

FEASIBILITY ABSTRACT FORM

NAME OF INSTITUTION: DE LA SALLE UNIVERSITY - DASMARIÑAS

ADDRESS OF INSTITUTION : Bagong Bayan, Dasmariñas, Cavite

TOPIC: A Project Feasibility Study on Vacuum Dried Fish in Imus, Cavite

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OBJECTIVES OF THE STUDY

A. GENERAL

To determine the feasibility and viability of the project.

B. SPECIFIC

To determine the different aspects of the organization of the business: Such as Management, Marketing, Technical and Financial.

SCOPE AND LIMITATION

This study basically concentrates on the local market especially in Imus, Cavite.

METHODOLOGY

The methods used in this study are the Descriptive and Survey Methods. The researcher used survey questionnaire and personal interview in gathering its data for speed accuracy.

SUMMARY

I. INTRODUCTION

Dried fish is a very common food for Filipinos. It is in the form of diminished nutritive or sanitary quality: it may mean an alternative in the taste, texture appearance, or other aesthetic quality of the food. Even in the home, parents would not forget to store this kind of food because it is not only giving them convenience especially in preparing breakfast it also give them economy since it cannot be easily get spoiled.

II. METHODOLOGY

The authors acquired data through surveys and interviews with different person who are engage in this kind of business. The authors also gathered data from different government agencies like Department of Trade and Industry (DTI), Department of Science and Technology (DOST) and get information through

reading business related, article books magazines regarding dried fish. The authors also visited different manufacturing plants of dried fish.

III. ORGANIZATIONAL AND MANAGEMNET ASPECT

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

IV. MARKETING ASPECT

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

V. TECHNICAL ASPECT

To determine the manufacturing process, materials, machinery's and equipment's, as well as the location for the establishment.

VI. FINANCIAL ASPECT

To determine the financial condition of the business its liquidity, stability, and profitability.

VII. SOCIO-ECONOMIC ASPECT

To support the government's campaign in patronizing local products in order to engaged lessen outflow of dollars.