

We chose the title “Feasibility of Mango Peel Crisps as an Alternative Product in Zamboanga City” because we want to explore whether mango peels, which are commonly considered waste, can be transformed into a marketable and potentially profitable food product.

The study will not only focus on developing the product but will also determine whether there is a potential market for mango peel crisps in Zamboanga City. We will examine the product’s acceptability, production requirements, management needs, costs, possible selling price, profitability, and potential socio-economic and environmental benefits.

We believe this study is relevant because it promotes the utilization of an agricultural by-product and may provide an alternative snack product while reducing food waste. Through the feasibility study, we can determine whether producing mango peel crisps can be a practical business opportunity in Zamboanga City.

Your title, “**Feasibility of Mango Peel Crisps as an Alternative Product in Zamboanga City,**” means that your study will determine whether mango peels—which are normally discarded—can be processed into a **crispy, edible snack product** and whether producing and selling that product would be practical and potentially profitable in Zamboanga City.

What each part of the title means

- **Feasibility** – You are checking whether the product is practical and viable, not simply whether people like it. You will examine areas such as **market demand, production/technical requirements, management, financial viability, and socio-economic/environmental impact.**
- **Mango Peel Crisps** – This is your proposed product. Instead of throwing away mango peels, you will process, season, and cook/dehydrate them into a crispy snack.
- **Alternative Product** – You are presenting mango peel crisps as an alternative snack/product and as a possible way of utilizing a commonly discarded part of the fruit.
- **Zamboanga City** – This defines the location of your target market and business feasibility study.

How to defend your title

If your panel asks “**Why did you choose this title?**”, you can answer:

We chose the title “Feasibility of Mango Peel Crisps as an Alternative Product in Zamboanga City” because we want to explore whether mango peels, which are commonly considered waste, can be transformed into a marketable and potentially profitable food product.

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If they ask: “Why mango peel?”

You can say:

“We chose mango peel because it is usually discarded after the edible portion of the mango is consumed or processed. Instead of treating it only as waste, our study explores whether it can be converted into a value-added food product. This gives us an opportunity to study both product innovation and waste utilization.”

If they ask: “Why crisps?”

“We chose crisps because a crispy snack format can make the mango peel more appealing and convenient for consumers. Processing the peel into crisps also gives us the opportunity to experiment with flavor, texture, packaging, and portion sizes.”

If they ask: “Why Zamboanga City?”

“We chose Zamboanga City because it provides a specific local market where we can assess consumer acceptance and business potential. Limiting the study to Zamboanga City also makes the research more manageable because we can gather data directly from potential consumers and suppliers within the area.”

If they ask: “What makes your study different?”

A strong answer is:

“The uniqueness of our study is that we are not simply creating another snack product. We are exploring the conversion of a commonly discarded part of mango into a value-added product. Our feasibility study will determine whether this concept is acceptable to consumers and viable from market, technical, management, financial, and socio-economic perspectives.”

Your five major areas of feasibility

Area	What you will determine
Market Feasibility	Is there a demand for mango peel crisps? Who are the potential customers? What price are they willing to pay?
Technical Feasibility	Can mango peels be consistently processed into safe, acceptable, crispy snacks? What equipment, ingredients, and processes are needed?
Management Feasibility	What people and management structure are needed to operate the business?
Financial Feasibility	How much will production cost? What should the selling price be? Can the business generate profit?
Socio-Economic Impact	Can the product reduce mango waste, create income/employment opportunities, and provide benefits to the local community?

One important defense point

Be careful not to claim that **mango peel crisps are automatically healthy or profitable**. Your feasibility study is supposed to **investigate whether they are**.

If the panel asks:

“How do you know this product will be successful?”

A good answer is:

“At this stage, we cannot say that it will definitely be successful. That is precisely what our feasibility study aims to determine. We will use market, technical, management, financial, and socio-economic data to assess its viability.”

That answer makes your research sound much more academically defensible.