



Estudio de factibilidad para implantar una fábrica procesadora de Stevia en la ciudad de Cuenca [

2016

text (article)

Analítica

Stevia is a native plant from South America, whose leaves give a natural sugar substitute. The present work developed an exploratory and descriptive research whose objective was to determine the feasibility of implanting a processing plant of stevia in the city of Cuenca. Viability was analyzed considering market, technical and financial studies. The capital investment of US \$ 328 964,10 determined an internal rate of return of 46,39% and a net present value of US \$ 544 001,808. The time to recover this investment was estimated in two years and seven months. These results in combination with the current conditions of the environment and the market as well as the government policies that promote the national production with value added, endorsed the feasibility of the project

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