

ESTABLISHMENT OF A CLINIC FOR PEOPLE WITH DEPRESSION IN  
DASMARIÑAS, CAVITE

A Project Feasibility Study

Presented to the Faculty of the  
College of Business Administration  
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Major in Marketing

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**ABSTRACT**

**TITLE:** Establishment of a clinic for people with depression

**PROPONENTS:** Cherry Ann Cruz

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**DATE STARTED:** July 1997

**DATE COMPLETED:** March 1998

**OBJECTIVES:**

**GENERAL:**

The general objective of the study is to give service to people who are suffering illness such as depression, which will not cost them much money.

**SPECIFIC:**

The specific objective of the study is to determine the feasibility and viability of establishing a clinic that will cure or treat people with depression.

**MANAGEMENT ASPECT:** The proponents would like to determine the form of organization to be adopted, they decided to adopt Sole Proprietorship because it is faster to form and manage a business with this kind of organization compared to partnership. The success of the business will also depend on the skills of employees to be hired and the types of position that the business need in the operation.

**MARKETING ASPECT:** The primary target market of the clinic are the people living in Dasmariñas, Cavite, Secondary are those people living in Imus and Silang. The clinic will serve those whose ages range from 5 and above. The Marketing Program is designed to promote and advertise the clinic for those people encountering this kind of problem. The establishment will give a good quality of service by providing a confidential evaluation, therapy, and medication.

**TECHNICAL ASPECT:** The establishment will be located at Dasmariñas, Cavite in front of ICA. The researchers will rent a building that will be used in the operation of the business.

**FINANCIAL ASPECT:** One of the objectives in studying financial aspect is to know the capital needed in order to start the business.

**SOCIO-ECONOMIC ASPECT:** This focuses on a profit gaining business of a clinic for people with depression. It is socially responsible to patients suffering from this kind of illness, giving them a high quality service that will satisfy them.

**CONCLUSION AND RECOMMENDATION:** This study would give information on how to effectively manage a clinic. This would be a big help for those who would want to venture in a business similar to this.

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