

**ABSTRACT**

Name of Institution: De La Salle University – Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite

Title: A Feasibility Study on the Establishment of Printing Press in Imus, Cavite.

Authors/Proponents: Mary Audrey Caintic  
Jazielyn Medina  
Marlene Capili

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Date Started: June 1997 Date Completed: March 1998

**OBJECTIVES OF THE STUDY:**

A. General:

To be able to establish a Printing Press which will render a quality print and services to investors along Imus, Cavite.

B. Specific:

To determine the applicable Management and Marketing strategies to be used in order to establish a successful printing .

**SCOPE & COVERAGE:**

The study covers the Management, Marketing, Technical and Financial Aspects of the project and shall be limited to rendering services along Imus, Cavite.



**METHODOLOGY:**

This survey research was adopted through interviews with owners of different printing press companies, questionnaires have been formulated by the proponents and through this, the project was completed. A tape recorder was used during the interviews in order to remember every detail they share with us. We also gathered information from different articles such as books, magazines and encyclopedia.

**MAJOR FINDINGS:**

The research study has provided enough data that will motivate the proponents to pursue the project. These findings gave the researcher an idea on how to help businessmen and would-be-investors in the attainment of good credit standing and opportunities for greater profit.

**CONCLUSION:**

The proponents found out that the proposed project is feasible, successful, useful and will be of great help to investors in the attainment of good credit standing and opportunities for greater profit.

**RECOMMENDATIONS:**

The authors without hesitation recommended that Printing Press project study be actualized.