

PROJECT FEASIBILITY ABSTRACT

Title: Manufacturing of Plastic Bottles in Pamplona,
Las Piñas, Metro Manila

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Management Aspect:

The business is easy to manage. Any person who has the initiative and capital counterpart has a very good chance to succeed. The direct, indirect, selling and administrative labor could be recruited locally.

Marketing Aspect:

The target sales for the first year is ₱ 12,052,500. Sales is expected to increase by 17% annually.

Advertising and Promotion is through trade journals, directories and brochures.

The terms of sales could be cash in advance or a downpayment of at least 50%. The remaining 50% will be paid upon delivery.

Technical Aspect:

The location of the proposed business is accessible and suitable to the bulk of the population.

The plant layout has already been prepared. The necessary machineries and equipment have been identified, and the costs have been estimated. The proposed business is technically possible.

Financial Aspect:

The total project costs is estimated at ₱ 12,542,586. The study shows that the project passes all test of liquidity. The analysis of solvency, stability, and profitability shows that the proposed business has a high profit potential.

Socio-Economic Aspect:

The partners and municipality of Las Piñas will enjoy several social and economic benefits and also, the country as a whole.

Conclusion and Recommendation:

The study shows that the project is feasible in all aspects and the researchers, therefore, recommend that the project be implemented.