

METHODOLOGY

ABSTRACT OF RESEARCH

The researchers used questionnaires to gather information about the business

Name of Institution : De La Salle University - Dasmariñas

Address : Bagong Bayan Dasmariñas, Cavite

Title : Home Tutorial Service

Authors/Proponents : Bagemino, Mary Ann
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Funding Source : Parents **Cost :** P2,500.00

Date Started : June 1997 **Date Completed:** March, 1998

OBJECTIVES OF THE STUDY

A. General

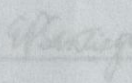
To determine the feasibility and viability of establishing the proposed project which is "Home Tutorial Service" located in Ayala Alabang, Muntinlupa.

B. Specific

To determine whether Home tutorial service is desirable and demandable in Alabang.

SCOPE AND COVERAGE

The study focused on the Management, Marketing, Technical, Financial and Socio-Economic aspect of establishing a Home Tutorial Service Center. It covered a forecast of five years.


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METHODOLOGY

The researchers used questionnaires to gather information about the business and its operations. It was the primary instrument used but personal interview was the primary method.

MAJOR FINDINGS

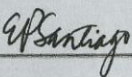
The proponents found out that Home Tutorial Service will be desirable to establish in Alabang Muntinlupa with the use of different marketing strategies.

CONCLUSION

Based on the findings of the study, the proponents concluded that the proposed project of Home Tutorial Service is feasible.

RECOMMENDATION

The proponents recommend that this business be pursued with effective marketing strategy to encourage and maintain potential customers.



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