

## PROJECT FEASIBILITY ABSTRACT

Title: Catering Services in Imus, Cavite

Nb. of pages: 99

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Type of document: Feasibility Study

Name and Address of the Institution:

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Management Aspect:

The business is easy to manage. Any person who has the initiative and capital counterpart has a very good chance to succeed. The direct, indirect, selling and administrative labor could be recruited locally.

Marketing Aspect:

The target net income for the first year of operation is P2,130,300.00 and an assumption of 15% increase in annual income.

Advertising and promotion is through trade journals, signboards and brochures.

The terms of payment could be cash in advance or a downpayment of at least 50%. The remaining 50% will be paid upon delivery.

Technical Aspect:

The location of the proposed business is accessible and suitable to the bulk of the population.

The business layout has already been prepared. The necessary equipment and kitchen wares have been defined, and the costs have been estimated. The proposed business is technically possible.

Financial Aspect:

The total project cost is estimated at P763,830.00. The study shows that the project passes all test of liquidity. The analysis of solvency, stability and profitability shows that the proposed business has a high profit potential.

Socio-economic Aspect:

The partners and municipality of Imus, Cavite will enjoy several social and economic benefits and also, the country as a whole.

Conclusion and Recommendation:

The study shows that the project is feasible in all aspects and the researchers, therefore, recommend that the project be implemented.

