

ABSTRACT

Name of Institution: De La Salle University-Aguinaldo

Address: Dasmariñas, Cavite

Title: Asparagus Farming in Tagaytay City

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FUNDING SOURCE: COST: P6,500.00

The project was financed by the researchers' parents on an equal contribution basis.

DATE STARTED: June 1994 DATE COMPLETED: March 1995

OBJECTIVE OF THE STUDY:

A. General

The project is designed to provide a continuous supply of fresh asparagus to its target market at affordable price.

B. Specific

To determine the needed requirements and information on Organization and Management, Marketing, Technical and Financial Aspect necessary in establishing the business.

**SCOPE AND COVERAGE:**

The project feasibility study on Asparagus Farming in Tagaytay City will concentrate on the first five years (1996-2000) of producing fresh asparagus.

The produced asparagus will be supplied to Westin Philippine Plaza and Rustans Marison. It is also concerned with the study of management, technical, marketing and financial aspect of the business.

**METHODOLOGY:**

Primary data were gathered through conduct of research and interviews to the owners of existing business firms as well as their skilled workers.

Secondary data were gathered from different private and government offices and agencies.

**MAJOR FINDINGS:**

The study showed that there is a ten percent annual increase in the demand of fresh asparagus therefore contributing to the success of the business.

The researchers also found out that the consumers prefer to eat fresh asparagus rather than canned asparagus already existing in the market.

In addition, it was revealed that the business is

beneficial to the government in particular, and to the economy in general due to the turn in of taxes.

**CONCLUSION:**

We therefore conclude that the project is economically and financially feasible and worth investing.

**RECOMMENDATION:**

The study reveals that the project is feasible and viable and the proponents recommend that the project be implemented.