

ABSTRACT

I. Title: Rubber Adhesive Manufacturing

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Management Aspect

This study purposely wants to establish an adhesive factory to be known as the Wet Fox Adhesives. It is designed to be run on a sole proprietorship basis wherein the manager will exercise full managerial control. This will be categorized as a small-scale business enterprise seen to be a fast growing industry that will be making a name and respectable position in the near future.

Marketing Aspect

The product is intended to supply the needs of the towns of Carmona, Dasmaringas and Biñan, all of Cavite province.

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The factory will cater not only for household needs but also for industry needs - there are a lot of industries needing adhesives in their production processes. The Wet Fox Adhesive is of premium quality but distributed at an affordable price range. Both wholesalers and retailers are believed to be attracted not only in the economic sense but also because of the sensible advertising and promotional campaigns the management intended to pursue.

Distribution will be allocated on the following segments: forty percent (40%) retailers; forty percent (40%) wholesalers and twenty percent (20%) manufacturers. Packaging of the product will show that it is economically wise and very convenient for use and application.

Technical Aspect

The raw materials essential for the production of Wet Fox Adhesives will be gasoline and rubber. The mixing process of these materials will be supervised by appropriate personnel to ensure quality control and to avoid waste of essential materials. Safety measures will also be installed to minimize hazard and the plant layout will also show the time effectiveness and process efficiency of the operation.

Storage of both raw materials and the finished products will be of optimum supervision, this will ensure proper handling of materials and a reasonable maintenance of economic lot.

Financial Aspect

The project will require an investment of two million pesos (P2,000,000). P661,450 will be used in the acquisition of fixed assets such as office furnitures, machineries and equipments, two transportation equipments, factory equipment and factory pieces of furniture. A three month working capital amounting to P848,026 will also be provided. Furthermore, a rental deposit of one year for the use of factory and office building is likewise allocated. The remaining cash of P345,524 will be held for contingency purposes.

Socio-Economic Aspect

This proposed business establishment will be of great contribution to the economic aspiration, not only of the town concerned but also to the whole country as well. It will generate additional jobs which will mean more revenues for the government.

The proper handling and strict supervision of hazardous materials will ensure safety not only on

individuals but also for the welfare of the industries concerned and the environment in general.

Conclusion

The proponents have concluded that there is a bright business outlook in the development of manufacturing rubber adhesive. It is, therefore, worth investing and is feasible and viable.