

**HEALTH AND FITNESS CENTER
IN DASMARIÑAS, CAVITE**

*A Project Feasibility Study
Presented to the Faculty of the
College of Business Administration
De La Salle University - Dasmariñas
Dasmariñas, Cavite*

*In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Administration*

By:

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FEASIBILITY STUDY ABSTRACT

Name of Institution : De La Salle University-Dasmariñas
Address : Dasmariñas, Cavite
Title : Health and Fitness Center
Author : Valeriano M. Saputil Jr.
Funding Source : Come from Parents
Total Cost : P2,750.00
Date Started : June, 1997
Date Finished : March, 1998

Objectives of the Study:

The general purpose of this study is to provide basic information about the services rendered by health and fitness center, the appropriate nautilus equipments to utilize, its marketing strategies to be implemented in order to penetrate the market as well as its contribution to the economy and the society.

Specifically, the project made an analysis of the following:

1. The form of the business enterprise to be adopted and the duties and responsibilities of the personnel.
2. The marketing strategy to be used for greater patronage.
3. The kinds of services that will be offered by the center.
4. The capital requirements and the sources of funds for the creation of the establishment.
5. The social and economic contributions of the project to the community.

Significance of the Study:

The outcome of this study will ultimately stand as a standard gauge to decide whether to pursue the project or not. Likewise the study will serve as an informative reference to students, researchers and would-be investors.

Scope and Delimitation:

The study will cover only the various aspects of management, marketing, technical and financial areas of organization in the establishment of a health and fitness center in Dasmariñas.

Methodology:

To show the existing scenario of Health and Fitness Center, the normal descriptive is used, in the attempt to characterize the technical operations, management schemes, finance, marketing practices and socio-economic impact of the proposed business in Dasmariñas, Cavite. The researcher conducted an informal interview with the existing fitness center in Damarinas and other neighboring towns. Actual observation of fitness center and survey of transient and health center operators served as the primary source of data. Engineers and Architects were also consulted for the building and design and for the appropriateness of the proposed project site. Actual visits to various fitness centers were made to have a first hand information on the demand, proper design, facilities and equipments that would be included into the whole project.

Major Findings:

The project will serve as an additional source of income for both government and employee. The government shall receive through revenue from taxes, coming from the business itself, as well as the employee.

Conclusion:

Based on the study, there is a great need to establish a health and fitness center situated in Dasmariñas.

Recommendation:

The proponent recommends the establishment of a fitness center with complete facilities to help maintain a strong and healthy body through exercise contributing to the government's agenda of *"Healthy Body with Healthy Mind"*.

Aside from the above recommendation the proponent would be able to sustain a manageable income producing activity helping the community in employing other non-productive personnel.



DR. JORGE A. CAMPOSANO
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