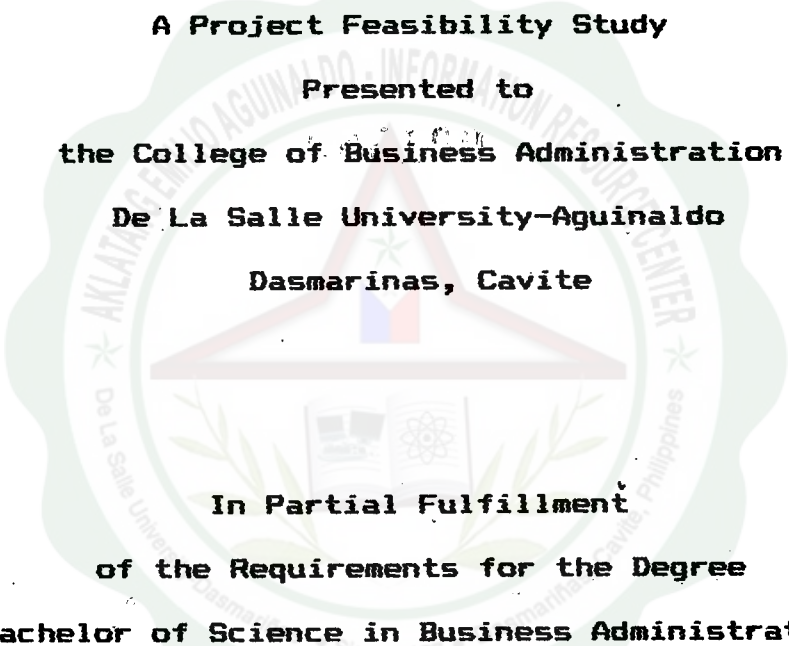


**Books and School/Office Supplies Store
at Dasmarinas, Cavite
SY 1994-1995**

**A Project Feasibility Study
Presented to
the College of Business Administration
De La Salle University-Aguinaldo
Dasmarinas, Cavite**



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

Ma. Preciosa C. Del Mundo

Ma. Teresa G. Lamban

Christopher I. Villaluz

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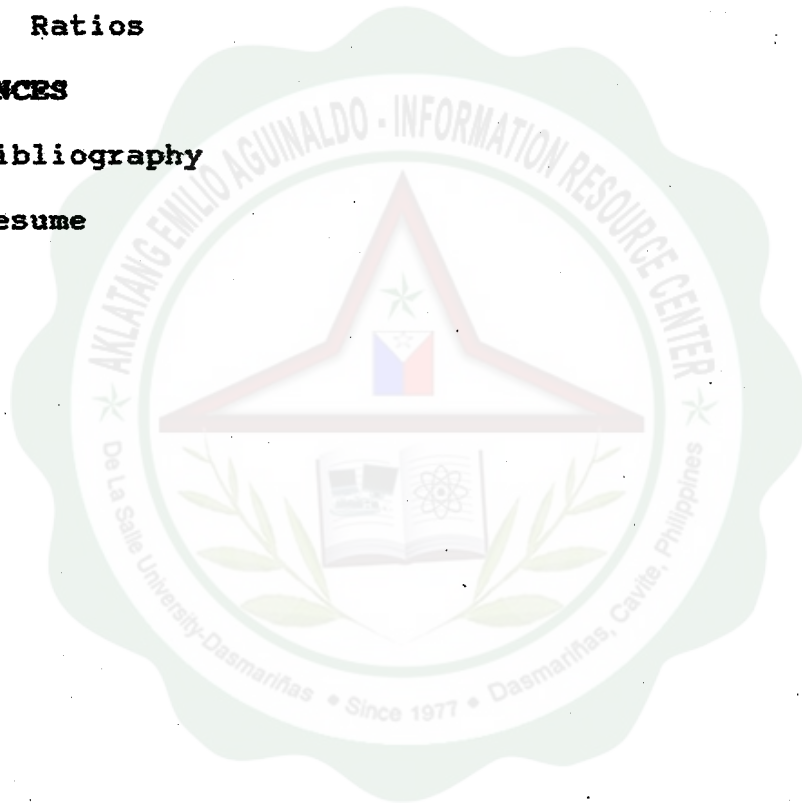
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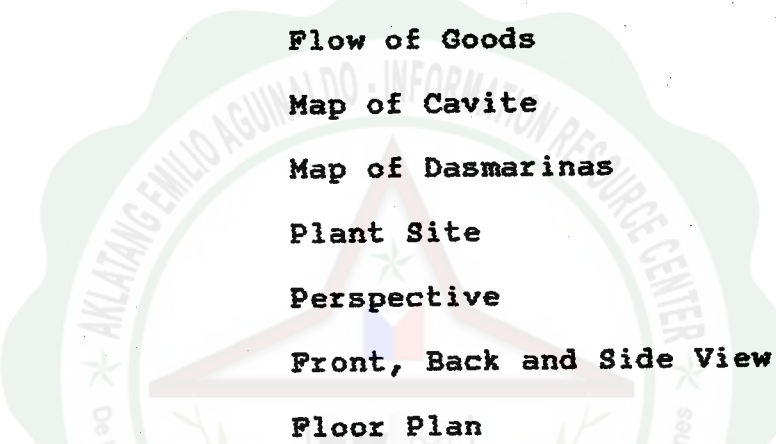
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ABSTRACT

Name of Institution: De La Salle University - Aguinaldo

Address: Bagong Bayan, Dasmarinas, Cavite

TITLE: A Project Feasibility Study on Books

School/Office Supplies Store at

Dasmarinas, Cavite

AUTHORS: Ma.Preciosa C. del Mundo

Ma.Teresa G. Lamban

Christopher I. Villaluz

FUNDING SOURCE:

COST: P 8,000.00

The feasibility study was financed by the authors parents. Expenses incurred in the said study are equally divided among themselves amounting to P 2,666.67 each.

DATE STARTED: June 1994

DATE COMPLETED: March 1995

OBJECTIVES OF THE STUDY:

A. GENERAL:

To determine the feasibility and viability of establishing a bookstore in Dasmarinas, Cavite.

B. SPECIFIC:

To find answers to the following problems in Organization and Management Aspect, Marketing Aspect, Technical Aspect, Financial Aspect, and Socio-Economic Aspect.

SCOPE AND COVERAGE:

The proposed project, named CPT Bookstore delimits itself to the selling of textbooks to the secondary and collegiate courses. In addition, it shall also offer primary school and office supplies. It shall also include the different business aspects such as Organization and Management, Marketing, Technical, Financial, and Socio-Economic Aspects.

The study shall be limited to providing the needs of a specific market although, supplying to different schools and universities shall not be excluded in future plans.

METHODOLOGY:

The proponents obtained data from the primary and secondary sources. The former includes official records and other documentary materials of the different school and universities in Dasmariñas, Imus and Silang. Data were also obtained from oral testimony of the different store managers of some bookstore located in Makati, Baclaran and Alabang.

For the secondary data, information was obtained from different government agencies.

MAJOR FINDINGS:

The establishment of the proposed business benefits and contributes to the community where it is located

especially now that there is a pressing demand for books/school and office supplies due to increasing number of students.

It is but normal to encounter problems in its operation. The potential problem of the proposed business is the supply of books. A sudden increase in demand of certain goods may cause a run of stocks and it would not be able to meet the pressing demand of the consumer and could lead to a decrease in sales.

CONCLUSION:

The establishment of a bookstore in Dasmaringas is feasible and viable enough to be actualized within the said municipality. It will ensure profitability considering that the town of Dasmaringas and the nearby towns are at present undergoing industrial changes, thus offering opportunity to this type of business.

RECOMMENDATION:

The proponents therefore recommend that a bookstore be established in order to serve the unserved market of Dasmaringas and other nearby towns.