

ABSTRACT

TITLE : A Feasibility Study on the Production of
Ceramic Chandeliers and Lamps

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TITLE OF DOCUMENT : Feasibility Study

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Administration major in Management

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SUMMARY:

A. Methodology

The ceramic producers in General Trias, Cavite and some ceramic manufacturers in Cavite were the respondents in this study. Research instruments used were taken from various research institutions

like Adamson University, Department of Trade and Industry, Technological Livelihood and Research Center, and De La Salle University - Aguineldo. All the data were also gathered from these institutions.

Formal interviews were conducted by the proponents regarding their manufacturing processes. Inspections were conducted to determine the reliability of information disclosed by the respondents.

B. Management Aspect

The proposed firm will be managed by Mr. Carl Amurao, Mr. Allan Balleza will be the marketing manager and Mr. Rainier Padilla will supervise the production as his contribution to the business. The business is organized as partnership considering the capital investment required. The organization will have the following personnel: general manager, cashier, accounting clerk, marketing manager, delivery man, production manager and six direct workers, namely: (1) mixer, (2) moulders, (1) firing man, (1) decorator, and (1) assembler.

C. MARKETING ASPECT

The proposed products are ceramic chandeliers and lamps with different colors. The product's unique attraction is the ceramic pendants on the chandeliers and shades on the lamps which are far different from the other products. These products will be responsive to the consumers desired color, design and purpose.

The proposed products is expected to reach an estimated 10% to 15% increase every year. The maximum market share of the product is expected to be attained within five years. The target market is the Las Pinas area and outlets will also be extended to Metro Manila area. Prices may range from ₱1,500 to ₱3,500 depending on the internal agreement between the buyer and the seller. Prices may increase at a certain percentage to assure the local buyers of the quality, value, and competitiveness of the product.

D. TECHNICAL ASPECT

The items to be produced are the chandelier pendant and shade of the lamps which are made of ceramic. These will be attained by the mixed formula of a clay-body wherein 50% is china clay, 30% silica and 20% feldspar. The firm will have a proposed product

volume of 200 chandeliers and 300 lamps in its first year. Maximum capacity is expected to be obtained in its fifth year.

The plant site will be in Dasmarinas, Cavite because of its proximity to the sources of raw materials and Metro Manila. It will operate with the following machineries and equipment: electric kiln, roll crusher, tub mixer, bender, and electric spray.

E. Financial Aspect

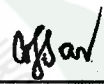
The total project cost for the business is ₱1,200,000 to be financed by the partners in equal amount of ₱400,000. Expected results of operations will provide the net income of ₱220,611.30, ₱291,297.28, ₱397,172.19, ₱541,030.65 and ₱598,472.65 for 1994 to 1998.

F. Socio-Economic Aspect


The proposed project on Ceramic chandeliers and lamps will benefit the community and the society as a whole.

The local government of Dasmarinas, Cavite will have an increase in revenue due to the following tax payments of the proposed business for five years:

1994	P	118,790.70
1995	P	156,852.38
1996	P	213,861.97
1997	P	291,324.20
1998	P	322,254.54



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