

ESTABLISHMENT OF A DESKTOP PUBLISHING AND PRINTING
BUSINESS IN DASMARIÑAS, CAVITE

A Project Feasibility Study

Presented to
the Faculty of The Graduate School of Business
De La Salle University - Dasmariñas

In Partial Fulfillment
of the Requirements for the
Degree Of Master in Business Administration

by

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FEASIBILITY STUDY ABSTRACT

TITLE:

Establishment of a Desktop Publishing and Printing Business in Dasmariñas, Cavite.

PROPONENT:

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SUMMARY:

The study seeks to determine the feasibility of establishing a Desktop Publishing and Printing Business in Dasmariñas, Cavite with printing press located in Palapala, Dasmariñas, Cavite on a site measuring 150 sq.m. Since Dasmariñas is a fast booming town, the market initially contemplated by the proponent are the industrial and commercial establishments within the locality and in the nearby towns. The study covers only a forecast of five years. The raw material used are mainly paper and ink.

CALABARZON shall initially produce layout, graphics design and printing of ordinary office forms (letterheads,

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calling cards, invoice/vouchers, flyers and other office supplies). Eventually, it will produce complex printed materials such as institutional publications (calendars, brochures, newsletters, posters, Annual Reports, etc.).

The town of Dasmariñas has slowly evolved as the industrial and academic center in the province of Cavite. Thus, among CALABARZON's major clientele shall be the commercial and industrial establishments, schools and universities, hospital, etc. located in Dasmariñas, Cavite.

The name CALABARZON was chosen because it is catchy and the name implies a long term potential for the company for expansion by tapping a wider market which are the firms located in the whole of CALABARZON region. The firm shall be registered as a corporation.

Most of the data gathered for this study were taken from primary and secondary data. Survey was conducted among major market clientele in Dasmariñas, Cavite such as commercial/industrial firms and interviews were conducted among printing press owners.

Around four months preparation is needed prior to operation of the business from site construction, business registration, to fixing of office and printing shop, purchase of equipment up to the hiring and orientation of personnel.

ORGANIZATIONAL AND MANAGEMENT ASPECT

The company shall be registered as a corporation with an authorized capital of P 5 million. It shall have an authorized capital stock of 50,000 shares with par value per share of P100, while paid up capital from stockholders shall amount to P1.2 million.

Its Board of Directors shall be composed of five family members including the proponent. Its everyday operation shall be handled by a designated manager, who is the proponent herself.

The business will initially require seven (7) regular personnel from the manager down to the binder.

MARKETING ASPECT

An aggressive marketing strategy shall be adopted to promote the services of CALABARZON through posting of streamers/billboards, distribution of flyers, office presentations and local advertising. The project's competitive advantages shall be as follows: good quality, cheap price and strategic location.

On its first year of operation, it seeks to target 30% of the market demand-supply gap which can go up to 50% on the fifth year of operation.

FINANCIAL ASPECT

The project's total cost shall be P 2 million. Of this amount, P1.2 million shall come from stockholders' investments while P800,000 shall be borrowed from a bank.

Gross revenue from the project is at P2,497,500 on the first year of operation increasing yearly at an average rate of 21 % until the fifth year. The payback period of the business can be achieved in a span of 3 years.

SOCIO-ECONOMIC ASPECT

The community shall benefit from the project because it can help generate jobs among residents. More income would result to higher spending and demand for other consumer products. This additional demand stimulates the production of other products.

The project, when realized, will not only provide employment but will also generate revenue and income not only for the investors but also for the government in terms of fees, taxes and permits paid by the business.

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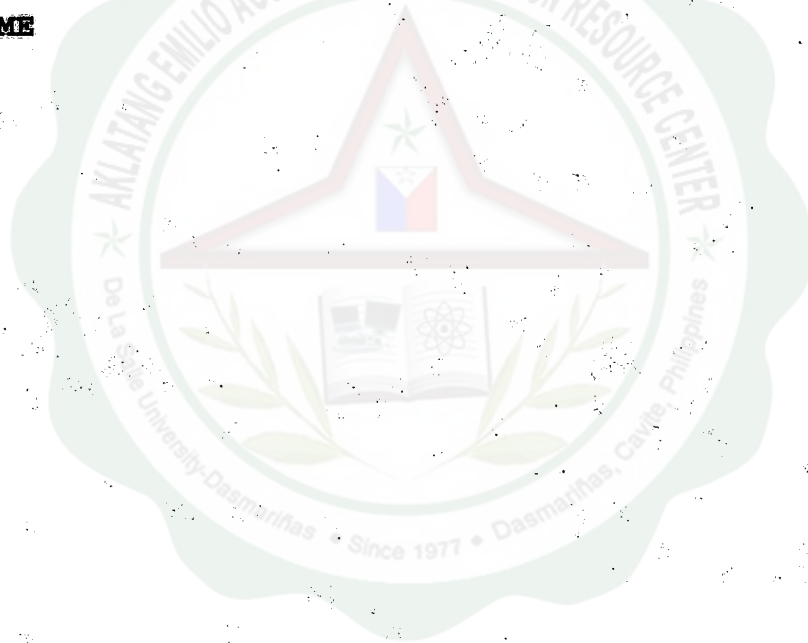
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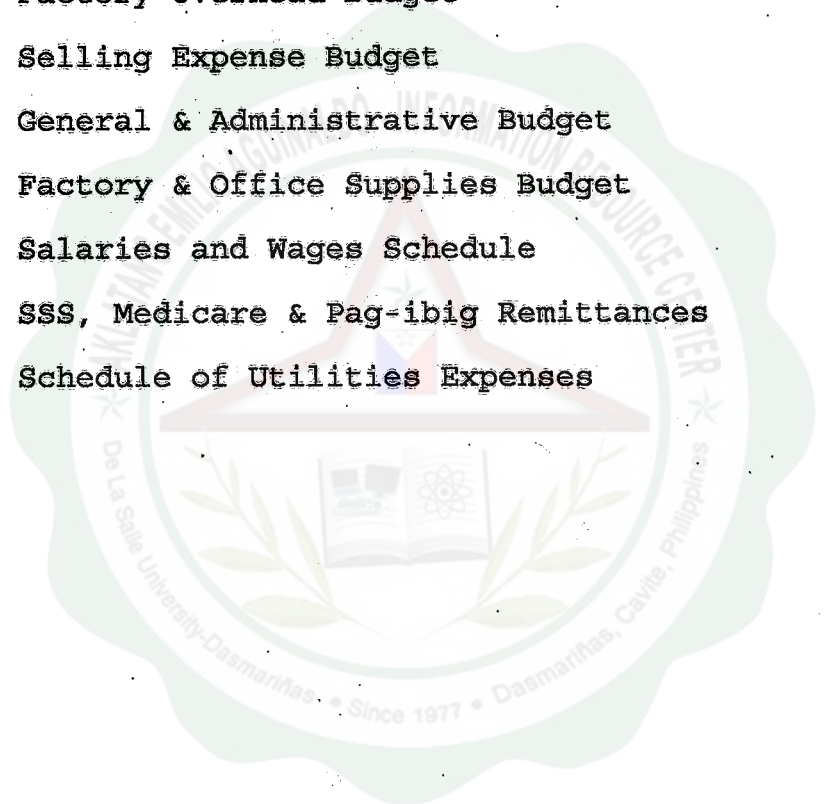
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