

A Project Feasibility Study on

**DESSERT HOUSE**

in Dasmariñas,

Cavite

813300

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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AKLATANG EMILIO AGUINALDO  
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**FEASIBILITY STUDY ABSTRACT**

NAME OF INSTITUTION : DE LA SALLE UNIVERSITY-  
DASMARIÑAS

ADDRESS OF INSTITUTION : Bagong Bayan, Dasmariñas, Cavite

TOPIC : A Project Feasibility Study on  
Dessert House in Dasmariñas, Cavite

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**OBJECTIVES OF THE STUDY :**

**A. GENERAL**

To determine the feasibility and viability of establishing a Dessert House in Dasmariñas, Cavite.

**B. SPECIFIC**

To determine if Dessert House would be a new alternative for consumers who love to eat dessert food.

## SCOPE AND COVERAGE

The said business will be located at Martha's Building, Congressional Avenue, Dasmariñas, Cavite. This will be named "DESSERT HOUSE."

The company's goods and services are being offered to consumers residing within the vicinity and students of different nearby schools like AMA Computer College, Emilio Aguinaldo College, De La Salle University-Dasmariñas, Southern Luzon College and Guzman Technology School.

## SUMMARY:

### I. INTRODUCTION

Dessert House is a specialty kind of food-service establishment in Dasmariñas, Cavite. It will post a new alternative for consumers who want or love to eat desserts such as cakes, ice cream, pudding, gelatin, a combination or even the native delicacies.

### II. METHODOLOGY

The authors obtain their primary data from interviews with Southmall Manager of Dulcinea, Mr. Rafael Opeña, owners of Volet's Restaurant, Sapida Restaurant and Dimple's Bakeshop, and Supervisor of Emperor Bakeshop.

The other sources of data are obtained from Personnel Supervisor of Cafe Elysee, Mrs. Beverly Razon TLRC, NSO-Trece Martires City, NSO-Sta. Mesa, NSO-Quezon City, DTI-Silang, Dasmariñas Municipal Government and DLSU-D Aklatang Aguinaldo.

### III. ORGANIZATION AND MANAGEMENT ASPECT

Dessert House should be able to determine the most ideal form of business and the organizational structure that would be ideal or fit for the personnel of the business. It is also important for the staff to know the qualifications, their duties and responsibilities as well as their salaries and wages.

#### IV. MARKETING ASPECT

The researchers should be able to identify the target market and the marketing program, the positioning and other marketing mixes they have to undertake to make the business profitable.

#### V. TECHNICAL ASPECT

This feasibility study should be able to identify the different products or kinds of products, the raw materials to be used, the machinery and equipment, and the location of the business.

#### VI. FINANCIAL ASPECT

This should be able to quantitatively describe the financial condition such as liquidity, stability and profitability in venturing in this kind of business.

#### VII. SOCIO-ECONOMIC ASPECT

The said business should be able to help residents in the community by offering them jobs with just compensation.

#### VIII. POTENTIAL PROBLEMS

The Dessert House may experience a low awareness from the target market since it is in its introductory stage. The current economic crises will also be a great factor in the price changes of the business. There will also be a stiff competition. The perishability of the raw materials should be dealt with.

#### IX. CONCLUSION/RECOMMENDATIONS

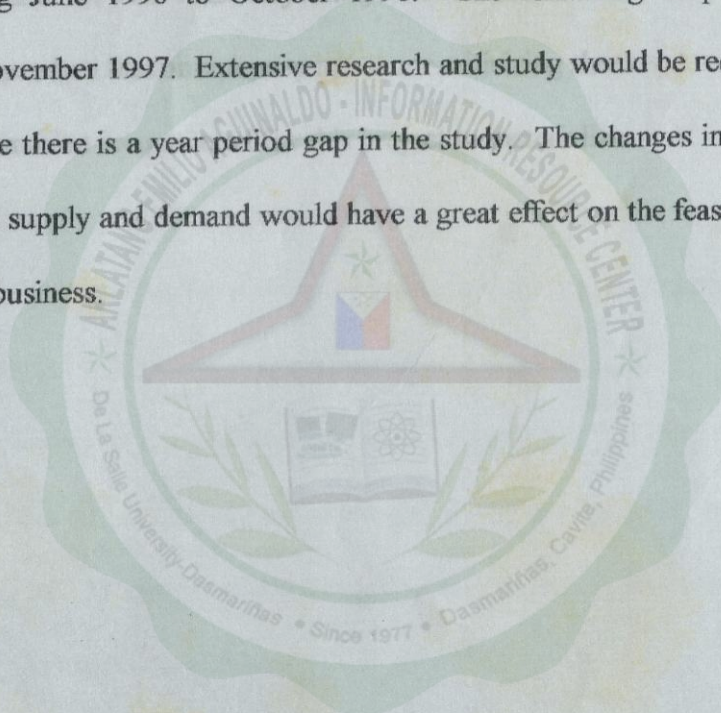
The proponents believed that the proposed project has a profit-earning potential considering the financial analysis of the business. The return of investment (ROI) is four percent (4%) which means that for every P1.00 investment, the ROI is 0.04. There is an expected average increase of 3.2% every year.

An extensive advertising campaign and sales promotion would be needed to overcome the low awareness of the target market to the business.

## PROLOGOMENA

## DISCLAIMERS

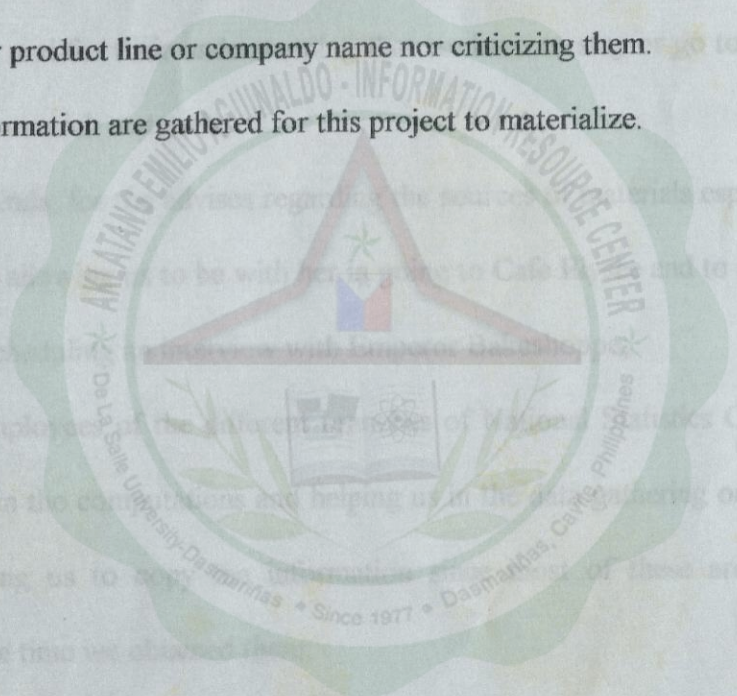
The first part of this feasibility study which comprises of the Introduction, Management and Organizational Aspect and Marketing Aspect chapters was prepared during June 1996 to October 1996. The remaining chapters were prepared on November 1997. Extensive research and study would be required for the project since there is a year period gap in the study. The changes in the basis of the figure on supply and demand would have a great effect on the feasibility and viability of the business.



DISCLAIMERS

The names of individuals, their businesses or the companies they are related with mentioned on this paper were used primarily for providing specific information needed for this feasibility study. The authors had no intention of endorsing their product line or company name nor criticizing them.

All information are gathered for this project to materialize.



The authors would like to express their appreciation to the following individuals especially to Rio Ramos for allowing us to be with her in going to Cafe P... and to Catherine A. Reyes for... with... Dasmariñas.

The employees of the... Office, for the assistance in the... and helping us in the... or should I say for allowing us to... of these are not yet published at the time we obtained them.

The owners, managers, and... especially to Mr. Rafael... for the time they have given us to interview them for the study.

Joseph S. Morris, for lending us his... computer had a virus and a configuration...

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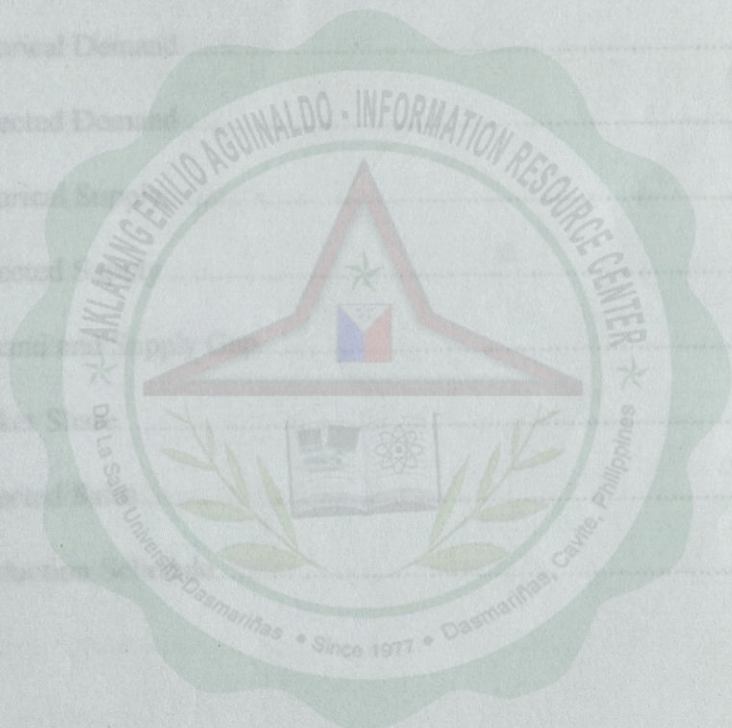
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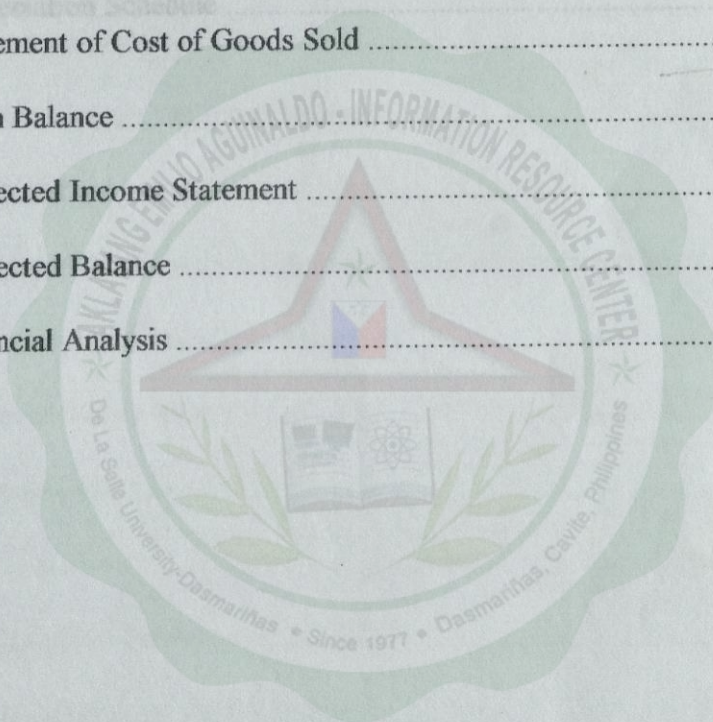
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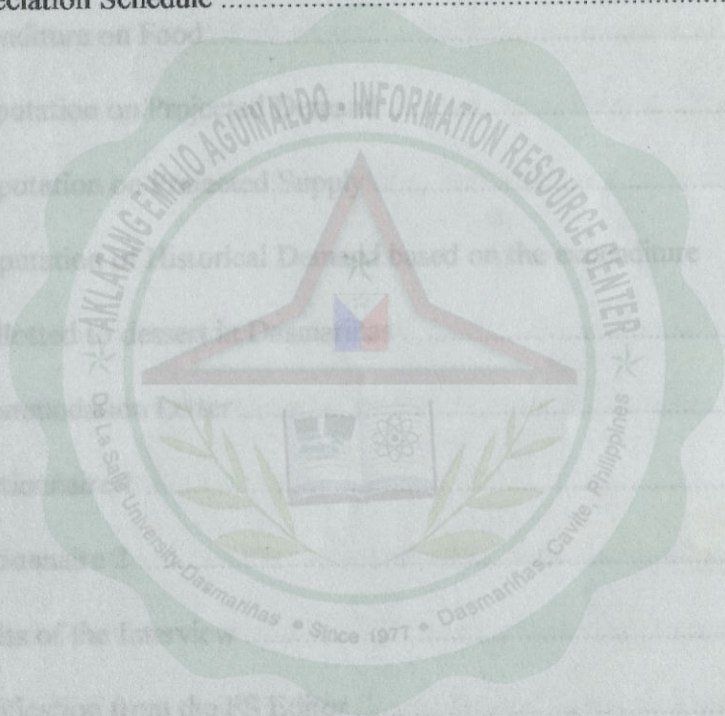
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