

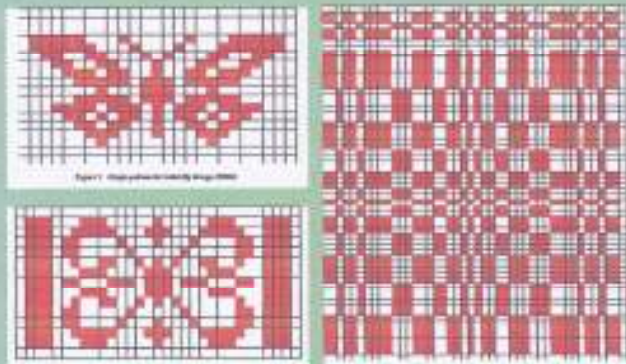
Commercialization Potential of Suksuk for Hand-woven Silk Fabric

Suksuk is a potential MSME's and a distinct heritage of the Filipinos. It is a weaving technique in which designing is done while the fabric is in the weaving process. This method is done particularly in the handloom using additional heddles to pick-up the warp and makes a design. Suksuk has created a wide array of designs ready for commercialization and which our local weavers can adopt for production. Commercialization spurs promotion of entrepreneurship, profit and creation of more jobs. Commercialization of suksuk a novelty product of weaving would create a trade mark for Philippine Silk. With the implementation of Republic Act No. 9242, the commercialization of suksuk is very timely for the promotion a consumption in our local market as well as in the global market.

Thus, this study was conducted to sustain the commercialization of suksuk by utilizing current designs and creating more trendy designs for fabric production. Specifically it was aimed to;

- determine the cost analysis of new suksuk designed fabrics;
- promote and market suksuk silk products its method and design;
- determine the potential and sales performance of the suksuk designed products ; and
- register/patent the existing and new developed suksuk design.

METHODOLOGY



Drafted Pattern of Suksuk Desings



Suksuk Designing and Fabric Production

RESULTS

Table 1. Production cost, actual sales, net income and number of meters of the commercialized hand-woven suksuk designed silk fabric patented, non-patented and newly developed designs.

Suksuk design	Production cost (P)	Actual sale (P)	Net income (P)	No. of meters
Bangbang	142,314.00	189,732.00	47,418.00	237.19
Butterfly	57,290.00	66,720.00	9,430.00	87.15
Imelda	43,854.00	57,271.00	14,318.00	71.29
Stanyol rectangle 2	40,512.00	54,032.00	13,520.00	67.54
Sinabot wheel type	30,384.00	40,512.00	10,128.00	50.84
Vitor	26,724.00	35,632.00	8,908.00	44.54
GP logs	16,428.00	21,904.00	5,476.00	27.38
Sinabot diamond	5,802.00	7,798.00	1,994.00	9.87
Sinabitan	1,890.00	2,520.00	630.00	3.15
DMMMSU-BOR	1,330.00	1,800.00	470.00	2.25
MSU-2013	23,346.00	36,682.50	13,336.50	65
MSU-2013	25,548.00	36,682.50	11,134.50	65
TOTAL	419,340.00	554,245.00	134,893.00	691.10

The production of 691.10 meters of hand-woven suksuk designed silk fabric required a total production cost of 419,340.00 generating an employment of 691.10 man-days and gave a net income of 134,893.00 and an ROI of 25%.

Participation through events, exhibits and/or trade fairs, word of mouth and/or referrals, year round product display has resulted to a total sale of hand-woven suksuk designed silk fabric amounting to 554,246.00.

Registered Suksuk Designs



RECOMMENDATION

1. Use suksuk designing as a trademark for fabric production for DMMMSU-SRDI and the province's handloom products through OTOP.
2. Handloom weaving with suksuk designing is a potential industry and is recommended for the employment of out-of school youth and housewives;
3. The technology on suksuk designing should be disseminated to entrepreneurs engaged in weaving.



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