

FEASIBILITY STUDY ABSTRACT

1. TITLE:

A Project Feasibility Study on Coconut Flour  
Manufacturing in Carmona, Cavite

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3. TITLE OF THE DOCUMENT:

Project Feasibility Study

4. NAME AND ADDRESS OF INSTITUTION:

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7. SUMMARY:

INTRODUCTION

The coconut industry is a giant in the Philippine Agriculture and Society. Introducing Coco Flour is step toward maximization of the economic returns from the coconut industry by exploiting the situational advantage of the Philippines as a coconut producing country.

Coconut flour is an edible powder, with a particle size of not more than 149 micrones, with a very light tan color and contain 21 - 28% of protein. It improves the usefulness of the press cake which have a greater source of protein for human, from livestock feed or fertilizer, to raw materials of coco flour.

#### MANAGEMENT ASPECT

The business is organized as a corporate form of business organization. Such will offer greater opportunities for raising greater capital. The business will engage fully in coconut flour manufacturing and will operate under the name D'JANS FLOUR MILL, INC.. The search for employee applicant will be guided by job description and job specification implemented by the management.

The feasibility starts from July - October 1994. One year is needed from the feasibility study preparation up to the start of normal operation.

#### MARKETING ASPECT

The D'JANS FLOUR MILL, INC. will follow the usual practices of our flour millers such as using printed cotton bags, giving credit and the two level channel of distribution. Pamphlets and posters will be used in promoting coco flour to capture the consumers' patronage. It is packed at twenty five kilograms per bag and the

selling price is based on TC + ( Total Cost + Desired Profit ) Method.

TECHNICAL ASPECT

Coconut flour manufacturing process involves drying, pulverizing, screening and packaging.

The business site is in South Coast Industrial Estate, located at Barrio Bancal, Carmona, Cavite. Acquiring 650 square meters, the plant is a two storey building where the process starts in the second floor and ends in the first floor.

FINANCIAL ASPECT

The project needs a total cost of ₱ 16,000,000.00. ₱ 3,000,000.00 will be loan to Philippine National Bank using our land title as collateral with 24% interest per annum, payable within five years. The return on investment is 42 % on the preliminary stage and can recover for less than 4 years of operation.

SOCIO - ECONOMIC

The business establishment aims not only for profit but for the welfare and service to entire community.

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