

Abstract

Name of Institution: De La Salle University - Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite

Title: Production of Gabi Jam in Cavite

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OBJECTIVES OF THE STUDY:

A. GENERAL:

To determine the feasibility of manufacturing Gabi Jam and to provide a background information, the appropriate technology that has to be adopted, its strategy as well as the contribution of the project to the local industry.

B. SPECIFIC:

To know the management, marketing, technical, financial aspects of the study.**SCOPE AND COVERAGE:**

This Feasibility Study entails the establishment of Gabi Jam Manufacturing that will be established in the local industry particularly in Cavite.

METHODOLOGY:

In acquiring essential information and ideas, the exploratory and descriptive methods through the use of primary and secondary data were used. Some substantial information were gathered from books, pamphlets, encyclopedias, dictionaries and other source to support the study.

MAJOR FINDINGS:

Gabi Jam could be an alternative for the usual expensive jam that is sold in the market. It will serve as a spread with your favorite breads or any other baked goods. It is a unique product since it is made from a root crop and will suit the taste of the Filipinos because of its "ginataan taste." Gabi jam contains essential food elements such as carbohydrates, vitamins and minerals which the body needs.

CONCLUSIONS:

Through the research and review done of all the facts presented, discussed and in view of the historical background of Gabi Jam, its social and economic desirability and the increasing demand on jams or any other spreads, it shows that there is a need of coming up of a Production of Gabi Jam Business in Cavite.

In accordance with the marketability and financial assumptions made it showed that there is a future for this kind of business.

RECOMMENDATIONS:

The proponents recommend that the owner must be an expert with the administration and supervision of the business. Besides, he should have a background in jam making. The proponents also recommend to have more data on a more advance, affordable and effective process in producing jam.

