

A P R O J E C T F E A S I B I L I T Y O N
M A N U F A C T U R I N G C E R A M I C D I N N E R W A R E S
I N I M U S , C A V I T E

S88S00

A Project Feasibility Study
Presented to the Faculty of the
College of Business Administration
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Dasmariñas, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
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ABSTRACT

Name of Institution: De La Salle University – Dasmariñas
College of Business Administration

Address : Dasmariñas, Cavite

TITLE : Manufacturing of Ceramic Dinnerwares
in Imus, Cavite

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OBJECTIVES OF THE STUDY:

A. General

To determine the viability and feasibility of the proposed business which is Manufacturing Ceramic Dinnerwares in Imus, Cavite.

B. Specific

To determine all pre-requisites in setting up a ceramic manufacturing business in Imus, Cavite.

Scope and Coverage:

The feasibility covered various aspects of the management, marketing, technical, financial and socio-economic.

Methodology:

The researchers conducted an actual personal interview with those firms engaged in ceramic manufacturing as primary source of the data to support the findings of the study. Information gathered from Aklatang Emilio Aguinaldo, National Library, National Statistics Office, Technology and Livelihood Research Center, Department of Trade and Industry, and other government agencies were utilized. The study used the descriptive research design where the information gathered and data were analyzed, observed, interpreted and summarized.

Major Finding:

There is an increasing number of individuals and business establishments that are engaged in this business endeavor because of its profitability.

Conclusions:

The research findings of this study proved that the proposed manufacturing of ceramic dinnerwares is feasible and viable.

With the increasing number of business establishments and entities engaged in manufacturing ceramic dinnerwares, financial growth will be ensured and expected.

Recommendation:

After acquiring all necessary and relevant information needed for the proposed business and justifying its feasibility and viability, it is recommended that the study be implemented.

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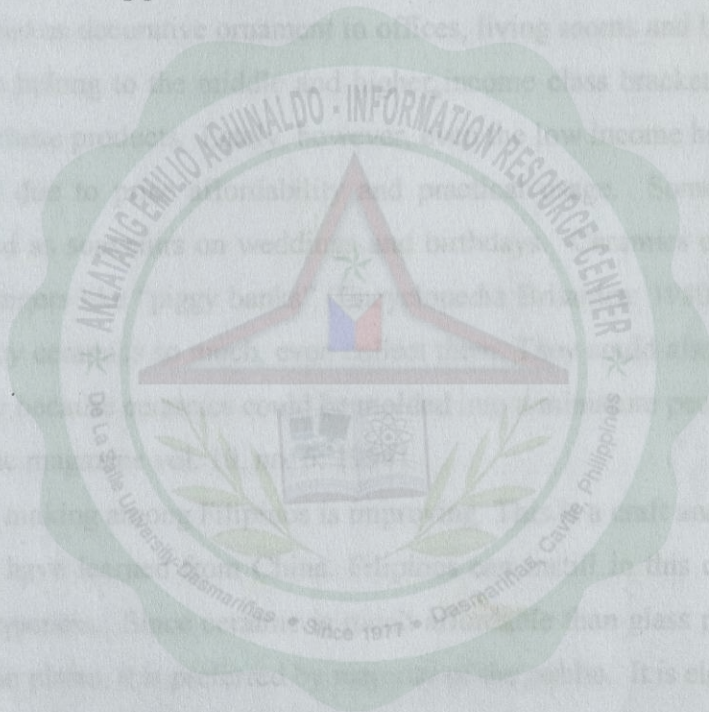
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The Need

Ceramic plays an important role in the household. For several reasons, it is the number one need of households when it comes to cleanliness, safety and beauty. The proponents conducted survey among households in the vicinity of Imus, Cavite concerning the status and impact of ceramic dinnerware. 97 out of 100 use ceramic dinnerware such as plates, mugs, saucers and bowls. "Ceramic