

**FEASIBILITY STUDY ABSTRACT**

**NAME OF INSTITUTION** : DE LA SALLE UNIVERSITY -  
DASMARIÑAS

**ADDRESS OF INSTITUTION** : Bagong Bayan, Dasmariñas,  
Cavite

**TOPIC** : A Project Feasibility Study on  
the Processing of Nutritious  
Chips out of Squash and Mung  
Beans in Alapan Imus, Cavite

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**FUNDING SOURCES** : Parents

**COST** : P 7,500.00

**OBJECTIVES OF THE STUDY :**

**A. GENERAL**

To determine the feasibility and viability of processing a nutritious chips out of Squash and Mung Beans.

**B. SPECIFIC**

To promote a snack which contains less preservatives and added ingredients and highly nutritious. And also to promote nutritional awareness among young adults and adults as well.

**SCOPE AND COVERAGE:**

The of Squash and Mung Beans Chips will be located in Alapan Imus, Cavite. The proposed business will be named, " Deepi - Dip Chips" under the manufacturing name of "M&L Mile Company".

The company's production concentrates on Squash and Mung Beans Chips that will be sold and distributed to the wholesalers, retailers and ultimate consumers.

**SUMMARY:****I. INTRODUCTION**

Squash and Mung Beans are both essential sources of nutrients. Squash ranks third in the consumption of fruit vegetable in the Philippines. It is a good source of Vitamin A, iron, phosphorus and a fairly good source of calcium. Mung beans on the other hand is one of the cheapest source of protein. It is a good source of thiamin, riboflavin and ,same with squash, iron and calcium. Squash's unusual, slightly sweet taste and mung bean's creamy taste will create a good combination of an extraordinary, alternative chip. Having squash and mung beans chips will add a variety of chips available in the market much more nutritious compare with the others.

The proponents acquired the data by interviewing different sources and related people connected with the like projects. The data were based on primary and secondary sources. Other research was done at the T.L.R.C. and D.T.I. The authors also conducted some visitations on different firms; interviews to ordinary consumers and ultimate buyers were also made provided with the questionnaires prepared by the proponents. All of these

were taken into consideration to know how such product would be manufactured, introduced and be able to capture the interests of the buying public.

## **II. ORGANIZATION AND MANAGEMENT ASPECT**

To assure the continuous flow of the business' operation and develop a sense of cooperation by choosing the best form of organization and people who will comprise the business.

## **III. MARKETING ASPECT**

To be able to identify the target market and potential competitors. To evaluate and test the market position of the product and to identify the best marketing tool to be used in promoting the product and the execution of every promotional strategy.

## **IV. TECHNICAL ASPECT**

To determine the appropriate location for the establishment of the business as well as the proper supply of raw materials and its schedules and machinery and equipment and their respective quantity and uses.

**V. FINANCIAL ASPECT**

To quantify the profitability of the business and the possibilities and as well as the future stand of venturing into such kind of business. To identify the sources of funding and be able to schedule every financial related matters.

**VI. SOCIO-ECONOMIC ASPECT**

To identify the contributions of the establish of the business to the economy of the country as well as the benefits that the public might acquire for the establishment of the latter.

**VII. POTENTIAL PROBLEMS**

To identify the possible problems that might arise. To anticipate any possible event that might contribute to the down fall of the business.

**VIII. CONCLUSION AND RECOMMENDATION**

Identifies the possible solutions for the identified possible problems. Recommendations of business operation's effectively by the proponents for any one who is planning to venture to the same kind of business.