

FEASIBILITY STUDY ABSTRACT

1. **TITLE:** A Feasibility Study on Manufacturing of Papaya Catsup in Silang, Cavite

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6. **SUMMARY:**

I. INTRODUCTION

Papaya, the fruit of *Carica papaya*, is a big, pear-shaped tropical fruit. Papaya's unusual, slightly sweet taste will create an extraordinary, alternative flavor of catsup. It is rich in vitamins A and C as well as fiber.

II. METHODOLOGY

The researchers acquired primary data by interviewing the product manager of Street Marketing of Universal Food Corporation (UFC). Extensive research was done at the TLRC, DTL, NCSO and DOST. Additional data were gathered from newspapers, magazines, books, recipe book and some government publications.

III. ORGANIZATION AND MANAGEMENT ASPECT

The sole proprietorship form of business organizations was chosen. The enterprise will bear the name "PAPAYUM KETCHUP" to make the people quickly aware of what the product is. The initial capital will be P 3,000,000. The organizational setup is composed of the marketing, administrative and production divisions involving two sales representative, one Food technologists, one accounting clerk, one secretary, three production workers, one driver, two packers, one janitor plus general manager.

IV. MARKETING ASPECT

The business shall produce three sizes of papaya catsup: In 320 grams, 550 grams and 4 kg. It will sold at P 18.50, P 23.25 and P 64.75 respectively. Its target market are wholesalers and retailers. It will be distributed to groceries, convenience stores, supermarkets canteens and restaurants.

V. TECHNICAL ASPECT

The proposed business is expected to produce 48,000 for each 320g, 550g and 4 kg respectively. 96,000 bottles of papaya sauce for the first year of operation and projected to increase 10% annually. The manufacturing process shall undergo sorting, washing, peeling, cutting into halves, removal of seeds, cutting into "1 x "1, liquifying, mixing with other ingredients, straining, packaging and labelling. Supply of raw materials may be procured from the markets of Cavite and its neighboring towns.

VI. FINANCIAL ASPECT

The total project cost of the proposed business is P 1.8 million. The proponents will shoulder 60% while 40% will be loaned. It will generate an income of P 1,067,990 for 1998. Pay back period is 5 years. The proposed project study is feasible and viable as sustained by the profitability measures and therefore, it is considered worth investing.

VII. SOCIO-ECONOMIC ASPECT

The establishment of such business will strengthen the competition in the industry. Thus, providing consumers with more choice. In a wider perspective it helps our country achieve its economic recovery goals. Unemployment rates, at least within the locality of Silang, will be kept at a minimum.