

**THE ESTABLISHMENT OF A DRIVE-IN
MOVIEHOUSE IN TAGAYTAY, CAVITE**

A Project Feasibility Study

Presented to the Faculty of

the College of Business Administration

De La Salle University - Aguineldo

Dasmariñas, Cavite

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science in Business Administration

by

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ABSTRACT

Name of the Institution : De La Salles University - Aginaldo

Address : Dasmariñas, Bagong Bayan, Cavite

Title : Establishment of a Drive-in Moviehouse in Tagaytay, Cavite

Author(s)/Proponents : Valerio, Elvin A. Lontoc, Jeffrey
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Funding Source : 60% Partnership Cost : P3million (Initial capital)
40% Bank Loan

Date Started : July 24, 1994

Date Completed : October 2, 1995

Objective of the Study:

- A. General : To Determine the Feasibility and Viability of establishing a drive-in moviehouse.
- B. Specific : To use forecasting tools and financial assumptions in order to determine the study's feasibility.

Scope and Coverage:

- A. Organization and Management Aspect:
The proponents adopted a partnership form of business organization.
- B. Marketing Aspect:
Establishing a Drive-in Moviehouse will pave the way in alternative cinematic viewing.
- C. Technical Aspect:
The Drive-in Moviehouse will show two different pictures each night. Food and drinks are available inside the drive-in for the convenience of the viewers. And it is located along Gen. Aginaldo Hi-way, Tagaytay.

D. Financial Aspect:

The business is assumed to have an initial capital of P3million. The computation of financial statement were based on the financial assumptions by the proponents.

E. Socio-Economic Aspect:

The injection of this type of establishment may receive mixed reactions from various sectors but the positive effects outweighed the negative.

Methodology:

This feasibility study used the descriptive method wherein needed details were presented to clearly answer any possible questions. Research of data provided a long part of needed information as did the interviews with reliable sources.

Conclusion / Recommendation :

The proponents came to a conclusion that an establishment of this kind would prove beneficial be it the ones who will put of the business or those who will patronize the business. As a recommendation, the proponents establishment of a drive-in movie in Tagaytay is relatively feasible and viable.

TABLE OF CONTENTS

PRELIMINARIES	Page
Title Page	i
Approval Sheet	ii
Abstract	iii
Table of Contents	iv
Acknowledgement	v
Foreword	vi
Disclaimer	vii
List of Figures	viii
List of Tables	ix
Chapter I	
Introduction	
The Need	2
Objective of the Study	2
Significance of the Study	4
Scope & Delimitation of the Study	4
Review of Related Literature	5
Definition of Terms	7
Methodology	8
Chapter II	
Organization & Management Aspect	
Form of Organization	9
Organizational Structure	9
Organizational Chart	10
Personnel Specification	11
Salaries and Wages	14
Timetable Activities	14
Chapter III	
Marketing Aspect	
Market Description	17
Analysis of Supply and Demand	18
Trade Practices	23
Marketing Program	24

ACKNOWLEDGEMENT

Chapter IV

Technical Aspect

Service Offering	27
Service Process	28
Gantt Chart	29
Waste Disposal	31
Service Schedule	32
Provincial Map	33

Chapter V

Financial Aspect

Financial Assumption	34
Profitability Ratio	35
Solvency & Liquidity Ratio	35
Stability Ratio	36
Break-even analysis	37
Payable period	37
Schedules	38
Balance Sheet	40
Cash flow Statement	41
Income Statement	42

Chapter VI

Socio-Economic Aspect	43
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Chapter VII

Conclusion and Recommendation	44
References	45

Appendices

46

DISCLAIMER

LIST OF FIGURES

Trade names and distributors mentioned in the study were used for the purpose of providing specific information and did not endorse service firms or apply criticism of similar ones that were not mentioned.

Contents of the recommended project were based on research and information gathered by the proponents.

Floor Plan

View of Structure

Proposed Map

LIST OF TABLES

LIST OF FIGURES

	page
Organizational Chart	10
Gantt Chart	29
Floor Plan	30
View of Structure	31
Provincial Map	33

Chapter I

INTRODUCTION

LIST OF TABLES

	page
Historical Demand	19
Projected Demand	19
Historical Supply	21
Projected Supply	22
Demand and Supply Gap	22
Computed Market Share	23
Revenue Forecast (parking fee)	24
Revenue Forecast (entrance fee)	25
Total Revenue Forecast	25