

**A PROJECT FEASIBILITY STUDY  
ON PRODUCTION OF SOY BEAN COFFEE  
A SUBSTITUTE FOR COFFEE BEANS  
IN SILANG, CAVITE**

**A PRODUCT FEASIBILITY STUDY  
PRESENTED TO THE FACULTY OF  
COLLEGE OF BUSINESS ADMINISTRATION  
DE LA SALLE UNIVERSITY - DASMARINAS  
DASMARINAS, CAVITE**

**ON PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

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**ABSTRACT**

Name of Institution: DE LA SALLE UNIVERSITY - DASMARINAS

Address: BAGONG BAYAN, DASMARINAS, CAVITE

Title: A PROJECT FEASIBILITY STUDY ON PRODUCTION OF  
SOYBEAN COFFEE, A SUBSTITUTE FOR COFFEE BEANS

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**OBJECTIVES OF THE STUDY**

**A. GENERAL**

To determine the feasibility, viability and profitability of SOYBEAN COFFEE PRODUCTION ( SOY CAFE ).

**B. SPECIFIC**

To be able to determine the applicable Management, Marketing, Technical, Financial, and Socio-Economic strategies to be used in order to



establish a successful business.

### SCOPE AND COVERAGE

The study covers the Management, Marketing, Technical, Socio-economic and Financial Aspect of the project and shall be limited to Silang, Cavite and its nearby areas.

### METHODOLOGY

The proponents were able to gather and formulate data through research and analysis from Technological Livelihood Research Center, Department of Trade and Industry ( Silang, Cavite ), NCSO, National Library, Library of De La Salle University - Dasmariñas ( Aklatang Emilio Aguinaldo ) and other government institutions.

### ORGANIZATION AND MANAGEMENT ASPECT

To operate the business with a sense of cooperation by choosing the best form of organization and people who will comprise the business.

### MARKETING ASPECT

To know the target market by identifying the characteristics of people in order to develop competitive marketing strategies.

### TECHNICAL ASPECT

To determine the proper supply of materials, machineries and



equipments as well as the appropriate location for the establishment.

**FINANCIAL ASPECT**

To quantitatively describe the profitability of engaging in this venture and the best source of investment.

**SOCIO-ECONOMIC ASPECT**

To know if the business can help the government in terms of promoting Filipino entrepreneurship.

**MAJOR FINDINGS**

The feasibility study has provided enough data that will motivate the proponents to pursue the project. These findings gave the authors an idea on how to help businessmen and would-be investors who would like to venture in this kind of business. The study prove that soya beans is the most practical and most available raw material locally produced that would substitute for coffee.

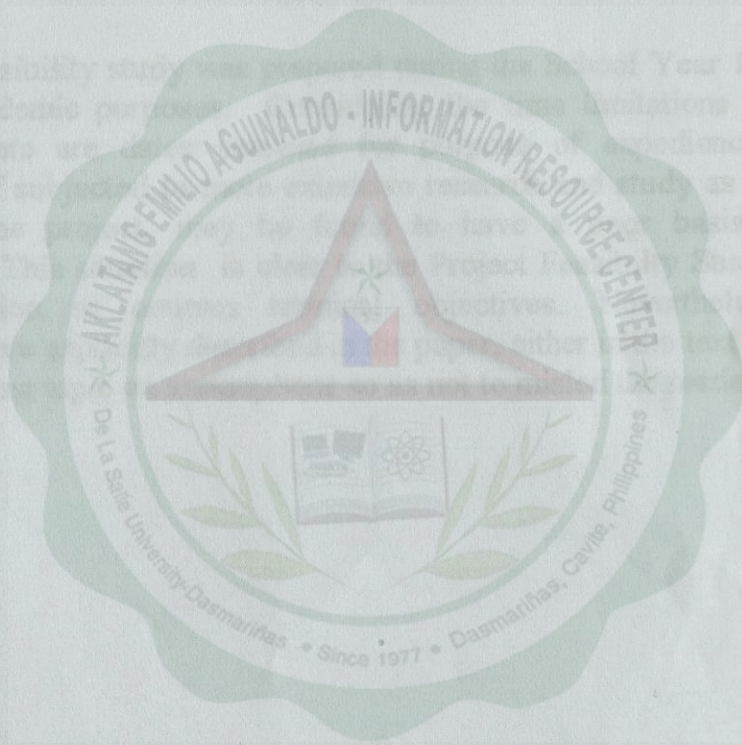
**CONCLUSION**

The researchers found out that the proposed project is feasible, successful and will be a great help to investors in the attainment of opportunities for greater profit.



**RECOMMENDATION**

The authors considered that this project will highly succeed if it is implemented in the said target area of operation. if excessive advertisement and promotion will be implemented to the product and also good strategies, the product will become feasible and profitable.





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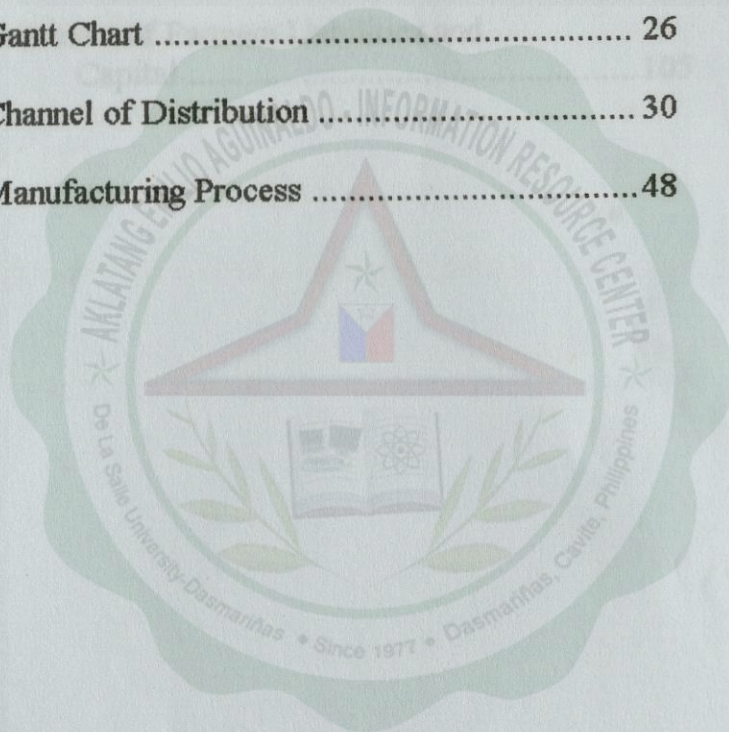
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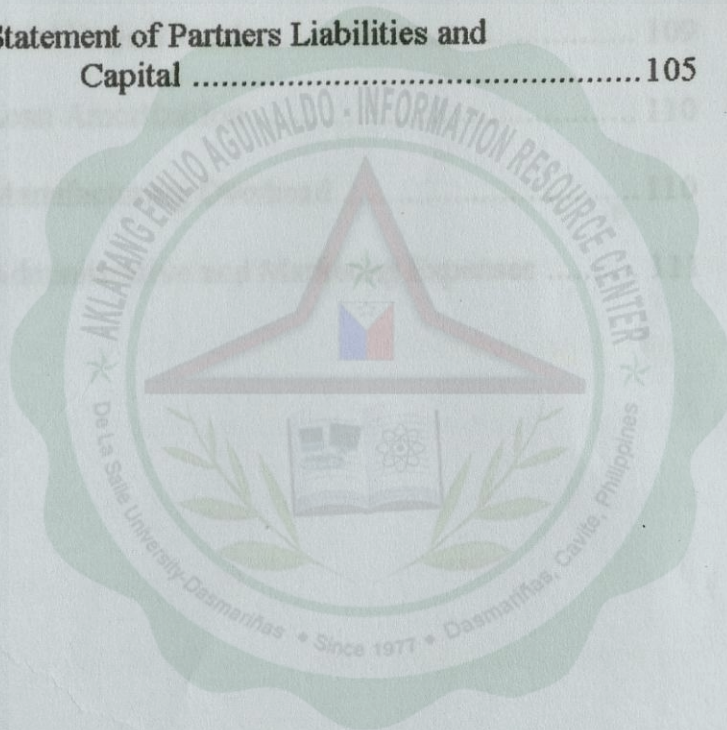
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