

**FEASIBILITY STUDY ABSTRACT**

**Name of Institution** : De La Salle University-Dasmariñas  
**Address of Institution** : Bagong Bayan, Dasmariñas, Cavite  
**Topic** : A Project Feasibility Study on Potato Corner Franchise in Dasmariñas, Cavite  
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**OBJECTIVES OF THE STUDY:**

**A. GENERAL**

To determine the feasibility of establishing Potato Corner Franchise in Dasmariñas, Cavite.

**B. SPECIFIC**

To offer the De La Salle University-Dasmariñas Students a new variety of snacks.



**SCOPE AND COVERAGE:**

The Franchise branch of Potato Corner will be located in Brgy. Sta. Fe DBB-B, Dasmariñas, Cavite (in west front DLSU-D Gate 1).

**SUMMARY:****I. INTRODUCTION**

Potato Corner Business is an existing establishment, which has proven it's tremendous success in the country. The proponents have thought of offering the students of DLSU-D a new variety of snacks for a change from the usual foods the canteens offer. These Solanum Tuberosum, known as the white potatoes are one of the great demand mostly in the Mountain Province, Benguet, in most of the Luzon area. It offers proteins and minerals that can add to the needs of the students for energy.

**II. METHODOLOGY**

The proponents have acquired data by interviewing all the necessary people involved in the business existence. The data are based from the primary and secondary data. Other research done are gathered in the National Library, Department of Trade and Industry, from the QHI Inc. and others.

**III. ORGANIZATION AND MANAGEMENT ASPECT**

To operate in an effective manner, by executing the best form of organization and by placing the right person in the position.

**IV. MARKETING ASPECT**

To determine the total Market Share that might help with the success of the business. To identify the characteristics of the people in establishing competitive strategies.

**V. TECHNICAL ASPECT**

To determine the accessibility of the supplies as for the proper operation of the business, the location, the machines and equipment, the production process and the layouts.



**VI. FINANCIAL ASPECT**

To quantitatively identify the profitability of the business of engaging in ventures and investment.

**VII. SOCIO-ECONOMIC ASPECT**

To determine the contribution the business could give the community of Dasmariñas, Cavite.

**CONCLUSION:**

With sufficient funds, resources and information regarding this business proposal, the proponents concluded that the project is feasible.

**RECOMMENDATION:**

For those who would be future-investors, the authors recommend that the effectivity of the business lies in the proper management of the business.

