

**A PROJECT FEASIBILITY STUDY ON
CJC VEGETARIAN CORNER
IN TAGAYTAY CITY**

Presented to the Faculty of the
College of Business Administration
De La Salle University-Dasmariñas

In partial fulfillment of the requirements for the
Degree of Bachelor of Science in
Business Administration

Joy Roselle L. Marasigan
Maricel E. Paguyo
Cecile S. Sta. Ana

31 MAR 1998

TABLE OF CONTENTS

TITLE	PAGE
PRELIMINARY TITLES	
Approval sheet	i
Abstract	ii
Acknowledgement	iii
CHAPTER 1 INTRODUCTION	1
The Need	2
Objectives of the study	3
Management Aspect	3
Marketing Aspect	3
Technical Aspect	4
Financial Aspect	4
Socio-economic Aspect	4
Scope and Limitation of the study	4
Review of related literature	5
Local literature	6
Definition of terms	7
Methodology	8
Treatment of data	9
CHAPTER 2 EXECUTIVE SUMMARY	10
Organization and management	10
Technical Aspect	11
Financial Aspect	12
Socio-economic Aspect	12
CHAPTER 3	
ORGANIZATION and MANAGEMENT ASPECT	13
Form of business	13
Personal specification	14
Duties and responsibilities	16
Organizational chart	18
Salary and wage administration	19
Hiring of personnel	20
Contribution schedule	22
Program of activities	23
Orientation and training	25
CHAPTER 4 MARKETING ASPECT	26
Market description	26
Analysis of demand and supply	26
Components of demands	26

Historical demand	27
Projected demand	27
Historical supply	27
Projected supply	27
Demand and supply gap	28
Market share	28
Sales forecast	29
Components of supply	29
Marketing program	29
Target market	30
Trade practices	30
Channels of distribution	31
Sales and promotion	31
CHAPTER 5 TECHNICAL ASPECT	32
The products	32
Food preparation	32
Preparation of raw materials	33
Sanitation/cleaning	33
Spin drying	34
Cutting	34
Dressing the salad	34
Preparation of salad dressing	34
Packaging	35
Plant size and production schedule	35
Furnitures and fixtures	35
Illustrations of food preparation	36
Kitchen utensils	39
Machinery and equipment	41
Illustration of kitchen utensils	42
Logo of the company	45
Logo for packaging	46
Leasehold improvements	47
Cleanliness and proper water disposal	47
Plant layout	49
Map of Tagaytay	53
Map of Cavite	54
CHAPTER 6 FINANCIAL ASPECT	55
Financial assumption	55
Schedule 1 Sales Forecast	56
Schedule 2 Computation of good sold	56
Schedule 3 Total project cost	57
Schedule 4 Loan amortization	58

Schedule 5 Depreciation	58
Schedule 6 General and administrative budget	58
Exhibit I Projected income statement	59
Exhibit II Projected cash budget	60
Exhibit III Balance sheet	61
Exhibit IV Statement of partner's liability and capital	62
Financial analysis	63
Analysis of liquidity	63
Analysis of stability	63
Analysis of profitability	63
Break Even analysis	64
Payback Period	64
Table of financial Ratios	65
Financial analysis	66
Analysis of liquidity or short-term period	66
Analysis of stability or long-term period	66
Analysis of profitability	66
CHAPTER 7 SOCIO-ECONOMIC ASPECT	67
Society	67
Employment	67
Economy	67
CHAPTER 8 POTENTIAL PROBLEMS	69
CHAPTER 9	
RECOMMENDATION and CONCLUSION	70
Conclusion	71
APPENDICES	72
CURRICULUM VITAE	74
CERTIFICATION	77

ABSTRACT

Name of Institution : De La Salle University - Dasmariñas
Address : Bagong Bayan, Dasmariñas, Cavite
Title : CJC Vegetarian Corner
Proponents : Joy Roselle L. Marasigan
Maricel E. Paguyo
Cecile S. Sta. Ana
Funding Source : Parents Cost : P 3,000.00
Date Started : June, 1997 Date Completed: March, 1998

Objectives:**A. General**

To determine the feasibility and viability of the project.

B. Specific

To determine the management, marketing, technical, financial and socio-economic aspects of business organization.

C. Scope and Limitation

To cover and apply the concept and details of the different aspects of business organization to come up with a realistic feasibility study but with limitation on the financial aspect since there is no existing kind of business in the area and there shall be no basis for actual costings; hence, pure assumption.

Methodology:

The proponents applied the primary and secondary data gathering, conducted actual interviews from people who are in the same kind of business and from friends who are salad lovers, made researches from salad books and went to Department of Trade and Industry and Technology and Livelihood Research Center to get important and helpful information.

Major Findings:

"CJC Vegetarian Corner" chose Tagaytay City to be its place of business because of its abundant supply of fresh vegetables and fruits coupled with its natural ambiance. Moreover, there is no other restaurants or eateries offering salad as specialty of the house. Those existing offered only the common food found in fastfood chains.

Apart from this, there is a great potential target market because Tagaytay City, aside from its population is oftentimes visited by tourists, excursionists, vacationists and other transients because of its beautiful scenery, particularly the Taal Volcano. Thus, they could be the potential customers.

Conclusion:

The "CJC Vegetarian Corner" will be the kind of business that is feasible and profitable in Tagaytay City, since as mentioned earlier, it will be the only restaurant in the vicinity that will offer salad as specialty of the house. Another factor which will make it successful is its ambiance because based on our

interviews, people will not only go for good food (although it is a primary concern) but also for nice and cozy places.

Recommendation:

With the intensive researches, interviews and analysis, the proponents are confident that this feasibility study is viable and is therefore recommended to those who want to establish this kind of business because it will not only tender a different variety of meal but also carries with it the nutritional values of food that will promote good health.

TABLES	TITLE	PAGE
1	Salary and wage administration	19
2	Contribution schedule	22
3	Program of activities	23
4	Historical demand	27
5	Projected demand	27
6	Historical supply	27
7	Projected supply	27
8	Demand and supply gap	28
9	Market share	28
10	Sales forecast	29
11	Furnitures and fixtures	35
12	Kitchen Utensils	39
13	Machinery and equipment	41

FIGURES	TITLE	PAGE
1	Organizational Chart	18
2	Chart of hiring a personnel	21
3	Channel of distribution	31