

Feasibility study sample food cart

[Business](#), [Industries](#)



This feasibility study aims to rationalize information of a proposed business in order to provide a clear rationale of basic factors in marketing which includes the strength and weakness in a venture and the opportunity and threat that is presented by the environment. Background of the Study Food is the primary necessity in the world. It is usually of plant and animal in origin which is consist and contains essential nutrients ingested and assimilated by an organism to produce energy, stimulate growth, and maintain life such as carbohydrates, fats, proteins, vitamins, or minerals.

Historically, food is secured through hunting and agriculture like farming and animal raising. By that time, food is not yet a trend in the worlds industries. Nowadays, food industry supplies the world populations consumed food energy. The industry is supported by intensive farming and industrial agriculture to continually supply the global demand for food. The emergence of food production industry has been a large break for companies and entrepreneurs to grab the opportunity of global need of food. Such businesses like restaurant and food production, manufacturing, and processing has arise.

These businesses did establish a development in every product in order to give the consumers a better product. These matters now triggered the public to establish standards in buying and purchasing food products. Then quality in food now gives the challenge to the business to essentially sustain the stability of sales in the market. In the Philippines, the Department of Food and Drugs is the agency that monitors, examines and studies the quality and standards of food and drugs as a part of protecting the public's health and safety in consuming food products.

Because of the rapid growth in the field of food business, from single product, marketing experts has come up with the idea of food product variations in order for them to withstand the competition. Variations come into different approaches in catching the attention of the consumers. Flavor is one variation that happens to be so much effective. Included in the variations in flavor is the taste of the consumers, like in the Philippines where there are a lot of tourist visits the country, the need for different kinds of cuisines is in demand.

Example of which are the traditional foods in different countries like European, American, and the famous Asian cuisines such as Chinese, Japanese, Korean and Malaysian. Another is the target age as a variation of products. The tough competition has given the marketing experts to look for other ways to reach and attract people. They come up with the idea of advertisement. They advertised their products through televisions, radios, flyers, billboards, and even in the internet and many more which uses icons like popular television personalities, famous sports individual or team, and even the owners themselves.

This marketing strategy has affected the market effectively not only in the country but internationally. Because of the progress in the food industry which only the companies have acquired to offer, they have the majority control of the price of retail. This is why the government has established another agency except from the BFAR (Bureau of Food and Drugs). The DTI (Department of Trade and Industry) is the agency that monitors the prices of

the products to maintain fairness in between the buyers and the manufacturers or dealers.

They avoid products from being overpriced. The small scale businesses and entrepreneurs found an opportunity in the food industry through purchasing and producing their own food products. This has been rapidly grown, where there were so much of pioneers in a certain product concepts in order for their business to be uniquely different from the others. The opportunity and trend in the industry has given the idea to the proponents to serve the consumers a new food product that will catch the public's taste preferences from trying this kind of bread.

The purpose of this study is to determine the feasibility of Roll&Wrap Bread House, foods in Calasiao to provide a distinctive way in serving a delicacy of differently unique style in affordable yet quality food product from a different line.

PROJECT SUMMARY

This part of the study introduce about the features of the proposed business. Including the history, goals and aims, description of the project, feasibility criteria, mission and vision statements and particularly the basic outcome of studying the business proposed. Name of the Enterprise

In business world, one of the most relevant things that business should have is the business name. It has the greatest influence on the amount of business it will attract. Roll&Wrap Bread House will be the name for the approaching business. As the name bring about, “ Roll” means to say that it

is a piece of bread that is rounded and usually a small size. Besides, “ Wrap” means to fold as cover as roll does. Considering the name, Roll and Wrap was formed which really fits to the business enterprise as it produce and market different varieties of roll and wrap bread.

Roll&Wrap Bread House is easy to put in mind. The name itself was referred what the business is all about. This will help the consumers get to know further about what the business is trading. This business logo shows the rolled bread with a bread roller to really expose what the business brings about. The images itself with its matching color are for the combination of simplicity and attractive logo. Description of the Project Roll&Wrap Bread House is a bread enterprise where all customers are very much welcome to buy an extraordinary tasty bread with different varieties of fillings.

This business will provide good quality of raw materials that combine performance and valued prices that are distinct from other competing products. The product will be categorized by its different bread fillings and distinct sizes such as bite size. In this case, bread shop is valuable and necessity for those people who loves to eat bread and this considered as side dish. This business will be able to give the best bread filling too, that might people love most including the common fillings. This business provides the affordability of the product for the consumer from the exclusive to ordinary people.

This business will put up into the particular place and in a crowded area to make sure of making more consumers. The project will be advocate by those people who are intentionally and get to use to know about the situation from

the consumers who are tight in budget. The business will manufacture breads that have particular different kind of tasty bread fillings and adorable appearance. Mission Statement Roll&Wrap Bread House should continuously manufacture this kind of business enterprise to be able to become one of the popular bread stores in industry by accommodating to its competitive environment.

This could be occurring by indicating its mission statement. Roll&Wrap Bread House mission is to produce delicious bread products, to accomplish the good service and meet the exact expectation price of the consumers and by innovating the other features of the said product. Vision Statement Roll&Wrap Bread House is looking forward to be more popular in the fields of this business as the future comes constantly. Roll&Wrap Bread House envisions itself to be most prominent bread shop in the country and to give rise for new ideas to adapt in today's changing world. Goals and Objectives

The business goals and objectives are as follows:

- To provide a distinctive way in serving a delicacy of differently unique style and flavor of the product.
- To promote a profitable enterprise that meets the customers needs.

Long-range Objectives

- To spread the business all over the country.
- To gain 50%loyaltyof consumers in a month.
- To increase the company's market share.

- To rise the profits in a year. Feasibility Criteria Roll Bread House is a bread house that support to theresponsibilityof having a good taste on the people most especially for those who like very much to eat bread.

One of the aims of this project is to promote a nourishing bread snack but also good services for those people that would like to buy the said product. When it comes to choosing project it is important to know how much it takes and whether it is marketable in the marketplace. Furthermore, this business will establish not only to find more profits and earn moremoneybut also to give distinct service especially to the product that may contain good and healthy ingredients that could benefits to the consumers. Form of Ownership

The proposed business will be managed by owner who has the ability and knowledge in business world in collaborative operation and can handle any problem. This will be relevant in organizing a business to get the ideal outcome of the enterprise for the consumers. Location The proposed business enterprise will be established in Poblacion East, right at the town of Calasiao in front of the Calasiao Central School. Brief History of the Project This project was started to a collaborative mind-set of each member of the group wherein the bread was selected to be the main factor until it come up to Roll Bread House.

The proponents taught that this would be better to sell, on a specific place including urban places or in the City because of its affordable prices and good taste. Project Timetable Status As the business established from the very first time in industry, this may become popular and introduce to all consumers. Therefore, when time is getting longer as it started, the project

expected to be more prominent in industry and to continuously give the best products for the customer wants.

Furthermore, the project will be able to make innovations at certain time. Nature of the Industry Roll Bread House is a fine and pleasant business. The good one is that this business will continue to grow and succeed when the target aims are reached. The possible problem in business world is that competitors are being existed as common. So far, nothing to worry about when competition is present when the business has the potential to raise more than the expected goals. The business can be easily managed as it requires economically resources.

Primarily, this kind of business even it gradually exists in industry, the most important is that it makes consumer attract instantly. Mode of Financing and Investment Cost The mode of financing is clearly come from the partnership of Aurora, Uson and Casem due to their patient insaving moneyfor the project. The business is just simple but not that pretentious one. The estimated cost of the total business is ____.

- Funds will be allocated as follows: food kart P15, 000. 00
- Total price of the equipments P150, 000. 00
- Maintenance P18, 000
- Store renovation P10, 000
- Raw Materials P20, 000