

Title: **Feasibility Study of Production Oyster Flavored Smoke**

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Abstract: We analyze the financial technical feasibility of an assembly would have a productive activity in the Lagoon of Pueblo Viejo, Veracruz, Mexico, based on the exploitation of the American oyster (*Crassostrea virginica*) fishery resource, for project evaluation: Implications for the marketing of fishery and aquaculture products: oyster case "by the Instituto Nacional de Acuicultura y Pesca and the Instituto Tecnológico de Boca del Río. We used a structured approach to the problem situation through a mental map, an analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) and a logical framework matrix.

Considered feasible a monthly production of 480 kilograms of oyster-flavored smoke at presentation glass jar of 160 ml of product. For this production, the raw material would be obtained from the oyster fishery and artisanal mining of 30 boats from the town of Pueblo Viejo.

The project showed sensitivity to market prices and raw material. The financial evaluation results indicate a benefit-cost ratio of 1.78 of successful investing, Internal Rate of Return (IRR) of 21.4%, a Net Present Value (NPV) of \$ 92,573 pesos and a MARR of 18%. Since the price of the product in the market will be offered locally at a cost of \$ 30.00 Mexican pesos in national currency.

The present study is to perform a technical and financial proposal under a model of oyster product marketing and processing oyster flavored smoke with oyster cooperators of Pueblo Viejo, Veracruz, Mexico.