

A PROJECT FEASIBILITY STUDY
VEGETABLE CAKE and PASTRY SHOP
IN BACOR CAVITE

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A PROJECT FEASIBILITY STUDY
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Table of Contents

Acknowledgment.....	i
Abstract.....	ii
CHAPTER 1 INTRODUCTION	
Overview.....	1
The Need.....	4
Objectives.....	6
Significance.....	7
Scope and Delimitations.....	10
Review of Related Literature.....	11
Definition of Terms.....	12
CHAPTER 2 EXECUTIVE SUMMARY	
Organization and Management Aspect.....	13
Marketing Aspect.....	13
Technical Aspect.....	14
Financial Aspect.....	15
Socio-Economic Aspect.....	15
CHAPTER 3 ORGANIZATION AND MANAGEMENT	
Introduction.....	18
Organizational Chart.....	19
Job Description.....	20
Job Specification.....	22
Salaries and Wages.....	24
Employees' Compensation.....	25
Hiring of Personnel.....	26
Project Timetable.....	30
CHAPTER 4 MARKETING ASPECT	
Market Description.....	31
Analysis of Demand and Supply.....	34
Components of Demand.....	34
Components of Supply.....	35
Historical Demand.....	36
Historical Supply.....	37
Proposed Production Volume.....	38
Demand and Supply Gap.....	39
Market Share.....	40
Sales	
Forecast.....	41
Trade Practices.....	42
Marketing Program.....	44
Pricing Policies.....	46
Sales and Advertising.....	47
Channels of Distribution.....	49
Marketing Mix.....	50

CHAPTER 5 TECHNICAL ASPECT

Introduction	51
Product Description	52
Product Illustration	54
Manufacturing Process	56
Processing	57
Flowchart	61
Quality Control	62
Manufacturing Site	63
Building Perspective	67
Building Interior	68
Store Interior	69
Composite Table	70
Utilities	78
Waste Diposal	79
Production Schedule	80

CHAPTER 6 FINANCIAL ASPECT

Introduction	81
Major Assumptions	82
Total Project Cost	82
Sales Budget	83
Cash Budget	84
Production Budget	85
Factory Overhead Budget	86
Selling Administrative Budget	87
Statement of Cost of Good Sold	88
Projected Income Statement	89
Projected Balance Sheet	90
Financial Analysis	92
Break - Even	94
Payback Period	95

CHAPTER 7 SOCIO-ECONOMIC ASPECT

Introduction	96
Socio-Economic Contributions	98

CHAPTER 8 CONCLUSION AND RECOMMENDATION

Conclusion and Recommendation	99
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LIST OF TABLES

Table 1	Salaries and Wages	24
Table 2	Employees' Compensation Schedule	25
Table 3	Historical Demand	36
Table 4	Historical Supply	37
Table 5	Proposed Production Volume	38
Table 6	Demand and Supply Gap	39
Table 7	Market Share	40
Table 8	Composite Table	70

LIST OF FIGURES

Figure 1	Organizational Chart	19
Figure 2	Project Time Table	30
Figure 3	Channels of Distribution	49
Figure 4	Marketing Mix	50
Figure 5	Product Illustration	
Figure 5.1	Round-Vegetable Cake	54
Figure 5.2	Roll-Vegetable Cake	55
Figure 6	Processing	57
Figure 7	Flowchart	61
Figure 8	Manufacturing Site	66
Figure 9	Building Perspective	67
Figure 10	Interior	
Figure 10.1	Plant Interior	68
Figure 10.2	Store Interior	69
Figure 11	Machineries and Equipment	
Figure 11.1	Oven	73
Figure 11.2	Dough Sheeter	73
Figure 11.3	Electric Mixer	74
Figure 11.4	Electric Stove	74
Figure 11.5	Sauce Pan	75
Figure 11.6	Mixing Bowl	75
Figure 11.7	Baking Pan	75
Figure 11.8	Lazy Susan	76
Figure 11.9	Round Cake Pan	76
Figure 11.10	Chef Knife	76
Figure 11.11	Pastry Bag	76

LIST OF EXHIBITS

Exhibit 1	Sales Budget	83
Exhibit 2	Gross Sales Revenue	83
Exhibit 3	Cash Budget	84
Exhibit 4	Production Budget	85
Exhibit 5	Factory Overhead Budget	86
Exhibit 6	Selling Administrative Budget	87
Exhibit 7	Statement of Cost of Goods Sold	88
Exhibit 8	Projected Income Statement	89
Exhibit 9	Projected Balance Sheet	90
Exhibit 10	Financial Analysis	92
Exhibit 11	Break-Even	94
Exhibit 12	Payback Period	95

LIST OF ANNEXES

Annex 1	Forecasted Demand	101
Annex 2	Forecasted Supply	102
Annex 3	Schedule of Depreciation	103

Abstract

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The project feasibility study entitled 'Vegetable Cake and Pastry shop' is all about the establishment of a bake shop producing unconventional cakes and pastries, unconventional because vegetables will be the main ingredient. Unlike other dietary products, these vegetables will focus on content-addition rather than reduction. The shop will be located at Meadowood Subdivision in Bacoor, Cavite where a hundred and fifty square-meter lot is to be leased. The store, on the other hand, will be situated at the soon-to-open SM department store in the said town. A capitalist who wishes to indulge in this particular type of business will be needing an initial capital of P 1,500,000.00 where (40) forty percent can be loaned from a bank and is payable within 5 years operation, fifteen workers are to be hired and the need for additional employees will greatly depend on the demand of the consumers. The cost of production will be the main determinant for the pricing of the products although some other expenses incurred will also serve as basis in setting prices. In terms of marketing intervention, the study applies several strategies so that the business could gain plenty of consumers where integrated marketing will be applied. Local baking machineries and equipments are needed in making the proposed products.

The establishment of the proposed business could contribute a lot not only to the place where the business is to be established but to the whole country as well. Aside from producing nutritious products, the proposed Vegetable Cake and Pastry Shop will provide several business opportunities. It will also be an added element to the country's Gross National Product (GNP).

In span of a 2 years and 3 months, the said business could already generate profit making it worth investing for.