

ABSTRACT

NAME OF INSTITUTION : De La Salle University - Dasmariñas

ADDRESS : Dasmariñas, Cavite

TITLE : A Feasibility Study on the Manufacture of Cassava Chips
in Dasmariñas, Cavite

AUTHORS : Jaclyn Grace M. Razal

Vivien P. Piedad

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OBJECTIVE OF THE STUDY:

To determine the feasibility and viability of manufacturing cassava chips in Dasmariñas, Cavite in terms of management, marketing, technical, financial, and socio-economic aspects.

SCOPE AND COVERAGE:

This study focuses on the manufacturing of cassava chips in Dasmariñas, Cavite. It discusses the management, marketing, technical, financial, and socio-economic aspect of manufacturing cassava chips.

The target market will be in Cavite, with the products concentrated only in cassava chips which resembles banana chips.

SUMMARY:

I. INTRODUCTION

In the Filipino cookery, cassava contributes in a number of ways; in cassava flour, breads, tapioca, cassava cakes and many more. From these facts came the idea of processing cassava into a different foodstuff, a snack, particularly chips. Since cassava is a nutritious food, its production into chips will contribute to the addition of a nutritive snack food in the market.

II. METHODOLOGY

The researchers went to Technology and Livelihood Resource Center and Aklatang Emilio Aguinaldo to get some needed information regarding the study. The researchers also conducted an interview in Liwayway Marketing Corporation for the supply data. The demand data on the other hand was gathered from National Statistics Office in Trece Martires City.

III. ORGANIZATION AND MANAGEMENT ASPECT

To determine the form of business organization best suited for this study and to know the different personnel needed for the operation of the business.

IV. MARKETING ASPECT

To know if the product has a market and to create some marketing strategies that will the product in penetrating the market.

V. TECHNICAL ASPECT

To determine the best site for the plant as well as the methodology in cassava chip making and the machinery and equipment needed.

VI. FINANCIAL ASPECT

To determine the estimate of the future profitability and to prepare the cash transactions and financial condition of the proposed business.

VII. SOCIO-ECONOMIC ASPECT

To know if the business will also have some socio-economic importance.

VIII. RECOMMENDATIONS

The proponents recommend that the key to encourage and maintain consumers is a strong, aggressive and effective marketing strategies. Also, effective management must always be present for continuous success of the business.

THANK YOU TO ALL OF YOU!!!