

**A PROJECT FEASIBILITY STUDY ON
HERBAL MEDICINE PROCESSING IN
SILANG, CAVITE**

**A PROJECT FEASIBILITY STUDY
PRESENTED TO
THE FACULTY OF COLLEGE OF BUSINESS
ADMINISTRATION
DE LA SALLE UNIVERSITY-DASMARINAS
DASMARINAS, CAVITE**

**IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION**

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1998

ABSTRACT

**Name of Institution: De La Salle University-
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Address: Bagong Bayan Dasmariñas, Cavite

**Title: A Feasibility Study on Herbal Medicine
Processing**

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Funding Source: Parents/brothers Cost P4,000

Date Started: June 1997 Date Completed: Mar. '98

OBJECTIVES OF THE STUDY

A. GENERAL

To determine the feasibility and viability of establishing a herbal medicine processing in Silang, Cavite

B. SPECIFIC

To maintain the continuous supply of herbal to support the consumer needs.

SCOPE AND COVERAGE

The herbal medicine processing will be located at Silang, Cavite. The company concentrates on herbs that will be sold to wholesalers, retailers and consumer as well.

METHODOLOGY

The data were based on primary and secondary sources. The proponents conducted visitations to different firms: interviews were also conducted to people involved in this line of business.

MAJOR FINDINGS

1. The project has good demand.
2. It is also financially viable.

RECOMMENDATION

The following recommendations are presented. These are:

1. The business establishment should be near agricultural lands or accesible to raw materials with substantial supply of water.
2. The company should maintain good marketing starategies in order to maintain its customers.
3. The personnel as well as the helpers should have a background of this product.

CONCLUSION

The proponents concluded that the proposed business is feasible and viable.

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