

ABSTRACT

Name of Institution: De La Salle University-Dasmariñas

Address: Dasmariñas, Cavite

TITLE: A Feasibility Study on the Manufacturing of Sinamay Dinette Set

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FUNDING SOURCE: Parents

COST: P 1,402,939.48

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DATE COMPLETED: March 1998

Objectives of the Study:

A. General

To produce and supply Sinamay Dinette Set to selected target market at a lower price but in higher quality.

B. Specific

1. Determine the usefulness of sinamay as craft materials;
2. Determine the needed information and requirements in different aspects of the project such as management, marketing, technical and financial.

Scope and Coverage

The business will have the towns of Las Pifias, Parañaque and Muntinlupa as target markets. It will concentrate on local trade. The prospective production site will be in Dasmariñas, Cavite.

The study is limited to its management and organizational, marketing, technical and financial and socio-economic aspects.

Methodology

The proponents gathered the information through survey and interviews as the primary sources. Magazines and pamphlets from the Department of Trade and Industry and Technology and Livelihood Resource Center were also used.

The tool used by the proponents in collecting the necessary data was in the form of unstructured survey asked to a predetermined number of people. The answers of the respondents were interpreted and analyzed to provide the information for the completion of the study.

Major Findings

The study revealed that nowadays, sinamay is used not only as decorations but also as craft materials. With this, the proponents' study, to produce a sinamay dinette set is very timely. The proponents found out that there is big demand for sinamay in the market because most of the novelty products that are made of other craft materials cost higher than sinamay.

Moreover, the business is also beneficial to the economy for it can create employment and generate government taxes.

However, once the business has been established, it has plan to penetrate the export market.

Conclusion

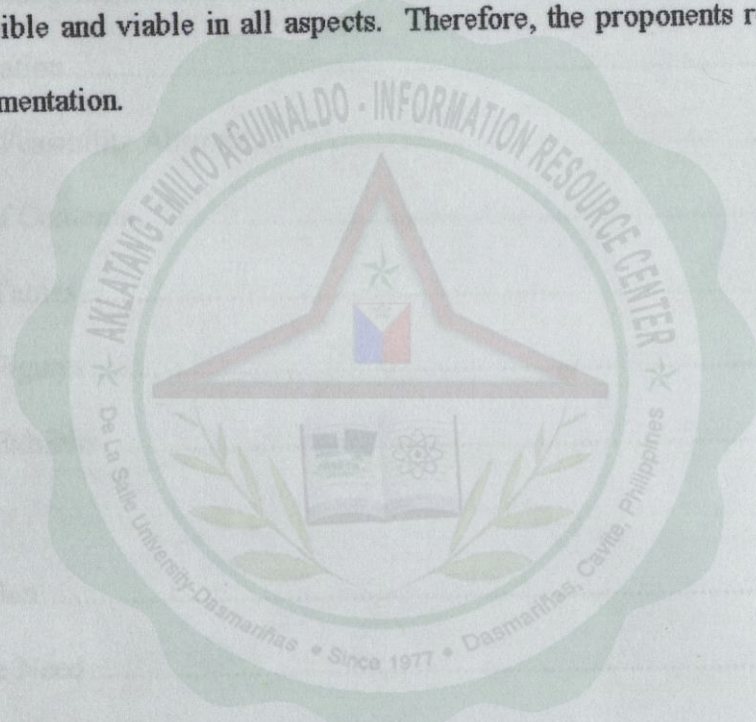
Based on the study, there is a need to establish a business of sinamay dinette set. However, supply of sinamay will not be a problem. The proponents will have a contract with the supplier. In addition, price of sinamay dinette set are considerably lower than any other native products.

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Recommendation

The study showed that production of sinamay dinette set in Dasmariñas, Cavite is feasible and viable in all aspects. Therefore, the proponents recommend project implementation.



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