

FEASIBILITY STUDY ABSTRACT

1. **TITLE** : A Feasibility Study on Manufacturing Lowered Stainless Jeep in Imus, Cavite
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5. **SUMMARY** :

This study is centered on Jeep Manufacturing, especially lowered stainless jeep. The authors' primary objective in making this study is to meet the demand of Lowered Stainless Jeep in Imus , Cavite.

All primary and secondary data were analyzed, compiled and tabulated. We also use mathematical operation and statistical analysis to know whether the business is gaining profit or not. Since all our competitors are capitalists their objectives are to know what will be the competitive price for the consumers and on the part of the manufacturers competition mainly

focused on their finished product. In order to maintain their competitive position, they should abide by the quality required or needed by the consumers.

5.1 Organization & Management Aspects :

The researchers chose the partnership as the form of ownership. Since this is a partnership form, it consists of three industrial-capitalist partners who will contribute money and services. The whole business will be run by a general manager to perform the functions of planning, organizing and directing the resources as well as the activities of the company, also to approve the hiring, promotions, transfer and termination of personnel within the policies prescribed by the company. Plant workers perform a very critical task in the operation of the business. It is in this position the work of plant supervisor must exist, also responsible for all warehouse activities and prepares production schedule.

5.2 Marketing Aspect :

The lowered jeep products shall be given the brand name Low Rider Jeep. In order to know the demand of this product in Imus, Cavite, we see from the demand and supply figures and trends approximately 22 % of the demand remaining unsatisfied. It means that approximately 78 % are satisfied by the manufacturer. The result of

this percentage is based on the factors affecting the market such as competition and population distribution. Our price for whole stainless jeep will be P 150,000 and for semi-stainless jeep will be P 110,000 which is comparatively lower than our competitors. This price may be increased depending upon the different factors affecting the price like increase in price of raw materials, inflation rate and price of our competitors.

5.3 Technical Aspect :

The production process of LOW RIDER JEEP consists of several bases:

The first is to work on the underchassis by installing the leaf spring to the chassis. Differential as well as the rear and front differential will be attached to the leaf spring. This phase also involves the welding of hanger of the leaf spring to the chassis, after which the complete set of tires mounted on mugwheels are then attached to the differential. The engine is then mounted on the chassis together with the radiator, breaks, gas tank, battery and all other parts necessary to make the engine run smoothly.

The second phase involves the mounting of the body and the installation of accessories such as roll bar, complete set of windshield, rear and side mirror, fender and the grill.

The last phase of assembling a jeep is the installation of electrical wirings and lighting fixtures then this jeep is ready for test driving.

5.4 Financial Aspect :

To make the business exist in the market, the business needs a capital of P 3,988,000.00 which is to be financed by the three industrial capitalist partners by using a percentage in distribution of capital needed such as J. Arbolante (30%), J.A. Mojica (45%), L. Bautista (25%). Five year projection period is made starting 1993 and the project based on projection seems promising within the time of projection. The total investment is expected to be recovered after 10.68 months.

5.5 Socio-Economic Aspect:

The study on the feasibility of manufacturing and marketing durable lowered stainless jeep was initially conducted for the aim of providing the country with a cheaper, more affordable yet highly acceptable substitute for luxury cars. The proposed product will in effect further the development of the AUV , and also the use of local raw materials will consequently alleviate the importation problem of costly metal and stainless sheet which is the basic material for the production of lowered jeep.