

Executive Summary

The study of the establishment of the Rice Cake "Pasalubong Center are aimed to present the acceptance of PASALUBONG in Estancia, Iloilo. It focused on the Impact of accepting the rice cake in the market. Estancia is a second class Municipality in the province of Iloilo, Philippines. In the 2015 census, the population of Estancia, Iloilo, was 48,546 people, with a density of 1,700 inhabitants per square kilometre or 4,400 inhabitants per square kilometer (2010) Region VI Western Visayas. Total population by Province, City, Municipality and Barangay. NSO. Retrieved 29 June *2016). Estancia is located in the northern part of the Iloilo Province approximately 135 kilometers (84 mi) from the provincial capital of Iloilo City.

The project Rice Cake Pasalubong Center, offers delicious and healthy product which is good and perfect for a snack for the customer that is fond of eating rice cake.