

ABSTRACT

Name of Institution: De La Salle University - Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite

Title: Distributorship of Squalene Product

Authors / Proponents: Jessie M. Balani

Joffrey N. Bayot

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Funding Source: Savings, Parents

Cost: P 8,000.00

Date Started: June 1997

Date Completed: March 1998

OBJECTIVES OF THE STUDY

A. General

To come up with the proposed feasibility study that would help upgrade the economic situation of our country.

B. Specific

To be able to develop people into an entrepreneur and towards becoming a true leader. A leader who can handle a big organization of people.

SCOPE AND COVERAGE

The study covers the Management, Marketing, Technical, Socio-Economic and Financial Aspect of the Project and shall be limited to rendering services in Tagaytay City and nearby towns and cities.

METHODOLOGY

In this study, the proponents used the descriptive normative approach of research. There are questionnaires used in order to gain more accurate data from different respondents. The proponents also interviewed some personnel in the Issho Genki Company to get additional information regarding our study.

MAJOR FINDINGS

The Distributorship of Squalene product is highly feasible and is considered to be very simple but a complex one to engage in. The proponents also found out that this type of business is entering different provinces including the Southern Tagalog areas. This seems to be the newest trend that many people get to in order to earn extra income.

CONCLUSION AND RECOMMENDATION

The proponents believe that the Distributorship of Issho Genki Squalene is feasible and is highly profitable. The proponents highly recommend distributorship

of squalene to people who wanted to become financially independent while trying to help other people achieve their wants in life. Distributorship of squalene would provide great opportunities to a lot of people .

