

**ABSTRACT**

**NAME OF INSTITUTION:** De La Salle University-Aguinaldo

**ADDRESS:** Bagong Bayan, Dasmariñas, Cavite

**TITLE:** A Feasibility Study of Lagundi Tablet

**AUTHORS:** Rizalie F. Arayata

Mary Grace P. Fabregar

Agerica M. Malabanan

**FUNDING SOURCE:** Parents      **COST:** P 8,000.00

**DATE STARTED:** June 1994      **DATE COMPLETED:** October 1995

**OBJECTIVES OF THE STUDY:****A. GENERAL**

To determine the feasibility and viability of establishing a Lagundi Tablet Manufacturing Business in the Canlubang Industrial Estate, Silangan, Laguna.

**B. SPECIFIC**

To determine if there is a bright outlook in the development of manufacturing Lagundi Tablets.

**SCOPE AND COVERAGE:**

The "lagundi" tablet is composed of a herbal plant named lagundi.

The manufacturing of herbal tablets will be located at the Canlubang Industrial Estate, Silangan, Laguna. The business will be named "Herba Medica" derived for the word herbal medicine.

The company's production concentrates on Lagundi tablet medicines for children ages 5 to 12 years old, teenagers and adults up to 80 years of age.

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

#### METHODOLOGY:

The data are based on primary and secondary sources. The proponents conducted plant visits on different firms; interviews were also conducted to people involved in this line of business. This is done to observe how the product is being manufactured.

#### MAJOR FINDINGS:

The feasibility study finds that there is no need to buy commercialize, ethical and imported expectorant medicines just to fight common sicknesses and contagious diseases because Lagundi Tablet will be introduced in the market.

**CONCLUSION:**

It is then concluded that the Lagundi manufacturing business in Canlubang, Laguna will be feasible and viable. Based on the primary and secondary data gathered, the proponents concluded that there is a bright outlook in the development of manufacturing Lagundi Tablets.

**RECOMMENDATION:**

After the analysis of the studies of different aspects (marketing, technical and financial) of the business, Lagundi Tablet business can become more effective if: business-minded citizens are encouraged to establish business to its demand and profitability; there are future researchers who gather more data for more advancement, affordable and effective methods in the production of herbal medicines, and if the business can maintain an effective strategy to uplift its sales through the support of the consumer.