

ABSTRACT

TITLE: Establishment Of The Rose of Sharon Montessori In
Dasmariñas, Cavite

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SUMMARY:

The establishment of an educational institution as a business may not be as lucrative and profitable compared to other businesses. People who engage in this venture are basically civic-minded, socially conscious, dedicated, sincere, innovative and responsive to the needs of the community for quality education.

If the school offers quality education, it attracts a significant number of parents with pre-school and elementary children not only from the town itself but also from nearby towns and barrios.

To better serve the needs of the community through adequate school plan, facilities and quality education, the proponent prepared this feasibility study. To establish the viability of the project, an independent study of the marketing, service operations, management and financial aspects was carried out. Findings were integrated using commonly known measures. Data on market (to find out the present and projected demands) and curricular/services (for installing the right foundation and educational facilities) were gathered from secondary sources. The supplemental data were obtained through interviews with educational institutions users as well as the families within the locality.

For the projected demand, a simple regression was used. Qualitative data were also used to identify market characteristics and to formulate a marketing strategy based on obtaining a competitive edge to capture a substantial market share.

ORGANIZATIONAL AND MANAGEMENT ASPECT

The business will be organized as a family owned corporation that will provide the latest educational technology to local markets, staff development for its personnel educators and wide information on opportunities and potentials for possible future growth and development.

The proposed **Rose of Sharon Montessori** will be organized as a stock corporation. It will be governed by Board of Directors consisting of 5

members. The day to day operation will be managed by a Director while a principal will take charge of the academic activities, administrative and logistics needs of the institution.

In addition , the school will employ in its initial year of operation 21 staff: Four (4) full time teachers for Nursery, Kinder, Preparatory and Elementary level, one (1) parttime P.E. Teacher and Computer Teacher, a Registrar, a Guidance Counsellor, two (2) Secretaries, (1) Maintenance Supervisor, (1) Bookkeeper/Accounting Clerk, (1) Cashier, (1) School Nurse, (1) Librarian, two (2) Utilitymen and one (1) Driver and two (2) Security Guards from an agency.

MARKETING ASPECT

The line of business is service. The school will serve the demand of the fast growing population of Dasmarinas, Cavite. The school will offer Nursery, Kindergarten, Preparatory and Elementary level with computer application.

The greatest attractions of the proposed school are the computer lessons and high quality education. (See Structural Aspect).

Pre-school education is widely known not only in the Philippines but all over the world, for it develops individual personalities at its early stage. In the proposed area, there are only 5 schools out of 8 that offer the same services but one of them lacks computer facilities.

The target market of the proposed school comprises of children ages from 2 1/2 to 12 years old residing in Salitran, Dasmariñas, Cavite and nearby localities.

STRUCTURAL/CURRICULAR ASPECT

There are only two (2) private schools that offer person-to-person services and training to students operating in the locality. In line with this, the project looks into establishing a fully equipped private preparatory and elementary educational institution with well-trained and talented teachers. The school would be situated in a 5,250 square-meter lot. It has an old building. It is located along Salitran road going to Dasmariñas Bagong Bayan (DBB) near Cardinal Subdivision and Molino Homes. The place will be leased by the proponent for a period of five years.

FINANCIAL ASPECT

The total project cost of P 5,334,530 will be financed by the incorporators amounting to 3.0 M. The balance will be borrowed from the Social Security System (SSS) and/or the Government Service Insurance System (GSIS). The loan will be payable in 25 years. The project is projected to have an average Return of Asset (ROA) of 35% with a payback period of 2.10 years.

SOCIO-ECONOMIC ASPECTS

The project is expected to contribute to the country's goal of improving education. It will help increase literacy rate, provide employment to professional educators, and contribute in the community's revenue collection through municipal permits and property taxes and income taxes paid by the institution and its personnel.

FINDINGS AND CONCLUSION

The findings of the study shown that the project is viable and feasible. However, attention must be given to the risks involved in the project, the ideal mix of modern educational technology, people and management. The Rose of Sharon Montessori is an overall optimism that shall work with dedication and responsibility.

The establishment is expected in the near future to compliment the national government's program of attaining a standard and quality education with improved educational facilities that will accommodate students in the community of Dasmariñas.