

ABSTRACT

TITLE : A FEASIBILITY STUDY ON COCOLUMBER RETAILING IN
DBB, CAVITE 91

No. of Pages :

Author(s) : Alpert T. Agoncillo
Glenn J. Saul
Reynaldo L. Aguas

Type of Document : FEASIBILITY STUDY

Name and Address of Institution :

College of Business Administration
De La Salle University - EAC
Dasmariñas, Cavite

Summary :

This study is focused on retailing of lumber particularly, cocolumber. The authors primary purpose in making this study is to determine the feasibility of marketing a cocolumber.

The authors utilized both primary and secondary data collection and analysis conducting a survey through a checklist and non-checklist interview from selected business areas particularly in Dasmariñas Bagong Bayan.

The data gathered were compiled and tabulated and Statistical analysis and mathematical computations were employed. Based on the results of financial anlysis, the average increase in profit for a year forecast is at

least 45 % . In order to maintain the increase in profit, we should also maintain the average increase in the volume of sales to at least 25 % yearly. Based on our study, good quality, pricing and advertising strategies are very important factors in facing competitors and competition is considered a challenge.

In most of the coconut-producing countries, over-aged trees are observed to be greater in proportion relative to the young trees. This results in a progressive decline in productivity which affects both livelihood of the farmers and the economy of the country. The only solution is to replant these senile palms with more productive varieties or as may warrant, with an alternative orchard variety.

In both cases, it is desirable to clean the plantation area with old-aged residues before replanting operation commence. This is done to avoid the breeding places for pest like the rhinoceros sp., which would devastate both the new seedling and surrounding plantations.

Burning or burying palm logs has been proven to be a laborious and extensive procedure. Consequently, it

was recognized that the conversion of logs into saleable product would be the most profitable way to ensure their extrication from the land. As a result, interest in the utilization of coconut wood was aroused, but this only became a serious and urgent endeavor when large scale replanting projects began. To some extent, the pressing environmental concern coupled with problems in recycling wastes has heightened the interest for cocolumber produce.

The utilization of coconut stems has progressed from being an inconvenient phytosanitary necessity to a promising commercial proposition. The unique properties which make processing difficult also offer the prospect of an extensive range of use. Coconut wood, and agricultural by-product, can now become a renewable base for the timber industry.

The wood is also a basic need of every family. But the price of lumber materials/logs are continuously increasing.

This has led to decreased momentum of the construction projects. Its due to these circumstances that led to the production of cocowood to meet the demant for low cost lumber.