

CANADA FUND PROJECT BRIEF

1. Project Title : Product and Market Development of Bottled Bicol Express and Laing
2. Location : Camarines Sur
3. Project Sector : Industrial Policy and Administrative Management
Cottage Industries
4. Budget : Php 899,500.00
5. Implementing Organization : Matacla Multi-Purpose Cooperative –
Women Core Groups
Mr. Bienvenido Paga
Chairperson
Matacla, Goa, Camarines Sur
Tel: (054) 811-2858
Email: kalingking@yahoo.com
6. Duration : January 31, 2005 - September 15, 2006
7. Project Description :

This project is an attempt to help the MMPC's women's group increase the scale of their enterprise through product development, market development and production capacity expansion. Canada Fund, in particular, will contribute to this effort by subsidizing the group's working capital, acquisition of additional production equipment, cost of BFAD registration, market missions, product development and capability-building. DTI will actively assist MMPC in all aspects of the project through technical assistance.

A total of 410 women and men will directly benefit from the project in the form of trainings and additional income.

8. Beneficiaries : 416 women
9. Expected Results :
 - Household income of project beneficiaries increased from an average of Php 5,000 to Php6,500 per month
 - Increased production capacity: Laing: from 179 bottles per month to 820 bottles per month; Bicol express: from 115 bottles per month to 938 bottles per month
 - Improved receptiveness of product packaging
 - Products registered with BFAD
 - Improved product quality (longer shelf life, better taste)
 - Increased number of market outlets (at least 4 national and 1 export market identified and supplied)
 - Increased volume of purchase orders
 - Increased monthly sales from Php 12,910 to Php93,764
 - Systems for business planning, assessment, production operations and financial management specific to the enterprise in place
 - No. of women-members increased from 15 to 90
 - At least 60% of new members are the poorer households in the community