

A B S T R A C T

Name of Institution: De La Salle University - Aginaldo

Address: Bagong Bayan, Dasmariñas, Cavite

TITLE: A Project Feasibility Study on Banana Juice Manufacturing

AUTHOR(S)/PROPOSERS(S): Marie Michelle Capagcuan
Michael John Gutierrez
Al Francis Hernandez

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DATE STARTED: June 1995 **DATE COMPLETED:** FEB. 1996

OBJECTIVES OF THE STUDY

A. GENERAL:

To determine the feasibility and viability of establishing a Banana Juice Manufacturing Business in Trece Martires City.

B. SPECIFIC:

To inform the consumers that banana can be manufactured into a juice.

SCOPE AND COVERAGE:

The production plant of banana juice will be located in Trece Martires City. The business will be named MFM Banana Juice.

The company's production concentrates on banana juice that will be sold to the wholesalers, retailers, and consumers.

The study covers a five year projection of the sales and production activities of the business.

METHODOLOGY:

The proponents conducted interviews with people working in different government agencies like Technology and Livelihood Research Center (TLRC), Department of Trade and Industry (DTI), and National Statistics Office (NSO). To gather additional information on banana, the data were based on primary and secondary sources.

MAJOR FINDINGS:

The proponents found out that there is a high demand for canned fruit juices compared to the supply

that the industry could handle.

Thus, the proponents will target a sizeable amount of the market share.

CONCLUSIONS:

The banana juice manufacturing business in Trece Martires City is feasible and viable. Based on the primary and secondary data gathered, it is concluded that banana is one of the various fruits eaten by many Filipinos.

RECOMMENDATIONS:

The proponents recommended that this proposal entitled Banana Juice Manufacturing be implemented.