

AKLATANG EMILIO AGUINALDO

ARCHIVES

De La Salle University - Dasmariñas

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Project Feasibility Study on
The Manufacturing of Fish Pizza
in Tagaytay City

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A Project Feasibility Study
Presented to the Faculty of the
College of Business Administration
De La Salle University - Dasmariñas
Dasmariñas, Cavite

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

Nancy Ocampo Tibayan

Jemice Ursua Ferrer

Rowena Javier Porcioncula

March 1997

25 JUN 1997

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FOREWORD

This feasibility study was prepared during the second semester SY 1996 - 1997 from 8:00 to 9:00 AM of Monday for purely academic purposes. Considering the time limitations and other constraints, there are data assumed for the purpose of expediency. Such assumption, if subjected to more extensive research and study as would be required for the project, may be found to have poor basis or even unacceptable. This situation is clear to the Project Feasibility Study; that is more in recognition of courses terminal objectives. Nevertheless, such assumptions were explicitly described in the paper either in the text proper on the corresponding topic on assumption so as not to mislead the readers.

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ABSTRACT

Name of Institution: De La Salle University -
Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite

Title: A Study on the Feasibility of Manufacturing of
Fish Pizza.

Authors/Proponents: Nancy Ocampo Tibayan
Jemice Ursua Ferrer
Rowena Javier Porcioncula

Funding Source: Parents Cost: P 6,000

Date Started: June 1996 Date Completed: March 1997

OBJECTIVES OF THE STUDY:

A. General:

To be able to Manufacture Fish Pizza and establish
a Fish Pizza Parlor in Tagaytay City.

B. Specific:

To be able to determine the applicable Management
and Marketing strategies to be used in order to
establish a successful Fish Pizza Parlor.

SCOPE AND COVERAGE:

The study covers the Management, Marketing, Technical, Socio-economic and Financial Aspect of the project and shall be limited to rendering services in Tagaytay City and its nearby areas.

METHODOLOGY:

The proponents were able to gather and formulate data through research and analysis from the Library of De La Salle University-Dasmariñas (Aklatang Emilio Aguinaldo), going to different government institutions and interviewing personnel from Pizza parlors.

MAJOR FINDINGS:

The feasibility study has provided enough data that will motivate the proponents to pursue the project. These findings gave the authors an idea on how to help businessmen and would be investors who would like to venture in this kind of business.

CONCLUSION:

The researchers found out that the proposed project is feasible, successful, useful and will be of great help to investors in the attainment of opportunities for greater profit.