

**A PROJECT FEASIBILITY ON
PARTY FAIR BUSINESS IN SALITRAN,
DASMARIÑAS CAVITE**

888000

Presented to the
College of Business Administration
De La Salle University - Aguineldo
Dasmariñas, Cavite

In Partial Fulfillment
of the Requirement for the Degree
Bachelor of Science in Business Administration

By

JIMMY V. AYRAN

RHODERICK C. RAMIREZ

WALTER G. SAPITAN

October 1993

TABLE OF CONTENTS**PRELIMINARIES**

Title Page
Approval Sheet
Table of Contents
Abstract

I. INTRODUCTION

The Need

- 1.1 Statement of the Problem
- 1.2 Objectives of the Study
- 1.3 Significance of the Study
- 1.4 Scope and Delimitation
- 1.5 Review of Related Literature
- 1.6 Definition of Terms
- 1.7 Methodology
- 1.8 Treatment of Data

II. EXECUTIVE SUMMARY

- 2.1 Organization and Management Aspect
- 2.2 Marketing Aspect
- 2.3 Technical Aspect
- 2.4 Financial Aspect

III. ORGANIZATION AND MANAGEMENT ASPECT

- 3.1 Objectives
- 3.2 Form of Business Organization
- 3.3 Organization Functional Chart
- 3.4 Personnel Specification
- 3.5 Duties and Responsibilities
- 3.6 Salary and Wages
- 3.7 Hiring of Personnel

IV. MARKETING ASPECT

- 4.1 Objectives
- 4.2 Market Description
- 4.3 Analysis of Supply and Demand
 - 4.3.1 Historical Demand
 - 4.3.2 Historical Supply
- 4.4 Market Share
- 4.5 Trade Practices
- 4.6 Marketing Program

- 4.7 Pricing Policies
- 4.8 Channel of Distribution
- 4.9 Advertising and Promotion

V. TECHNICAL ASPECT

- 5.1 Objective
- 5.2 Service Description
- 5.3 Manufacturing Process
- 5.4 Building Structure and Specification
 - 5.4.1 Location (Project Site)
- 5.5 Supplies
- 5.6 Machinery and Equipment

VI. FINANCIAL ASPECT

- 6.1 Objectives
 - 6.1.1 Fund Requirement
- 6.2 Financial Assumption
- 6.3 Schedule of Depreciation
- 6.4 Financial Analysis
- 6.5 Financial Statement
 - 6.5.1 Financial Ratios

VII. SOCIO-ECONOMIC ASPECT

VIII. POTENTIAL PROBLEM

IX. CONCLUSION AND RECOMMENDATION

Project Feasibility Abstract

I. TITLE: A Project Feasibility Study on Party Fair Business in Salitran, Dasmariñas, Cavite.

II. AUTHORS: Jimmy V. Ayran

Rhoderick C. Ramirez

Walter G. Sapitan

III. TITLE OF DOCUMENT: Project Feasibility Study

IV. NAME AND ADDRESS OF INSTITUTION:

De La Salle University - Aginaldo

Dasmariñas, Cavite

V. TOTAL NUMBER OF PAGE: 54

VI. YEAR COMPLETED: 1993

Summary:

Toy balloons, tables and chairs rentals are very indispensable at present for parties and festivals.

Toy balloons are being sold by the rubber balloon maker to balloon dealer in their deflated form and are inflated by hydrogen gas. Common types of chairs are rattan bodies with plastic seats while the tables are collapsable with wooden feet.

This proposed project will be located in Salitran, Dasmariñas, Cavite. Data presented in this study were based on past and current data and projected for the period of five years.

Organization and Management

The project feasibility study adopts the sole proprietorship. A business organization wherein there is only one owner. The business will be located in Salitran Dasmariñas, Cavite.

The manager is the overall decision maker of the whole operation; acts as marketing and distribution agent.

It needs two (2) permanent employees. The utility men will be hired at the beginning of the operation of the business.

Marketing

Toy balloons are being sold by rubber balloon makers in the Philippines today whose factories are of cottage industry size.

The markets for this product and services are institutions like schools, hospitals, civic organizations, banks and families where celebrations are held and require balloons, tables and chairs.

The target market are covered are the nearby municipalities like Imus and Dasmariñas.

Technical

Toy balloons are being sold by the rubber balloon maker to balloon dealer in their deflated form and are inflated by the dealer by hydrogen gas or any other gas lighter than air.

Common types of chairs rented are rattan bodies with plastic seats while the tables are collapsable with wooden feet which can be folded.

The business will be located at Salitran, Dasmariñas Cavite. It was chosen as the most strategic location because of its desirability in terms of distance from the source of raw materials, markets and other factors.

Financial

The proposed business will utilizes the used of P150,000 as its initial capital which covers the purchase of delivery van, equipment and supplies.