

ABSTRACT

Name of Institution: De La Salle University-Dasmariñas

Address: Dasmariñas, Cavite

Title: A Feasibility Study on The Manufacturing of
Personalized Loofah Billholder

Authors/Proponents: Erma Joy Balenia

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Funding Source:

Cost: ₱ 4,310.00

The source of funds used in financing the project came from the parents of the proponents.

Date Started: June 1996

Date Completed: March 1997

Objective of the Study:

A. General

/To produce and supply novelty billholder to selected target market at a lower price but in higher quality./

B. Specific

1. To know the usefulness of dried patola as a craft materials;

2. To know the various cutting techniques in

designing loofah billholder; and

3. To know the needed information and requirement in different aspect of the project such as management, marketing, technical and financial.

Scope and Coverage:

The business will have the towns of Las Pinas, Paranaque, and Muntinlupa as target market. It will concentrate on local trade. The prospective production site will be in Anabu Imus, Cavite.

The study is limited to its management and organizational, marketing, technical and financial, socio economic aspects.

Methodology:

The data were gathered through survey and interviews as the primary sources together with magazines and pamphlets gathered from the Department of Trade and Industry and in Technology and Livelihood Resource Center.

Major Findings:

The study reveals that nowadays, dried patola is used not only as sponge materials but also as craft materials. With this, the proponents study to produce a loofah billholder is very timely. The proponents also

found out that there is big demand for loofah in the market because most of the billholder which are made of other craft materials cost higher than loofah billholder.

Moreover, the business is also beneficial to the economy for it can create employment so with the government because of the taxes levied.

However, once the business has been established, it has a plan to penetrate the export market.

Conclusion:

Based on the study, there is a need to establish a business of loofah billholder. However, supply of dried patola will not be a problem. Matured patola will be bought and dried during harvest season to maintain adequate supply of raw materials. In addition, price of loofah billholder are considerably lower than any other native billholder.

Recommendation:

The study show that production of loofah billholder in Imus, Cavite is feasible and viable in all aspects. Therefore, the proponents recommend project implementation.