

FEASIBILITY STUDY ABSTRACT

I - TITLE: A PROJECT FEASIBILITY STUDY ON THE ESTABLISHMENTS OF A COMPUTER SALES CENTER IN AYALA ALABANG, MUNTINLUPA, METRO MANILA.

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V - SUMMARY:

A. INTRODUCTION. The invention of computers has been sentimental. It all started with some simple calculating machine that has later improved because of innovations. Even until now the innovation never stopped. From computers with a size of a filing cabinet to lap top computers, modifications, improvements and innovation in computer hardwares continue.

Computers are the most widely used machines in the world, whether be at business, schools, offices and at home. Computers are a part of the many developments in this overpopulated world. They make things easy through the manipulation of data in science and economics.

In the many years to come, this developing world will never put aside the utility of computers as part

of the advance world technology. The Computer - the machine of the past , and the technology of the future.

B. METHODOLOGY. The proponents employed a descriptive method of research. Sources of data came from wholesalers and retailers. Instruementns on data gathering were utilized, like the interview schedule, inventory logbook and form magazines. Both qualitative and quantitative approaches. Qualitative since there are not enough historical data to deal with computer sales, only qualities that characterize the need of the consumer. Quantitative, in the sense data can only be gathered from the sales log book of the Computer Sales Center. Assumptions can be formulated from the computer sales status in the Ayala Alabang, Muntinlupa Area.

C. ORGANIZATION AND MANAGEMENT ASPECT. The Computer Sales Center adopts a sole proprietorship form of business organization with the owner as the manager. There are only three (3) employees. The manager, the salesman, and the technician. The salaries of employees are to be received every 15th and 30th day of the month. The duty of the manager is to look over the business transactions. The salesman's duty is to make external and internal negotiations and research to companies and schools. The technician's job is to install and repair defective computers as part of the

after sales service.

D. **MARKETING ASPECT.** The Computer Sales Center will offer the following items for sale: a variety of latest computer models and peripherals, diskettes, ribbon refills, diskette cleaners, disk banks and others. The demand and supply analyses are applied in quantitative and qualitative forms. Quantitative because the information gathered is enough to suffice only projected sales for the next five years. Qualitative because there are not enough data for demand and supply figures.

The trade practices being employed in the sales business of computers involve the practice of consignment where in the owner of the sales center is the consignee.

The pricing policy adopted is cost + mark-up. Advertising and promotion on its early stages will concentrate on capturing of the residents of Ayala, Alabang and nearby villages. Posters, leaflets and banners will be used to reach the target market. For actual prices of computers and peripherals are (see appendices for price list).

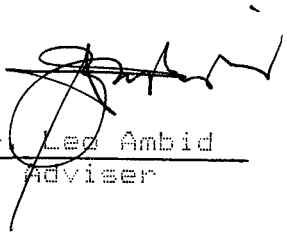
E. **TECHNICAL ASPECT.** The Personal Computer is composed of a keyboard, central processing unit (CPU) and a monitor with a printer which provides the hard-

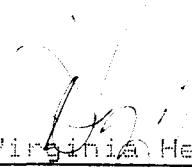
copy output. The service operational flow starts when a customer enters the sales center. He (the customer) looks at the models, then the supervisor or salesman will approach and orient him on the available items for sale. If the customer inquires something about computers, he is provided with adequate information. Then, when a transaction is being netted out, the supervisor or salesman will accompany the customer to the negotiating table. The functions and features of the selected model or peripheral i.e., the terms of payment, date of delivery, and the after-sales services are introduced to the buyer. The equipments involved are the delivery equipment and tools used by the technician for repairs and installation purposes. The sales center will be located at Ayala Alabang, Muntinlupa, Metro Manila. The labor cost is distributed to the supervisor, salesman and technician. Utilities used at the sales center are electricity, water and telephone services. Waste materials are collected by the garbage crew.

F. FINANCIAL ASPECT. The Computer Sales Center requires a 100% equity based capital of P 576,600. The financial assumptions are enumerated in the study with the pre-operating cash flow for three months. The business is projected to be financially stable in its first five years of operation with the return on in-

vestment at .20 increase to .28 and payable period estimated on its 3rd year.

G. SOCIO-ECONOMIC ASPECT. In any way, the establishment of a computer sales center will not only create jobs for the unemployed but will also encourage other people to learn, improve and invest for themselves other computer related courses. It is a revenue earner for the country. It is an "employer" for the jobless and a "provider" for the learning society. It has a multiplier effect to the modernization of our country as we approach the 21st century. If computers are sold, therefore jobs are created, companies expand, jobs are more created, demand for skillfull computer literates are inevitable, jobs are all the more created, and with this unstoppable cycle, no doubt our country will be the next NIC or the next Tiger Economy of Asia.


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