

ABSTRACT

Name of Institution: De La Salle University-Dasmariñas

Address: Bagong Bayan Dasmariñas, Cavite

TITLE: A Feasibility Study on the Production of Santol Vinegar in
Silang, Cavite

AUTHORS: Jamieson G. Bayas

Gaylord N. Belardo

Jarred S. Medina

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OBJECTIVES OF THE STUDY:

A. GENERAL: To determine the feasibility, viability and profitability of
establishing a business on the production of santol vinegar in Silang, Cavite.

B. SPECIFIC: To be able to know the different aspects in:

1. Organization and Management Aspect.

a. To determine the form of business organization suited for the
manufacturing of santol vinegar.

b. To determine the appropriate manpower requirements and hiring
methods of the organization.

c. To determine the tasks and responsibilities of the personnel and their
worthy compensation.

2. Marketing Aspect.

- a. To determine the marketing strategies of the business.
- b. To determine the projected demand and supply of the product.
- c. To determine the bases of product pricing and forecasted sales.

3. Financial Aspect.

- a. To determine the initial working capital needed to start the business.
- b. To determine the sources of funds.
- c. To determine the production and total project cost.
- d. To determine the profitability of the business.

4. Technical Aspect.

- a. To determine the manufacturing process.
- b. To determine the production schedule.
- c. To determine the different machineries and equipment needed.
- d. To determine the plant layout, the different facilities and utilities of the building.

SCOPE AND DELIMITATIONS:

- 1. The topic in vinegar making is enormous, however, the researchers limited their study on santol vinegar making.
- 2. The proposed project used the four functions of management namely: planning, organizing, directing and controlling.
- 3. Based on research and interviews, the prices, manpower requirements,

supplies, materials, and the equipments were based on the vinegar specifications.

4. Most of the information collected by the researchers came from research and personal interviews.

METHODOLOGY: The proponents gathered, all the necessary data from the census office of the said municipality. Primary data were used to determine the vinegar consumers in Silang, Cavite.

CONCLUSION: The study is beneficial to the community, in terms of tax and services that it will offer. Establishing this kind of business is viable, profitable and feasible.

RECOMMENDATION: The proponents recommend this kind of business to entrepreneurs. They could start it with a little fund and increase it as the necessity arises. They should also consider the marketing strategies they need to adapt in able to increase the demand for the product and be succesful in the future.