

Smokey's Franchise

at De La Salle University

Dasmaringas, Cavite

808100

A Project Feasibility Study

Presented to the

College of Business Administration

De La Salle University

Dasmaringas, Cavite

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science in

Business Administration

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Feasibility Study Abstract Form

Name of Institution : De La Salle University - Dasmaringas

Address : Bagong Bayan, Dasmaringas, Cavite

Title : Smokey's Franchise

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Funding Source : Parents

Cost : P5,000

Date Started : June, 1995

Date Completed : March, 1996

Objectives of the Study :

A. GENERAL

To determine the feasibility and viability of the project.

B. SPECIFIC

To determine the different aspects of the organization of the business : Management , marketing, technical and financial.

Scope and Delimitation :

The proposed project will deal primarily with the operations of a Smokey's Franchise within the main campus of DLSU- Dasmaringas. The study is limited to the selling of specialty hotdogs offered by Purefoods Corporation.

Methodology :

The proponents made use of the regression analysis for the reason of effectivity in the treatment of data. The study utilized secondary data like the population of students and the canteen concessionaires.

The proponents gathered all other necessary data through primary data collection, which includes interviews from canteen owners, franchisors, franchisees, students and school personnel.

Major Findings :

The feasibility study revealed that the findings will provide necessary information on establishing Smokey's Franchise.

Conclusion :

Based on the data presented in the study, the proponents concluded that the project is viable and profitable.

Recommendation :

The study revealed that there are people competent enough to run the business. The proponents recommend further studies be made on how to develop and control the product in terms of quality, price and features.

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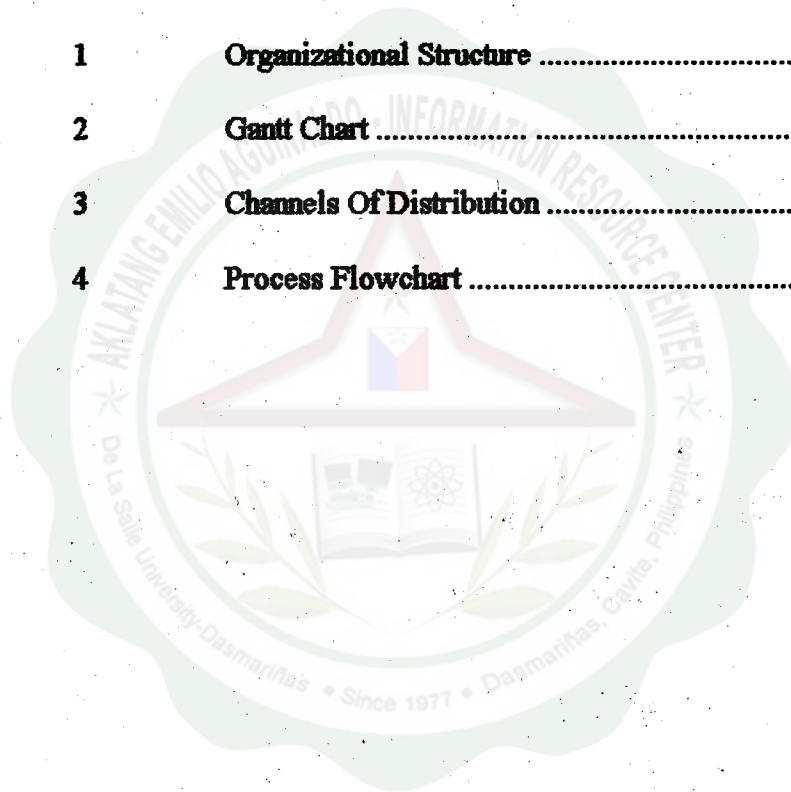
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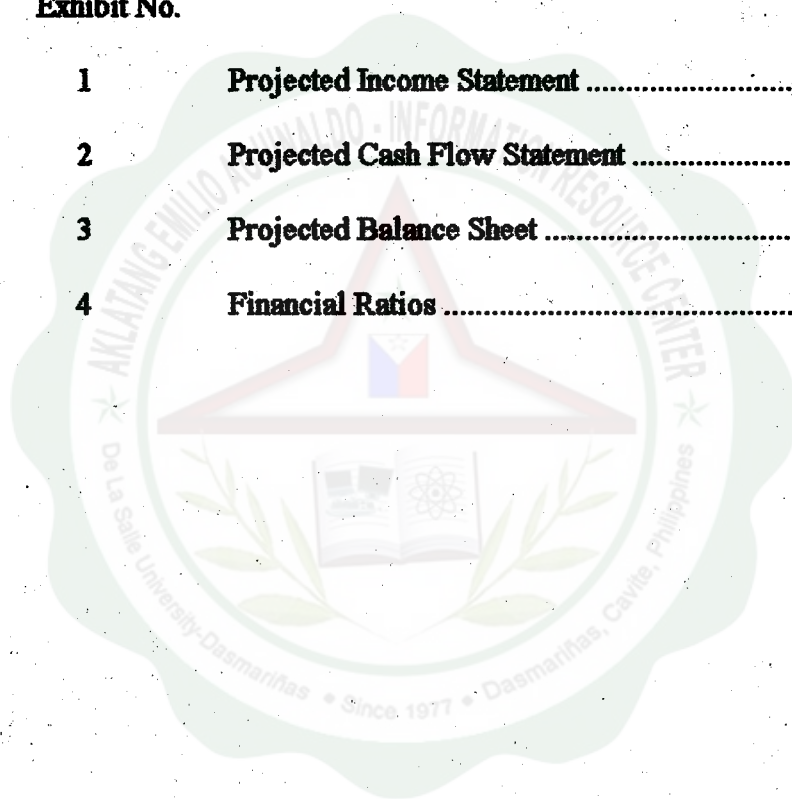
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