

**SWEET PICKLED QUAIL EGGS**

ABSTRACT

**A Project Feasibility Study**

Presented to

**Faculty of the College of Business Administration**

**De La Salle University – Aginaldo**

**In Partial Fulfillment**

**of the Requirements for the Degree of  
Bachelor of Science in Business Administration**

**Gamaliel Tabasa**

**Jonathan Jose**

1996

JUN 06 1996

## FOREWORD

This feasibility study was prepared by the proponents enrolled last year 1994-1995, during their Wednesday evening class from 5:00 to 8:00 for purely academic purposes.

The facts that the proponents encounter strict time limitations and other constraints they made it at a point that the said study was the highest value that loved be assumed so as to create a more extensive and acceptable data.

It is hoped that the reader may be widely given information and proper guidance from the said study.

J.C.J  
G.M

### SCOPE AND COVERAGE

The study focuses in the Management, Marketing, Technical, Financial and Socio - Economic aspect of establishing Manufacturing Industry of Wall Eggs.

**A B S T R A C T**

**Name of Institution:** De La Salle University - Aguineldo

**Address:** Bagong Bayan, Dasmariñas, Cavite

**TITLE:** " SWEET PICKLED QUAIL EGGS "

**AUTHOR(S)/PROponents(S):** JONATHAN C. JOSE

**GAMALIEL TABASA**

**FUNDING SOURCE:** PARENTS **COST:** P 3,500

**DATE STARTED:** June 1994 **DATE COMPLETED:** October 1995

**OBJECTIVES OF THE STUDY**

**A. GENERAL:**

To determine the feasibility and viability of establishing Sweet Pickled Quail Eggs in Dasmariñas, Cavite.

**B. SPECIFIC:**

To determine how the Pickled Quail Eggs can penetrate the Market in Imus, Cavite.

**SCOPE AND COVERAGE**

The study focuses in the Management, Marketing, Technical, Financial and Socio - Economic aspect of establishing Manufacturing Industry of Quail Eggs.

**MAJOR FINDINGS**

It was found that Sweet Pickled Quail Eggs would hardly penetrate the market. However, using the different marketing strategy, the business would be able to overcome all various constraints.

**METHODOLOGY:**

The researchers used the descriptive and analytical method of research. In the descriptive method, materials pertinent to the topic are gathered from various printed sources. Structured interviews were conducted with officials of the Philippines, in gathering first hand information.

**CONCLUSION:**

Based on the data gathered and analysis made <sup>by</sup> the proponents, it is concluded that the proposed project is " Sweet Pickled Quail Eggs " is viable and feasible in Dasmariñas, Cavite.