MICRO-SCALE PRODUCTION OF PINEAPPLE JAM AND JELLY WITH SUGAR PALM SAP AS SWEETENER

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ABSTRACT

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The study, Micro-scale Production of Pineapple Jam and Jelly with Sugar Palm Sap as Sweetener, was conducted to produce pineapple jam and jelly on a micro-scale. Specifically the study aims to identify production requirements, implement quality control, develop packaging and labeling style for pineapple jam and jelly, determine the appropriate marketing strategy and analyze cost and return.

Micro-scale production of pineapple jam and jelly with sugar palm sap as sweetener includes the following activities: receiving, selection, preparation, cooking, cooling, packaging and storage.

Processing of 50kg pineapples into jam and jelly with sugar palm sap yielded 40 bottles (350ml) and 35 bottles (350ml), respectively. The production cost of pineapple jam is Php 6,812, while for pineapple jelly is Php 6,734. Unit price per bottle of 350ml the pineapple jam is Php 170 and for pineapple jelly, Php 192.40.

The selling price for pineapple jam and jelly are Php 200 and Php 220, respectively. Total sales for pineapple jam is Php 8,000 which gives a net profit of Php 1,188. Total sales of pineapple jelly is Php 7,700 which gives a net profit of Php 1,070.

The products were distributed in glass jars with printed graphical sticker providing the mandatory information in the label.

Marketing strategy used are advertisement strategy and place strategy. The promotional tools used are direct selling and social media.

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