

FEASIBILITY STUDY ABSTRACT

NAME OF INSTITUTION

:

DE LA SALLE
UNIVERSITY
DASMARIÑAS

ADDRESS OF INSTITUTION

:

San Antonio, Nueva Ecija

TOPIC

:

A Project Feasibility
Study on the Establishment
of a Rice Production in
San Antonio, Nueva Ecija

AUTHORS

:

Rocillo, Jackieline
Austria, Nanette
Gante, Geraldine

TYPE OF DOCUMENT

:

Feasibility Study

TOTAL NUMBER OF PAGES

:

DATE STARTED

:

June 1997

**DATE FINISHED/
COMPLETED**

:

March 1998

FUNDING SOURCE

:

Parents/Loan from the Bank

COST

:

P 4,100.00

OBJECTIVES OF THE STUDY :

A. GENERAL

To determine the feasibility and viability of establishing a Rice Production in San Antonio, Nueva Ecija

B. SPECIFIC

To perceive the management, marketing, technical, financial and socio-economic aspects of the study.

SCOPE AND COVERAGE:

The establishment of a Rice Production will be located at San Antonio, Nueva Ecija. The proposed business will be named, "RGA Enterprises".

The study deals with the production of rice.

SUMMARY:

I. INTRODUCTION

Rice production and consumption are often associated with low income and poverty. Most of the major rice-producing countries are developing countries categorized the World Bank as "low income economies." In most of the rice world rice is not only the staple food but also a major economic activity and hence the source of employment and income for rural population. Rice is one of the cheapest sources of food energy and protein.

II. METHODOLOGY

Less than 5 percent of the world's rice production is traded internationally. For example, Basmati, the high quality, scented rice produced in Pakistan and North West, India, commands an international market price four times higher than the domestic price higher than the domestic price of the coarse, local rice which low income people eat. In 1993, the major rice exporters were Thailand (31 percent of the world market), the United States (16 percent), Vietnam (11 percent), China (9 percent), Pakistan (6 percent), and India (5 percent).

III. ORGANIZATION AND MANAGEMENT ASPECT

To operate the business with a sense of cooperation by choosing the best form of organization and people who will comprise the business.

IV. MARKETING ASPECT

To know the target market by identifying the characteristics of people in order to develop competitive marketing strategies.

V. TECHNICAL ASPECT

To determine the proper supply of materials, machineries and equipments as well as the appropriate location for the establishment.

VI. FINANCIAL ASPECT

To quantitatively describe the profitability of engaging in this kind of business and the best source of investment.

VII. SOCIO-ECONOMIC ASPECT

To know if the business can help the government in terms of promoting Filipino entrepreneurship.

It is important for every business to serve its social and economic benefit to attract the buying public. Entrepreneurs should not only think of the things which will benefit in terms of profit but also in terms of customer satisfaction.

MAJOR FINDINGS:

The researchers found out that there is a need to put up an enterprise like ours which is a rice production because it is one of our way of helping the economy.

CONCLUSION:

Based on carried review and research of all the facts presented, there is a need to produce rice in San Antonio Nueva Ecija as well as it's neighboring town proper.

In addition, the marketability and financial assumption shown a bright outlook on this kind of business.

RECOMMENDATION:

The proponents recommend that effective management should be implemented in order for the business to succeed. And for the future researchers to gather more data and information on a more advance techniques on rice production.



CHAPTER I	1
Introduction	1
Background of the Study	2
The Need for the Project	3
Statement of the Problem	3
Objectives of the Study	4
Scope and Delimitation	4
Significance of the Study	7
Definition of Terms	7
Methodology	8
Review of Related Literature	9
Project Timetable	16
Treatment of Data	18