

**ABSTRACT**

NAME OF INSTITUTION: De La Salle University - Dasmariñas

ADDRESS: Dasmariñas Bagong Bayan, Cavite

TITLE: A Project Feasibility Study on Ginger in Cubes Manufacturing in

Biga Silang, Cavite

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**SUMMARY:****A. GENERAL**

To determine the feasibility, viability and profitability of Ginger in Cubes Manufacturing.

**B. SPECIFIC****Management Aspect**

The proposed business shall adapt the sole proprietorship as the form of business organization. The proposed business will be managed by the owner, who will decide regarding the activities and operation of the business. In a sole proprietorship, the owner has all the right in enjoying all the profits that can be realized from the business. There will be 17 workers including the general manager. There will be a secretary, sales representative, cashier, production supervisor and the laborers. The salary will be base on minimum wage.

The proposed business should be registered in the Department of Trade and Industry. The initial capital of the proposed business is P 435,079.00



#### Marketing Aspect

The proposed business will serve the consumer with full satisfaction both in price and convenience. The target market for the proposed business will be the public markets, groceries, supermarkets and sari-sari store which are the most logical places and has the highest number of purchasers/consumers. The price of the product will depend on the sources of ingredients and process of production, the minimum price of the product will be P 6.00 to wholesalers and P 6.25 to retailers per pack which consist of two cubes. To promote the product it would be through the newspaper, magazines and other printed materials. The television and radios will be use in the near future if the business is already stable.

#### Technical Aspect

The proposed business will be established in a place where it will be accessible on an estimate area of 400 square meters with 17 workers, 14 are the laborers, 1 general manager, 1 sales representative and 1 cashier.

#### Financial Aspect

The proposed business will have an initial capital of P 435,079.00, the 60 % will come from the owner and the remaining 40% will be loaned from the bank.

#### Socio-economic Aspect

The kind of product "ginger in cube" will satisfy the needs of the people not only in the Philippines but in other countries. There are many sectors who will benefited by this undertaking. One of the beneficiaries is the government. Through this project, the government would eventually generate additional revenue that will benefit the society as a whole, specifically through the payment of taxes as imposed by the government. Second is, it will lessen the problem of unemployment, since there will be job opportunities for people who will be qualified for the job. Lastly,



the consumer will also benefit from the project since they are provided with a variety of products to choose from.

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