

ABSTRACT

I. Title: Vegetable Hotdog Manufacturing

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VI. Summary:

Management Aspect

The form of business organization will be sole proprietorship. It will be headed by the general manager, who is also the owner. His personnel will be composed of 1 production supervisor, 1 sales representative, 1 secretary/cashier, 1 accounting clerk, 5 production workers, 1 driver and 2 helpers.

The business will carry the name "Probean Food Company" upon the decision of the proponents. It suggests to the consumer how beneficial the product is because of its low cost and yet high quality content.

Marketing Aspect

The name of the product will be "Probean Hotdog" with the subtitle of "The Vege Meal". This vegehotdog product is different from other hotdog customers usually see in the market in terms of content and nutritional value. This product will not include meat in its ingredients but only vegetable materials, mainly soybeans. But even so, it will actually taste and look like real meat.

Hotdogs produced will be sold at prices affordable to families belonging to Classes A, B, C, and D. Target market will be people in Metro Manila from ages 10 - 80 years old.

The channel of distribution will be 70% from wholesalers and 30% from retailers.

Technical Aspect

The sizes of vegehotdog are classified into three: the cocktail, regular and jumbo. Packages of these three sizes vary from 1/4 kilo to 1/2 kilo and 1 kilo.

Raw materials will include wheat gluten, Isolated Soy Protein, Hydrolyzed Vegetable Protein, Potato Starch, Seasoning, Shortening, Food Coloring and Cas-
ing.

Their sources will come from food laboratories such as Griffith Laboratories and Edward Keller Phil., Inc.

The location of the plant will be at B.F. Homes in Paranaque. It will cover a lot area of 350 square meters.

Financial Aspect

The total project cost will be P4,945,000. Sixty percent of the cost will be provided by the owner while the remaining forty percent will be loaned from the bank.

The payback period of the business is two (2) years, three (3) months and twenty five (25) days.

Socio-economic Aspect

The primary objective of this business is to satisfy the need of the consumer and to give them a better alternative kind of hotdog. It is practical to offer this product since this would cater to health conscious people and to low income individuals.

The establishment of this business will give direct employment to more workers and would also benefit the other industries where raw materials will come from.

Conclusion

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