

## EJECUTIVE SUMMARY

In Ibarra's canton in Lita's and La Carolina's have different ecosystems for guanabana's cultivations of the specie Anona Muricatas that is the most acceptable for the production of sweets and mermelade. The situational diagnosis shows that exist a lot of probabilities that in this two parroquias can stablish cultivos of this fruit in order to get profit from the ecological characteristics of this place and create small enterprises for the production of guanabana's sweet. The market's poll determine that doesn't exist guanabana sweets in bottles and saché .

That means that exist a huge probability of the Dulcely's possession that is the commercial brand of the project . In the engineering project it's stablished the physical buildings and the equipment although, productive process that will improve the enterprise to get the goal of offering market of the mentioned products, the economical analysis referes that the proyect require \$ 23.810, the financial item is \$ 9000 credit and \$7750 own resources, the gains that the project generate is \$ 13.866 for the first year . The specific incomes in the firs operative year is \$ 9.366. The present value is \$ 23.845 with a 42.64 % . The time for recovering from the investment is the two years , seven months and twenty five days, the cost profit \$ 200.

The positive impacts of the proyect are local development and the information of small enterprices ; the negative impacts are insignificants.