

CASSAVA STARCH PROCESSING
IN IMUS, CAVITE

STASOU

A PROJECT FEASIBILITY STUDY
PRESENTED TO
THE FACULTY OF THE COLLEGE OF BUSINESS
ADMINISTRATION
DE LA SALLE UNIVERSITY – DASMARINÁS
DASMARIÑAS, CAVITE

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ABSTRACT

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V. SUMMARY**1. INTRODUCTION**

Cassava is locally known as “Kamoteng Kahoy” or Balinghoy. It is grown mainly for its tubers which are rich source of carbohydrates. Cassava starch is widely used by food, pharmaceuticals, paper, adhesives textile, mining and other manufacturing Industries.

2. METHODOLOGY

In acquiring essential information and ideas, the researchers used both exploratory and descriptive methods through the use of primary data and secondary data. Some substantial information were gathered from books, pamphlets, encyclopedias, dictionaries and other source to support the study.

3. ORGANIZATIONAL AND MANAGEMENT ASPECT

The sole of proprietorship form of business organization will be utilized. This proposed business could be managed by the proprietor himself. It will make (10) months of preparation before it finally operates.

4. MARKETING ASPECT

The historical demand and historical supply were justified to get the projected demand and supply. The target consumers of the proposed product are from all social class who can afford to buy.

5. TECHNICAL ASPECT

The processing of Cassava Starch includes cleaning, peeling, grating, starch extraction, drying and packaging. The finished product will be packed in fine cotton cloth. The building will occupy 200 square meters of 400 meters land.

6. FINANCIAL ASPECT

The total project cost reveals that the proposed project shall need an initial investments of P 3,902,253.33 to finance the whole year operation of the business.

7. SOCIO-ECONOMIC ASPECT

The contribution of the business to the society is that it will provide job opportunities to the people. It will help reduce the ever-rapidly-increasing rate of unemployment and it will definitely be of great help in boosting the country's economy.

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