

Feasibility Abstract

Name of Institution :

De La Salle University - Dasmariñas

Address :

Dasmariñas, Cavite

Title :

A Project Feasibility Study on Decorative Kitchen Towel
Manufacturing in Biñan, Laguna

Proponents :

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Funding Source :

Proponents

Cost :

P 5,000

Date Started :

June 1996

Date Completed :

March 1997

Objectives of the Study :

A.) To determine the feasibility, profitability and viability of decorative kitchen towel manufacturing in Biñan, Laguna.

B.) To determine the best form of business organization suited for producing the product, appropriate marketing program, efficient location, equipment needs and the contribution of the business to the community of Biñan, Laguna.

Scope and Coverage :

The scope of the study is the manufacturing of decorative kitchen towel in Biñan, Laguna. The raw materials that will be used in decorative kitchen towel will be purchased from existing towel mills and market. After manufacturing process, the product will then be sold to wholesalers, retailers and to the end users that may be composed of public market, grocery stores, restaurants, department stores and the ultimate household.

This study is limited only to the manufacturing and distribution of decorative kitchen towel products to wholesalers, retailers and consumers in Biñan, Laguna.

Methodology :

The proponents used a descriptive method of research to delineate the existing scenario of the manufacturing business in Biñan, Laguna.

Primary data was gathered by conducting interviews to the owners of the business as well as their workers. The information gathered was classified and related to the different aspects of the study.

Brochures from the Technology and Livelihood Resource Center, books encyclopedias are the sources of secondary data for the study. Questionnaires were prepared as the primary instrument of the study.

Major Findings :

Based on the quantitative analysis presented in the study, the business to be established is feasible.

Conclusion :

The study revealed the great demand for decorative kitchen towel products. Since this is a manufacturing business, it will be of benefit that different aspects of the business be given due attention. Based on the quantitative analysis presented in the study, the business to be established is feasible.

Recommendation :

After considering all the aspects of the study, this project would certainly be successful and without hesitation, the authors recommend that this project study be actualized as soon as possible.