

ABSTRACT

1. **TITLE:** Mushroom Production: A Project Feasibility Study on Oyster Mushroom in Dasmariñas, Cavite.

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3. **TITLE OF DOCUMENT:** Project Feasibility Study

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5. **SUMMARY:**

INTRODUCTION

Mushroom belong to the Class Basidiomycetes and Order Agaricales in the fungal classificaton. This order is composed of fungi forming fleshy, usually umbrella like fruiting bodies, the term mushroom refers to the fruiting bodies.

Mushroom growing is a project which can profit is less than three months to people in rural community. It involves processes that are simple and easy and utilizer waste materials like rice straw,

dried banana leaves, dried water lily and sawdust.

5.1 METHODOLOGY

In starting a business, the location and the kind of business is very important. Consideration and decision is highly needed in putting up this kind of business, it has been analyzed thoroughly what would be the pros and cons of this particular business. Regarding the feasibility, a set of questionnaire and personal interview were utilized to gain additional information.

The investor also used various published and unpublished materials relevant on the study.

5.2 MANAGEMENT ASPECT

OBJECTIVES:

- a. To know the type of business organization that best suit into this kind of business.
- b. To determine the qualifications to be considered in hiring of personnel.
- c. To find out the duties and responsibilities of each personnel.

This type of business is under the category of partnership, the organizational structure of C Mushroom Farm is composed of 9 persons namely, general manager, farm supervisor, bookkeeper/clerk, marketing

man, driver, accountant and 3 farm helpers.

5.3 MARKETING ASPECT

OBJECTIVES:

- a. To know the demand and supply for oyster mushroom.
- b. To determine the cost of oyster mushroom per kilo.
- c. To find out the channel of distribution being used by the supplier.
- d. To determine the technique being used in advertising and promoting oyster mushroom.

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C Mushroom Farm provides quality mushroom at a reasonable price for the targeted market which includes hotels, restaurants, pizza parlors, stores and supermarkets. We used cash discount, quality discount, credit terms and proper packaging, as a marketing strategy. Finished products will be packed or wrapped in a plastic bag, sealed in fresh state to maintain its taste and flavor.

5.4 TECHNICAL ASPECT

OBJECTIVES:

- a. To know the procedure to be follow in mushroom production.
- b. To know the location of the project.

- c. To determine the equipment /planting materials needed in growing this type of mushroom.
- d. To find out the sources of raw materials.
- e. To know how many persons are needed to operate this kind of business.

The production process of oyster mushroom is consist of 4 Phases namely: Stocking of growing bags, mushroom cultivation, harvesting and packaging and the delivery of harvested mushroom.

The polybag method of growing oyster mushroom is more suitable alternative under Philippine climatic conditions. The spawn made from specialized substrate is self-sustaining. All one has to do is to water regularly and harvest. The spawn will do the rest.

5.5 FINANCIAL ASPECT

OBJECTIVES:

- a. To determine the capitalization required in venturing in this kind of business.
- b. To know the amount of profit can an investor gain in this kind of business.
- c. To find out if the type of business

really profitable.

This project will use capital outlay of P 900,000. The net income is P234,220.46 for 1993; and P 299,133.57, P 327,105.60, P 347,329.14 and P 360,481.06 for the years 1994, 1995, 1996 and 1997 respectively. The payback period is 3 years and 2 months, the rate of return of investment is 26.02%.