

**A PROJECT FEASIBILITY STUDY ON
TATERS SNACK LEAGUE FRANCHISE
IN SBC CANTEEN**

DLSU – DASMARIÑAS

744800

PRESENTED TO THE

**COLLEGE OF BUSINESS ADMINISTRATION
DE LA SALLE UNIVERSITY – DASMARIÑAS
BAGONG BAYAN, DASMARIÑAS, CAVITE**

IN PARTIAL FULFILLMENT

**OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN MARKETING**

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Feasibility Study Abstract Form

Name of Institution: De La Salle University - Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite.

Title: TATERS Snack League Franchise

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Cost: P5,000

Date Started: June, 1996

Date Completed: March, 1997

Objectives of the Study:

A. GENERAL

To determine The feasibility and viability of the project.

B. SPECIFIC

To determine the different aspects of the organization of the business: Management & Organization, Marketing, Technical, Financial and Socio-Economic.

Scope and Delimitation:

The proposed project will deal primarily with the operations of the TATERS' Franchise situated inside the DLSU-Dasmariñas campus. The study is limited to the selling the 5 items chosen by the franchisees among the 12-item menu of TATERS Snack League.

Methodology:

The authors made use of the Linear Regression analysis for the reason of effectivity in the treatment of data. The study utilized secondary data like the population of the students, faculty, personnel and canteen concessionaires.

The authors gathered all other necessary data through primary data collection, which includes interviews from canteen owners, TATERS President---Ms. Ana Marie Tanchanco, TATERS' employees, students and school personnel.

Major Findings:

The feasibility study revealed that the findings will provide necessary information in establishing TATERS' franchise.

Conclusion:

Based on the data presented in the study, the authors concluded that the project will be feasible and profitable.

Recommendation:

The authors strongly recommend the project, since it will be very profitable and viable. Although continuous study is also suggested, to further inform the readers of how to control and maintain the product in terms of quality, price and reputation.

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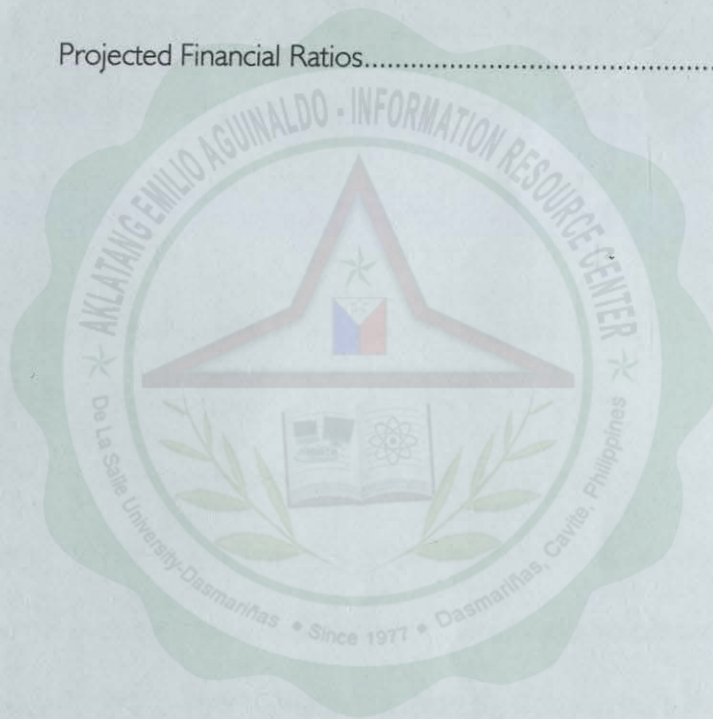
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