

PEANUT BRITTLE

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FEASIBILITY STUDY ABSTRACT**TITLE:** Production of Peanut Brittle in Tagaytay City**AUTHOR:** Roderick P. Octaviano

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University-Aguinaldo, Dasmariñas, Cavite**DEGREE:** Bachelor of Science in Business Administration**YEAR COMPLETED:** 1994**NO. OF PAGES:** 4**SUMMARY:****I. ORGANIZATIONAL AND MANAGEMENT ASPECT**

The production of peanut brittle is a small-scale business. The chosen form of business organization is a single or sole-proprietorship.

There will be four (4) personnel, the manager who owns the business; the salesperson who will be assigned in selling the product; the worker who will be incharged of the production; and the helper. Employee will be given just compensation.

II. MARKETING ASPECT

The target market of the business will be the tourists, the people who resides near the business



sight and the industrial users./

Also, the supply and demand of the product was being discussed in this chapter. The trade practices of the company. In terms of the advertising and promotion of the product the business will be using bill boards, attractive decorations and the most important is the high quality that the business can offer.

III. TECHNICAL ASPECT

In this aspect the physical and chemical properties of the product are being discussed. The business will use a single-detached building. The raw materials of the product are sugar, paenuts, margarine, baking soda and salt. The operation will be located in the area of Tagaytay. Machinerics and equipment will be purchased for the production of the product.

IV. FINANCIAL ASPECT

The initial proposed capital for the production of peanut brittle is P250,000.00. The initial proposed capital is sub-divided as follows: fixed capital P107,440.00, working capital P58,402.00, pre-operating expenses P5,000.00 and the remaining P79,158.00 will be for the contingency plans of the business.



V. SOCIO-ECONOMIC ASPECT

The proposed project can offer job for the unemployed person, give fair wages and incentives to the workers. The business contribute to the government by means of taxes from operation.

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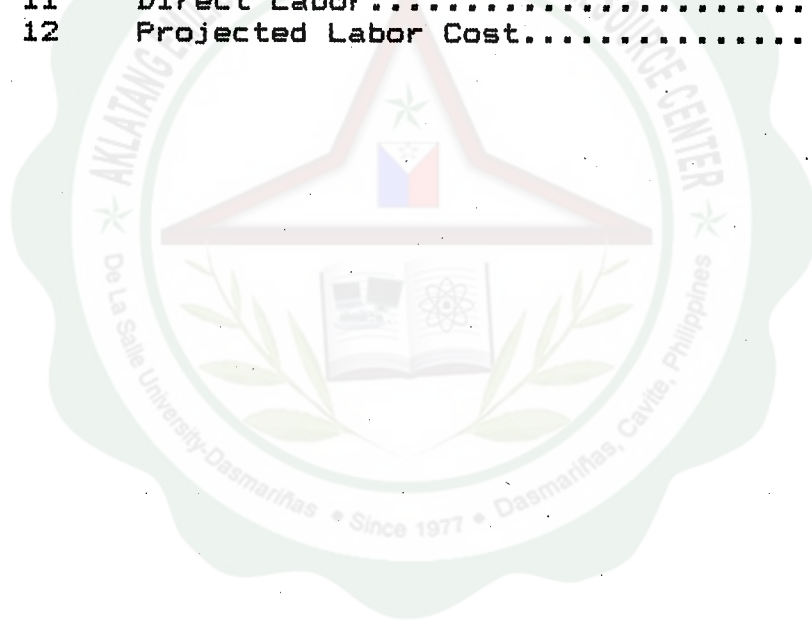


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