

FEASIBILITY STUDY ABSTRACT**I. TITLE :**

Production of Flavored Banana Snack in
Silang, Cavite, A Feasibility Study

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V. NUMBER OF PAGES :**VI. SUMMARY :****INTRODUCTION**

Production of banana chips has been doing well in the Philippines for the past years. There has been a good performance of it in the market and the consumers are satisfied by its taste and nutritional value. With this scenario, the proponents decided to offer an innovative

product from banana, the Flavored Banana Snack.

Flavored Banana Snack is a good alternative to the usual junk foods available in the market. It is a snack that has nutritional value and yet delicious. The proponents goal is to make the consumer aware of the improve quality of banana chips in Flavored Banana Snack.

ORGANIZATION AND MANAGEMENT ASPECT

The form of business organization that will be adopted by the company is sole proprietorship. This was chosen by the company since it is the simplest form of business organization and it requires smaller capital.

The personnels will include the manager, the production supervisor, sales representative, secretary, four workers, a driver, two packers and a utility personnel.

It will follow the existing practices in giving incentives and benefits. Specific qualifications are set which will be the basis in hiring employees.

A project time table was prepared where all the corresponding activities of the company are given specific time allotment.

MARKETING ASPECT

Presently, there are approximately 4 authorized company producing banana chips in Cavite. They sell

their products through the use of their own store branches. The Flavored Banana Snack will be offered in the market through the use of wholesaler and the retailer.

The target market of the product will be the children and adults alike who loves to eat snacks.

The price was based on the prevailing market price of the product in the market and by considering the price of the raw materials (Saba and other ingredients). There will be discounts for the ones who buys in bulk.

Advertising and promotion will be done by using pamphlets, taste test, billboards and banners on moving vehicles within Cavite.

TECHNICAL ASPECT

This chapter discuss the production process of Flavored Banana Snack.

The raw materials that will be used are, banana (saba), salt, vegetable oil and natural flavorings.

The plant will be located in Lalaan 1st, Silang, Cavite and it will be located in a 150 sq. m lot and the plant will be a 100 sq. m. concrete building.

Machineries and equipment will be bought to be use in the operation of the business.

FINANCIAL ASPECT

The proposed initial capital of the business will be P 1,288,000.00 which will be shoulder by the owner/manager. Net income in 1995 is P 663,573.69 in 1996, P1,008,545.75, in 1997, P 1,512,410.97, in 1998, P 2,115,465.38, and in 1999, P 2,902,579.90.



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