

ABSTRACT

NAME OF INSTITUTION: De la Salle University-Dasmarinas

ADDRESS: Dasmarinas Bagong Bayan, Cavite

TITLE: Pink Lady Natural Juice Drink

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FUNDING SOURCE: Parents COST: P5,000

DATE STARTED: June 1997 DATE COMPLETED: March 1998

Objectives of the Study:

A. General

To determine the feasibility and viability of establishing a Pink Lady Natural Juice Manufacturing in Sampaloc I, Dasmarinas, Cavite.

B. Specific

To determine if there is a bright outlook in the development of manufacturing Pink Lady Natural Juice Drink.

Scope and Delimitations:

The Pink Lady Natural Juice Drink is composed of fresh violet camote tops, citrus fruits and sugar to combine the perfect taste.

The manufacturing of Pink Lady Natural Juice will be in Sampaloc I, Dasmariñas, Cavite. The business will be named M.E.R. Manufacturing derived from the Authors names.

The company's production concentrates on juice manufacturing for all ages, because of its richness in Vitamins A and C that is good for eyes and teeth and bone to make it stronger.

The study will cover a five year projection of sales and production activities of the business.

Methodology:

The data are based on primary and secondary sources. The proponents conducted visits in different institutions and firms. Interviews were also conducted to people involved in this line of business.

Major Findings:

The feasibility study found out that there is possibility in producing juice drink from violet camote tops and citrus fruits thus giving opportunities. It would also create a good image in the market.

Conclusion:

It is therefore concluded that the Pink Lady Natural Juice Manufacturing business in Sampaloc I, Dasmariñas, Cavite will be feasible and viable. Based on the data gathered, there is bright outlook in the development of manufacturing of Pink Lady Natural Juice Drink.

Recommendation:

After the analysis of the study different aspects of the business, business minded citizens are encouraged to establish business for it is profitable and demanding. The business should maintain an effective strategy to uplift its sales through support of the consumer.

