

**A Project Feasibility Study  
on the Dealership of Mitsubishi Cars  
In Dasmariñas, Cavite**

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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 Requirements for the Degree of  
Bachelor of Science in Business Administration**

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**ABSTRACT**

**Name of Institution:** De La Salle University – Dasmariñas

**Address:** Bagong Bayan, Dasmariñas, Cavite

**Title:** Project Feasibility Study of a Mitsubishi Car Sales Center

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**OBJECTIVES OF THE STUDY**

**General:**

To determine the feasibility, viability and competitiveness of a Mitsubishi Car Sales Center in the area of Cavite.

**Specific:**

To determine the applicable management, marketing, and technical strategies to be applied, level of profitability and if it will satisfy the needs of the people.

**SCOPE AND COVERAGE**

The study covers the different management, marketing, technical and financial aspects for the business.

**METHODOLOGY**

The Researchers used the Primary research method: conducting interviews with people knowledgeable about the business. They also used the secondary research method by going to libraries, government agencies, and car sales centers.

**SUMMARY****MANAGEMENT ASPECT**

The Researchers adopted Corporation as the best form of business organization and shall be named KARHZ Incorporated because the project will need a large amount of capital, which is, 100 million in Philippine currency.

The name of the business will be registered with the Department of Trade and Industry and Securities and Exchange Commission.

The business will be composed of 18 employees with the positions of General Manager, Finance and Sales Manager, Salesman, Driver, Accounting Clerk,

Utility man, Secretary and Accountant.

### **MARKETING ASPECT**

This chapter describes the important components for the car sales business in the Philippine economy. This chapter discusses the projected and historical demand and supply for cars, the GAP and the price list of the cars. The proposed business will be strategically located in Dasmariñas, Cavite wherein there is a greater possibility of capturing the market.

### **TECHNICAL ASPECT**

This chapter describes the products to be sold. The plant location of the proposed business is also determined. In terms of plant layout, the business requires a one-storey building, which is divided into 3 partitions. Telephone, fax machine, water, and electricity are the utilities needed by the business.

With this kind of proposed business waste disposal is not a problem because waste materials are minimal.

Labor requirements of the business are divided into two: direct and indirect labor.

***FINANCIAL ASPECT***

This chapter explains the financial aspect of the business. It includes the total project cost of P 12,170,300.00, financial assumptions, projected balance sheet, income statement and cash flow, financial ratios to check the performance of the business and the supporting schedules for the financial statements. The Board of Director may call additional subscription out of the said authorized capital stock if need arises.

***SOCIO-ECONOMIC ASPECT***

This chapter explains the concern of the business with the people around the vicinity. The business is not only concern in earning profit but also promoting the social and economic benefits in Dasmariñas, Cavite. The business will be a big help in employing some of the unemployed and uplifting their standard of living. It will also help the town in terms of taxes contributed by the business yearly.

***MAJOR FINDINGS***

The result of this thorough feasibility study shows that the proposed business, Mitsubishi Car Sales Center, is solvent, profitable, and viable and will benefit the people involved in the operations and enhance the economic standing of

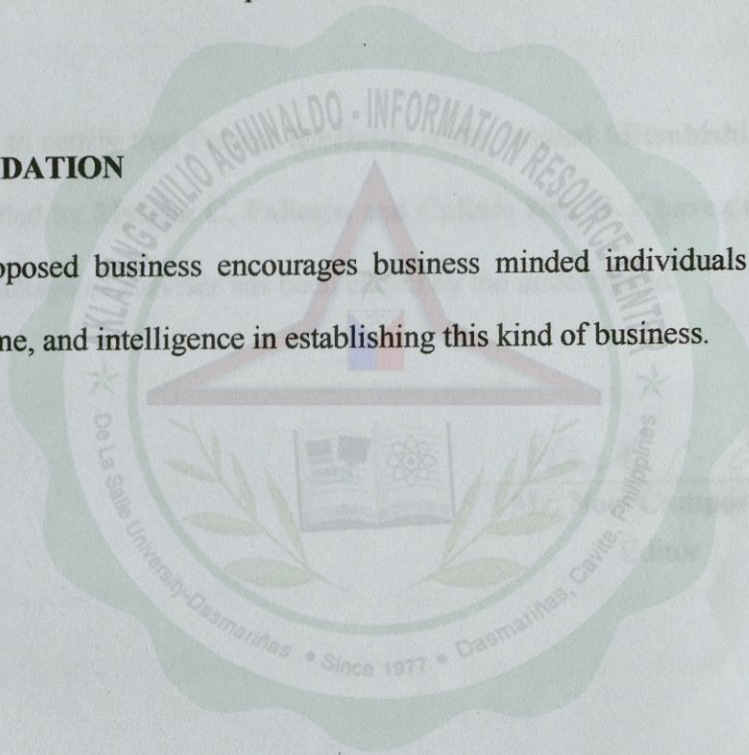
the locality.

### **CONCLUSION**

The proposed project, establishing a Mitsubishi Car Sales Center, was found to be very profitable and viable inspite of the current economic crisis.

### **RECOMMENDATION**

The proposed business encourages business minded individuals to invest their money, time, and intelligence in establishing this kind of business.



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