

A PROJECT FEASIBILITY STUDY  
ON THE ESTABLISHMENT OF A  
ONE-STOP SUPERMART IN  
JUSTINVILLE SUBDIVISION  
BACCOOR, CAVITE

Presented to the Faculty of the  
College of Business Administration  
De La Salle University-Dasmariñas  
Dasmariñas, Cavite

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March 1998

31 MAR 1998



**FEASIBILITY ABSTRACT**

**Name of institution:** De La Salle University-Dasmariñas

**Address:** Bagong Bayan, Dasmariñas, Cavite

**Title:** The Establishment of a One-stop Supermart at  
Justinville Subdivision, Bacoor, cavite

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**Funding Source:** Parents

cost: P 4,000.00

**Objectives of the study**

**A. General**

To determine the feasibility and viability of  
establishing a One-stop Supermart

**B. Specific**

To use forecasting tools and financial assumptions in  
order to determine the study's feasibility

**Scope and coverage:**

The proposed business project is that of a One-stop  
Supermart's establishment in Justinville Subdivision.  
The said establishment deals with selling of consumer  
goods as well as provide entertainment to our customers.



The main thrust of the business is to satisfy the needs of customers of all ages through selection variety and fast and courteous service.

Our main target market would be the residents of Justinville Subdivision and the four other villages within it's vicinity. Since the location of the establishment on the side faces the Gen. Emilio Aguinaldo Highway, our next market would be the travelers passing by the said area. As for our competitive position, our strategy to lure customers would be on the basis of accessibility, affordable price, variety, entertainment and service.

#### **Methodology**

The feasibility study used the descriptive method wherein needed details were presented to clearly answer any possible research question.

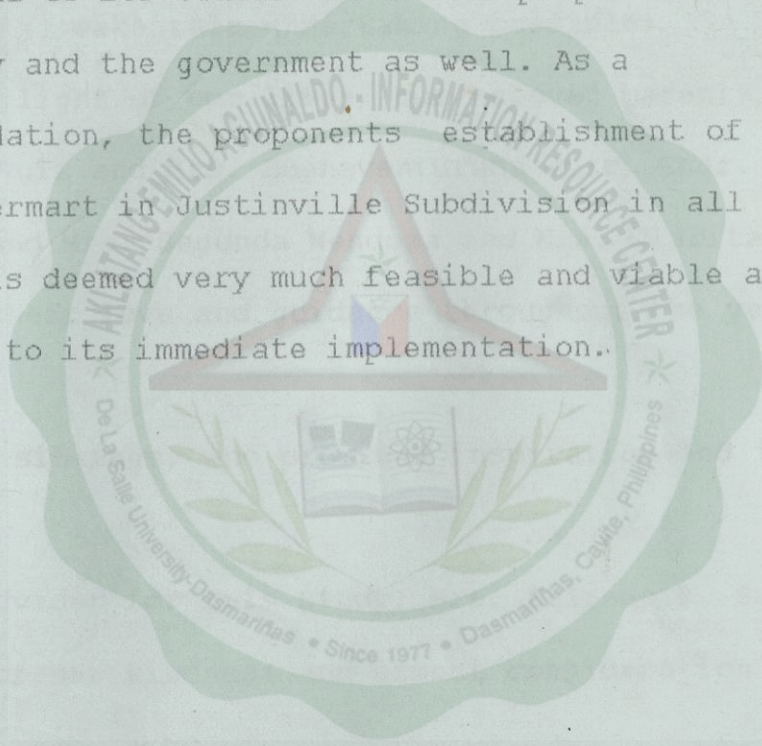
#### **Major findings:**

Based on the Descriptive Analysis and the aid of Financial assumptions, related data and computations using estimates, the proposed business is proven to be feasible.



**Conclusion:**

Using the facts, information and findings, the authors of this study came to a judgement that the establishment of this business would not only be beneficial to its owners but to the people of the community and the government as well. As a recommendation, the proponents establishment of a One-stop Supermart in Justinville Subdivision in all of the aspects is deemed very much feasible and viable and that we agree to its immediate implementation.





## TABLE OF CONTENTS

## PRELIMINARIES

	APPROVAL SHEET.....	i
	FEASIBILITY ABSTRACT.....	ii
	ACKNOWLEDGEMENTS.....	iii
	FOREWORD.....	iv
	CERTIFICATION OF EDITING.....	v
	TABLE OF CONTENTS.....	vi
CHAPTER I	INTRODUCTION	
1.1	THE NEED.....	1-2
1.2	PROBLEMS OF THE STUDY.....	3-4
1.3	SIGNIFICANCE OF THE STUDY.....	5
1.4	SCOPE AND DELIMITATION.....	5-6
1.5	REVIEW OF LITERATURE.....	6-7
1.6	DEFINITION OF TERMS.....	8-9
1.7	METHODOLOGY.....	10
1.8	TREATMENT OF DATA.....	11
CHAPTER II	EXECUTIVE SUMMARY	
2.1	ORGANIZATION AND MANAGEMENT.....	12
2.2	MARKETING ASPECT.....	13-14
2.3	TECHNICAL ASPECT.....	14-15



2.4 SOCIO-ECONOMIC ASPECT.....	15	
2.6 FINANCIAL ASPECT.....	16	
CHAPTER III ORGANIZATION AND MANAGEMENT		
3.1 FORM OF BUSINESS ORGANIZATION.....	17-18	
3.2 LEGAL REQUIREMENTS OF A PARTNERSHIP ORGANIZATION.....	19	
3.3 ORGANIZATIONAL CHART.....	20	
3.4 PERSONNEL SPECIFICATION.....	21-27	
DUTIES AND RESPONSIBILITIES		
QUALIFICATION AND REQUIREMENTS		
3.5 SALARIES AND WAGES ADMINISTRATION ( TABLE 1 ).....	28	
3.6 EMPLOYEES COMPENSATION AND BENEFITS ( TABLE 2 ) .....	29	
3.7 PROJECT TIME TABLE.....	30-31	
CHAPTER IV MARKETING ASPECT		
4.1 MARKET DESCRIPTION.....	32-33	
4.2 TARGET MARKET.....	34	
HISTORICAL DEMAND ( TABLE 3 ).....		35
PROJECTED DEMAND ( TABLE 4 ).....		36
HISTORICAL SUPPLY ( TABLE 5 ).....		37



	PROJECTED SUPPLY ( TABLE 6 ).....	38
	DEMAND AND SUPPLY GAP ( TABLE 7 ).....	39
	MARKET SHARE ( TABLE 8 ) .....	40
	SALES FORECAST ( TABLE 9 ).....	41
4.3	MARKETING PROGRAM.....	42
	TRADE PRACTICES.....	43
	TERMS OF BUYING AND SELLING	
	THE PRODUCTS.....	44
	COMPETITIVE POSITION.....	44
	CHANNELS OF DISTRIBUTION.....	45
CHAPTER V	TECHNICAL ASPECT	
5.1	SERVICE PROCESS.....	46-47
5.2	LIST OF EQUIPMENTS.....	48
	LIST OF FURNITURES.....	49
5.3	PLANT SIZE AND LOCATION.....	50
	VICINITY MAP	
	PLANT LAY OUT	
5.4	PRODUCTS AND THEIR SOURCES.....	51
5.5	QUANTITY AND QUALITY OF	
	PRODUCTS.....	52-53
5.6	LABOR NEEDED.....	54-55



5.7	UTILITIES REQUIRED.....	56
5.8	WASTE DISPOSAL.....	57
5.9	TRANSPORTATION NEEDED.....	58
CHAPTER VI FINANCIAL ASPECT		
6.1	TOTAL PROJECT COST.....	59
6.2	SCHEDULE OF LOAN	
	AMORTIZATION ( SCHEDULE 1 ).....	60
	ADMINISTRATIVE AND MARKETING	
	EXPENSES ( SCHEDULE 2 ).....	60
6.3	PROJECTED INCOME STATEMENT.....	61
6.4	PROJECTED CASH BUDGET.....	62
6.5	PROJECTED BALANCE SHEET.....	63
6.6	STATEMENT OF PARTNERSHIP	
	LIABILITY AND CAPITAL.....	64
6.7	FINANCIAL ANALYSIS.....	65
6.8	TABLE OF FINANCIAL RATIOS.....	66-67
CHAPTER VII SOCIO-ECONOMIC ASPECT..... 68-69		
CHAPTER VIII CONCLUSION AND		
	RECOMMENDATION.....	70-72
CHAPTER IX POTENTIAL PROBLEMS AND		
	SOLUTIONS.....	73-74



APPENDICES.....vii

    LETTER TO RESPONDENTS/ FOR INTERVIEW

    QUESTIONNAIRE

    COMPUTATIONS

    CURRICULUM VITAE OF PROPONENTS

REFERENCES.....75

