

Pickled Papaya Production  
in Indang, Cavite

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001275

A Project Feasibility Study

Presented to the College of Business Administration

De La Salle University - Aguinaldo

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00.238

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In Partial Fulfillment of the

Requirements for the

Degree of Bachelor of Science in

Business Administration

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1995

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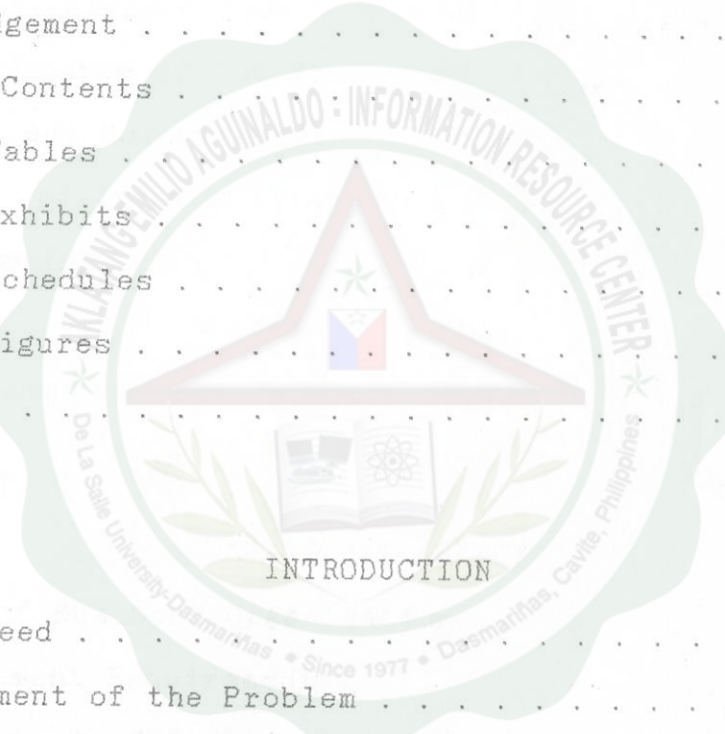
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ABSTRACT

Title: Pickled Papaya Production in Indang, Cavite

Total Numbers of Pages: 124

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Type of Document: Project Feasibility Study

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Summary:

**Introduction**

[The proposed feasibility study is Pickled Papaya production in Indang, Cavite. The study sought to determine the feasibility and viability of pickled papaya in Indang, Cavite.

The proponents used questionnaire method as the research tool; the questionnaire method is most widely used in collecting data. A questionnaire consists of a sheet or more with a series of respondents. These sets of question were given to the four manufacturers of pickles (atchara) in Silang and Imus, Cavite.

OLS Method has been used by the proponents as the basis of computation in projecting demand and supply.

**Organizational and Management Aspect**

Sole proprietorship has been chosen as the form of organization of the proposed business DMJ Food Manufacturing. The owner of the business is also the manager. The manager will manage the overall production of pickled papaya. The organization consists of owner/manager, bookkeeper, driver, sales agent, production supervisor and production workers.

**Marketing Aspect**

The proposed business will produce atchara in five years of production. The target market is composed of low, middle and upper class of households in the province of Cavite.

The channel of distribution will be composed of wholesaler, retailer and consumer.

**Financial Aspect**

The initial project cost is P1,181,746 to be financed through loans from bank costing P472,000 and owner's personal savings which is P708,746.

Financial ratios show that the business is liquid, stable and profitable. Payback period is 3 years and 24 days.

**Socio-Economic Aspect**

For those new business they would mean profit not just to the owner, but also those who are indirectly involved in the business.

The business would be a great help for the development strategies of Indang, one of these is creation of additional job opportunities in the manufacturing sector. The said business will generate income for the of the government. The municipality of Indang, Cavite would receive income from fees, licenses and taxes to be paid yearly.

