

**FEASIBILITY STUDY ABSTRACT**

1. TITLE: ESTABLISHING A LOCAL RECORDING COMPANY IN  
MANDALUYONG, METRO MANILA

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2. AUTHORS: JAY SEBASTIAN L. BALBOA

MARK MERILLE C. BANAAG

ULYSSES T. FLORES

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4. NAME AND ADDRESS OF INSTITUTION:

DE LA SALLE UNIVERSITY – AGUINALDO

DASMARINAS, CAVITE

5. SUMMARY

Music is considered to be the universal language. It is where a person can better express his or her feelings, emotions, fear, hatred, joy, love, as well as things which he or she cannot put into words.

MANAGEMENT ASPECT

The business will be established with a sole proprietorship type of organization. There will be eight workers aside from the manager and promo girls. They are the secretary, the production manager, sales manager, public relations officer, promo supervisor, stock room supervisor, and two delivery personnels.

**MARKETING ASPECT**

The demand for the product is greater than the supply so there is a space in the market that which can be served. The product will be branded according to its released volume. The proponents intend to supply the whole of Metro Manila and nearby cities through prospective outlets.

**TECHNICAL ASPECT**

There are three processes involved in the production of cassette tapes. First of which is the recording process wherein ideas and compositions are arranged, mixed, and dubbed into master reels. The second process, the duplicating process, is where the mass production of the product is done. The master reel is placed in the duplicating machine and fed into slaves containing blank tapes. This is also where the packing is done. The third process is the marketing of the product itself. The product is distributed through outlets where consumers can purchase them.

**FINANCIAL ASPECT**

The initial capital investment for the proposed business is P635,000.00 which comprises of P436,395.00 Cash on Hand and in Bank, P112,605.00 worth of fixed assets, and P86,000.00 worth of other assets such as pre-operating expenses and rental deposits.

Return on investment is realized after 4.57 years of operation with net incomes of P -247,440.18, P -120,495.72, P102,885.97, P392,813.67, P762,256.59 for the 1st, 2nd, 3rd, 4th and 5th year respectively.

#### SOCIO-ECONOMIC ASPECT

The establishment of the business will help generate employment. It will contribute additional income to the government in terms of taxes. It will especially be beneficial to the consumer who uses it.

#### CONCLUSION AND RECOMMENDATION

Based on the facts, information and findings, the proponents concluded that the proposed business is feasible and viable.

Taking into consideration the results of the researches and studies made, the proponents recommend that further studies be made to explore more on affordable, modern and effective processes to improve the quality of the cassette tape.