

## PROJECT FEASIBILITY ABSTRACT

Name of Institution : DE LA SALLE UNIVERSITY- AGUINALDO

Address : Dasmariñas, Cavite

TITLE : A PROJECT FEASIBILITY STUDY ON THE ESTABLISHMENT  
OF ANTHURIUM FARM IN ALFONSO, CAVITE

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## SCOPE AND COVERAGE :

This study will be limited in scope to cover the:

- 1.) Different aspects of anthurium business such as finance, marketing, technical, and organizational.
- 2.) Analysis of the 1991-1995 demand for anthurium.
- 3.) Systems and procedures that will improve the technical, management, and marketing aspects of the anthurium business.
- 4.) Viability and feasibility of establishing an anthurium business in Alfonso, Cavite.

## METHODOLOGY :

The study adopted a survey questionnaire. Respondents are interviewed face to face through the use of close-ended and open-ended questions formulated in the

said questionnaire. Open-ended questions are formulated to facilitate the complete ideas and reasons of the respondents towards a specific problem or question.

The authors have decided to use face to face interview method in order to create a better communication and incur clearer data by explaining the questions which seems to be vague to the respondents.

#### CONCLUSIONS :

Based on the outcome of the study conducted, the proponents recommend that the proposed business venture be pursued and undergo further study regarding the feasibility targeted for export markets. The proponents conclude that the proposed business is feasible, liquid, and viable.

#### RECOMMENDATIONS :

The possible proprietor must take into consideration the following recommendations for the progress of the business:

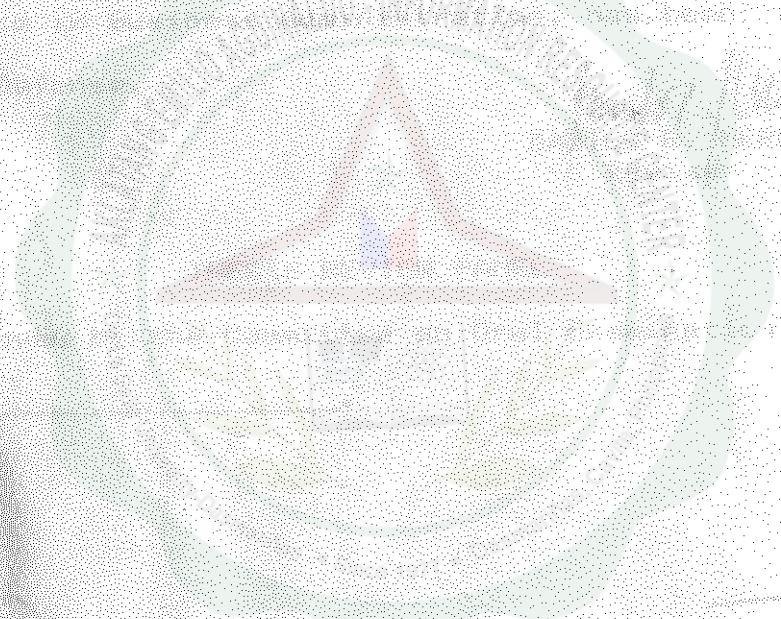
1.) The farm must be situated in a place where the temperature is 18-24 degrees centigrade at night and 24-30 degrees centigrade at daytime.

2.) The business must maintain a high quality

cutflowers and suckers, and customer relationship.

3.) The person who will handle the farm and who will take care of the plants must have enough knowledge and background in anthurium cutflower production.

4.) There must be continuity in search of new technologies and farm practices that can possibly improve the production of anthurium cutflower production.



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