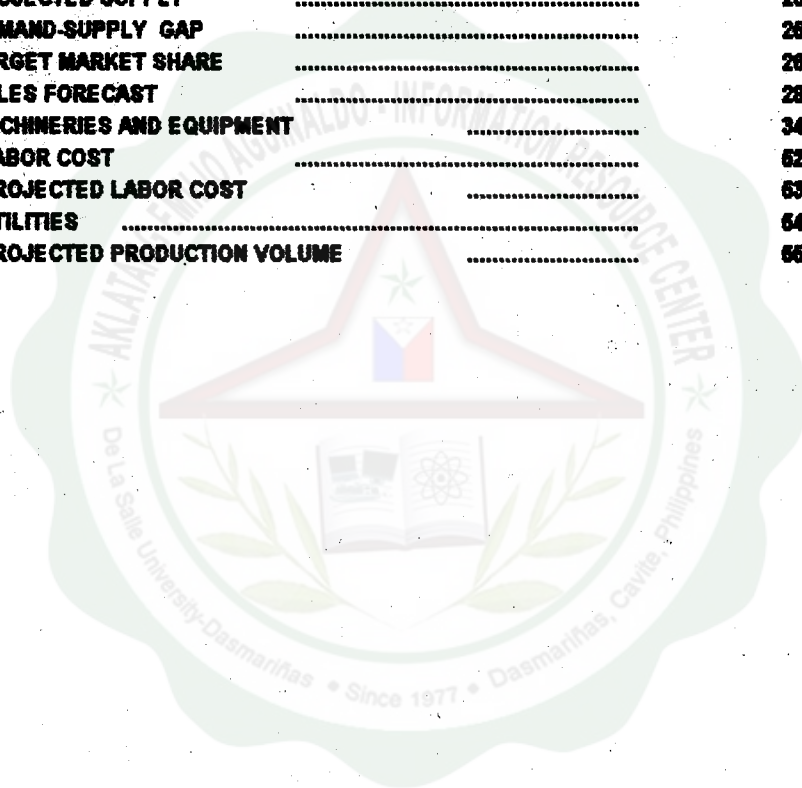
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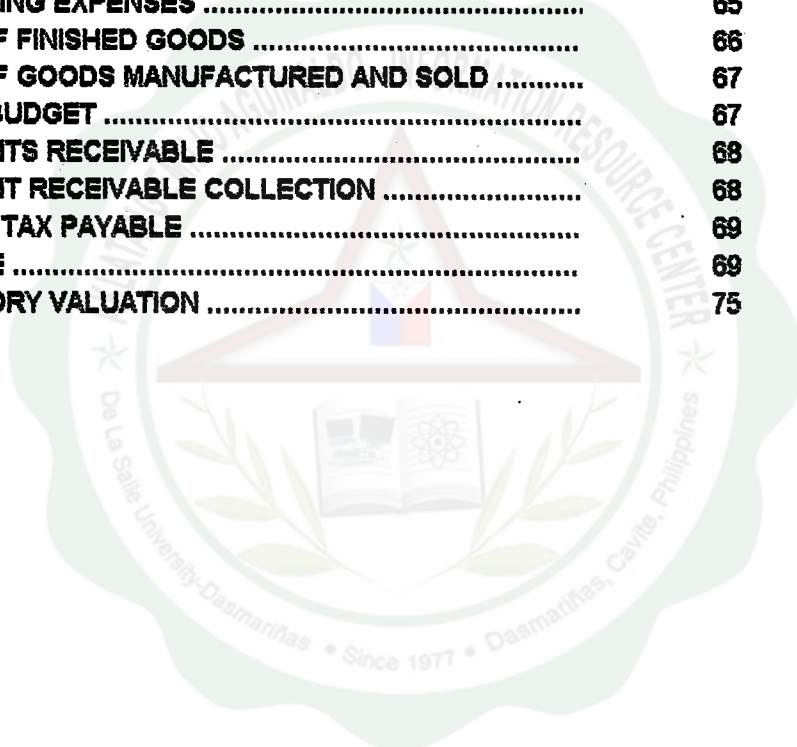
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