

ABSTRACT

NAME OF THE INSTITUTION: De La Salle University-
Aginaldo

ADDRESS: Dasmaringas, Cavite

TITLE: Manufacturing of Carrot Chips in Silang,
Cavite

AUTHORS/PROponents: Maria Loreta L. Belardo
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COST: P2,450

FUNDING SOURCE:

The project feasibility study was funded by the author's parents.

DATE STARTED: July 1995 **DATE COMPLETED:** Oct. 1995

OBJECTIVE OF THE STUDY:**A. General**

The project was designed in order to introduce another type of snacks in the market in the form of carrot chips, a nutritious and at the same time affordable snack.

B. Specific

To determine the different requirements and information on the following aspects of the organization of the business: management, marketing, technical, financial and socio-economic.

SCOPE AND COVERAGE:

The feasibility study on manufacturing carrot chips in Silang, Cavite focused on the first five years (1996-2000) of operation. The produced carrot chips will be distributed and sold to the different supermarkets, groceries and sari-sari stores located within the different towns of Cavite.

It also included the management, marketing, technical and socio-economic aspects of the business.

METHODOLOGY:

The primary data needed for the study were gathered through research and interview with the other manufacturers of potato and corn chips such as Jack n' Jill of the Universal Robina Corporation and through the assistance of the Food and Nutrition Research Institute (FNRI), and the National Science and Development Board.

Secondary data were obtained from different books, journals and encyclopedias. The researchers also went to the different libraries, the National Statistics Office, Department of Science and Technology, Department of Trade and Industry and in the Technology and Livelihood Research Center.

MAJOR FINDINGS:

The feasibility study clearly showed that there is an increasing demand for the product every year which will therefore result to the success of the business. Research also showed that it will not be hard for the product to penetrate the market since consumers always like to try something new and different products.

Further study also showed that the business will be beneficial to the economy in general and the government in particular because of the continuous generation of employment, income and production activities.

CONCLUSION:

Based on the given facts, setting up a business of manufacturing carrot chips in Silang, Cavite is feasible and profitable.

RECOMMENDATION:

The feasibility study revealed that the project is feasible and viable. The authors therefore recommend

DISCLAIMER

Brand names, manufacturers and dealers are mentioned in this study only to provide information and not to promote the products nor imply criticism.

The proposed project is based on research and information gathered by the proponents.

