

ABSTRACT

TITLE: Establishment of a Car Care Service
Centre in Dasmariñas, Cavite

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SUMMARY

The study aims to give quality service with the use of scientific method. The project study seeks to determine the viability of a car care service centre in Dasmariñas, Cavite. The proposed business when realized

will repair and maintain automobile in good running condition. It seeks to answer the crucial problems related to organization management, marketing aspect, technical aspect, financial aspect and socio-economic aspect.

The project study offers methodical repairs with the use of auto-electronics analyzer, a highly technological equipment used in fields of auto repair services. The service process would be divided into four categories such as tune-up analyzer, alignment analyzer, wheel balancing and tire mounting. Mechanical services also included are engine overhauling, car body repair and car painting.

ORGANIZATIONAL AND MANAGEMENT ASPECT

The proposed business shall be organized as a corporate form of business enterprise. It shall be governed by a board of directors consisting of seven shareholders. The operation shall be managed by the manager.

In addition, the proposed business shall employ in its initial year of operation 2 personnel: one (1)

manager, one (1) supervisor, one (1) accountant, one (1) cashier, one (1) bookkeeper, one (1) secretary, twelve (12) mechanics, and five (5) service workers.

The proposed study envisions to serve the customers with courtesy and respect through a bright and friendly smile. The whole staff should project a sense of personalized attention so that the clients have a feeling of first class service at very reasonable price.

MARKETING ASPECT

The greatest attractions of the proposed project are the quality service and personalized attention projected by the staff. The project shall serve the demand of the number cars passing along the access roads and highways in Dasmariñas, Cavite. The car care service centre shall offer car services such as tune-up, wheel alignment, wheel balancing, tire mounting, overhauling, car body repair and painting.

The market in general shall come from all types of motor vehicles from commercial and utility vehicles to privately owned cars. As envisioned, the company will concentrate its target market on the public passenger

utility jeepneys and privately owned cars. The target market lies not only in the town of Dasmariñas, but also in the other cities and municipalities of Cavite and other nearby provinces.

TECHNICAL ASPECT

The project study involves the setting up of auto-electronic repairing equipment and auto mechanical services in the municipality of Dasmariñas, Cavite. Car Service Center shall be located in Dasmariñas, Bauman Aguinaldo Highway, in the middle of one of the most populous and progressive places. The place will be leased by the proponent for a period of ten (10) years.

FINANCIAL ASPECT

The total project cost is P4,000,000.00. Two million four hundred thousand pesos will be financed by the incorporators, representing initial paid-up capital. Forty percent of the required capitalization will be borrowed from the bank.

SOCIO-ECONOMIC ASPECT

The proposed project shall not only gear towards profit generation. It shall also consider the social and economic benefits derived from its operations. In establishing the business, varied contribution is expected in the improvement of economic situation of the community where it shall be located. It exists not only to benefit the owner but also the workers, the customers, the community, and the society as a whole.

FINDING AND CONCLUSION

The findings of the study showed that the project is viable and feasible.

Mechanics are highly qualified to respond to the demand of quick and proper repairs for the customers' vehicles. And adopting the holistic approach and team management grid style gives an edge for a successful business enterprise.

The proponent concludes that the Car Care Service Centre will be profitable by offering better services and qualified mechanics to fix and maintain cars in good running condition.