

APPROVAL SHEET

**GARLIC - MOSQUITO KILLER PRODUCTION
AND BUSINESS IN DASMARINAS, CAVITE**

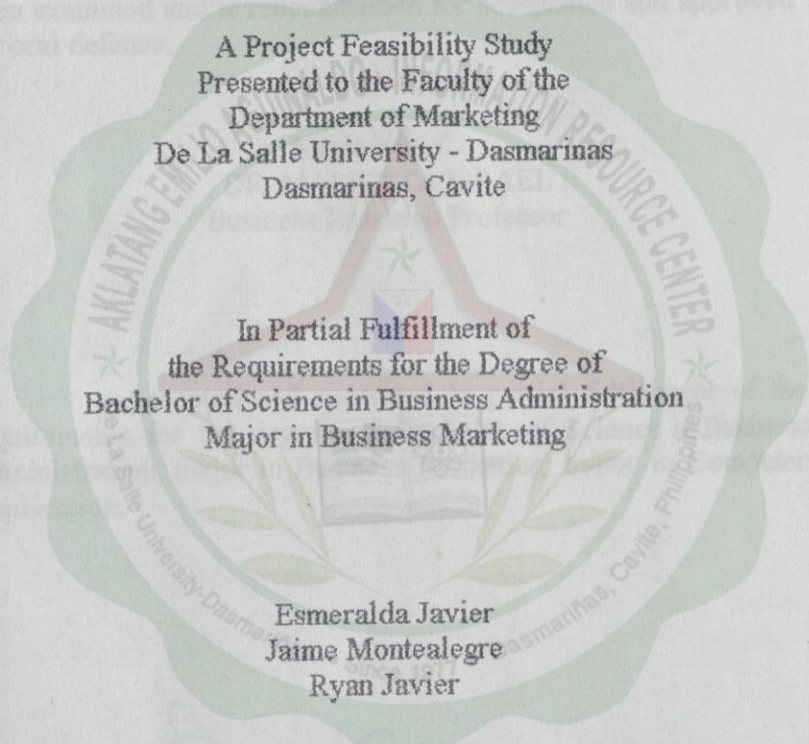
A Project Feasibility Study
Presented to the Faculty of the
Department of Marketing
De La Salle University - Dasmariñas
Dasmariñas, Cavite

In Partial Fulfillment of
the Requirements for the Degree of
Bachelor of Science in Business Administration
Major in Business Marketing

Esmeralda Javier
Jaime Montealegre
Ryan Javier

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31 MAR 1998



FEASIBILITY STUDY ABSTRACT

NAME OF INSTITUTION : DE LA SALLE
UNIVERSITY - DASMARINAS

ADDRESS OF INSTITUTION : Bagong Bayan, Dasmariñas, Cavite

TOPIC : A Project Feasibility Study on the
Garlic-Mosquito Killer Production in
Dasmariñas, Cavite

AUTHOR : MONTEALEGRE, JAIME L.
JAVIER, ESMERALDA J.
JAVIER, RYAN M.

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OBJECTIVES OF THE STUDY :

A. GENERAL

To determine the feasibility and viability of establishing a Garlic-Mosquito Killer Production Business in Dasmariñas, Cavite.

B. SPECIFIC

To provide consumers with an environment - friendly insecticide and at the same time effective in exterminating and killing mosquitoes.

SCOPE AND COVERAGE :

The production of Garlic - Mosquito Killer will be located at Langkaan, Dasmariñas, Cavite. The proposed business will be named, **“Garlic - Mosquito Killer Manufacturing Company.”**

SUMMARY :

I. INTRODUCTION

Garlic is one of the most important herbs existing almost everywhere in the world. It is known for its versatility, aside from being an important ingredient in cooking, it also has the capability to kill some bacteria like Staphylococcus aureus and Steptococcus pneumonia because of its allicin component. The Taiwan variety of garlic was proven by some researchers to be effective in killing mosquitoes.

II. METHODOLOGY

The authors acquired information needed for this study through the used of qualitative method and by interviewing the product manager of BAYGON and RAID. Other research was done at the DTI, NSO and DOST.

III. ORGANIZATION AND MANAGEMENT ASPECT

To operate the business well by choosing the best form of organization and staff who will serve as an asset for the business.

IV. MARKETING ASPECT

To know the unsatisfied demand or the market the company will be serving in order to formulate the competitive marketing program.

V. TECHNICAL ASPECT

To know the technology necessary for production, and availability of raw materials as well as the site location for the establishment.

VI. FINANCIAL ASPECT

To prove in terms of figures, the ability to meet short term obligations, liquidity and ability to finance the operations and whether the project will be profitable even with existing competition and unfavorable economic condition.

VII. SOCIO - ECONOMIC ASPECT

To show that the business will not only be for profit generation but to provide social and economic benefits as well.

RECOMMENDATIONS :

To those who will be venturing in this kind of business, the authors recommend effective management of internal and external factors affecting the business operation for the business to succeed or to be competitive.

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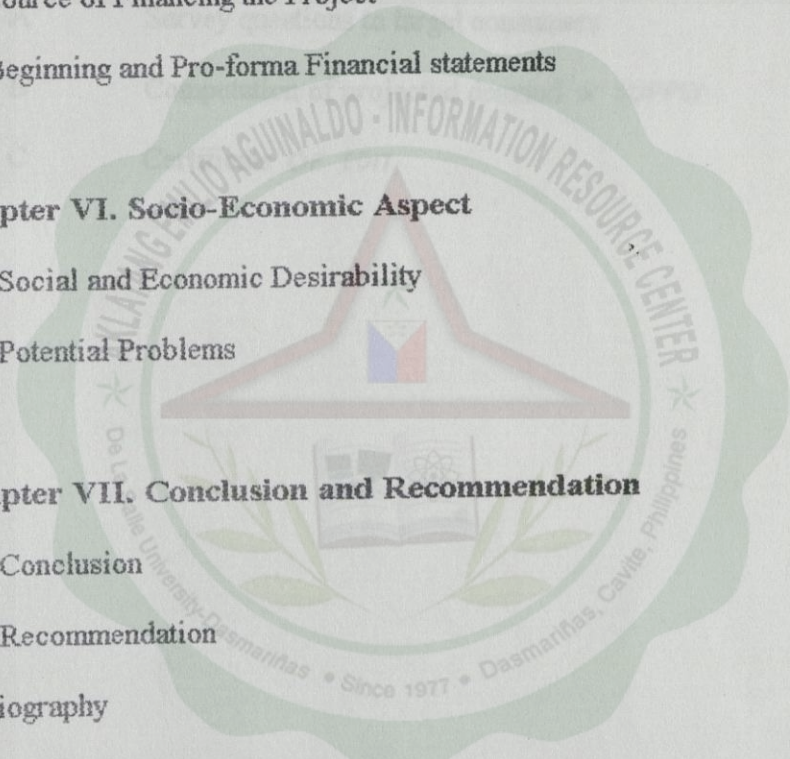
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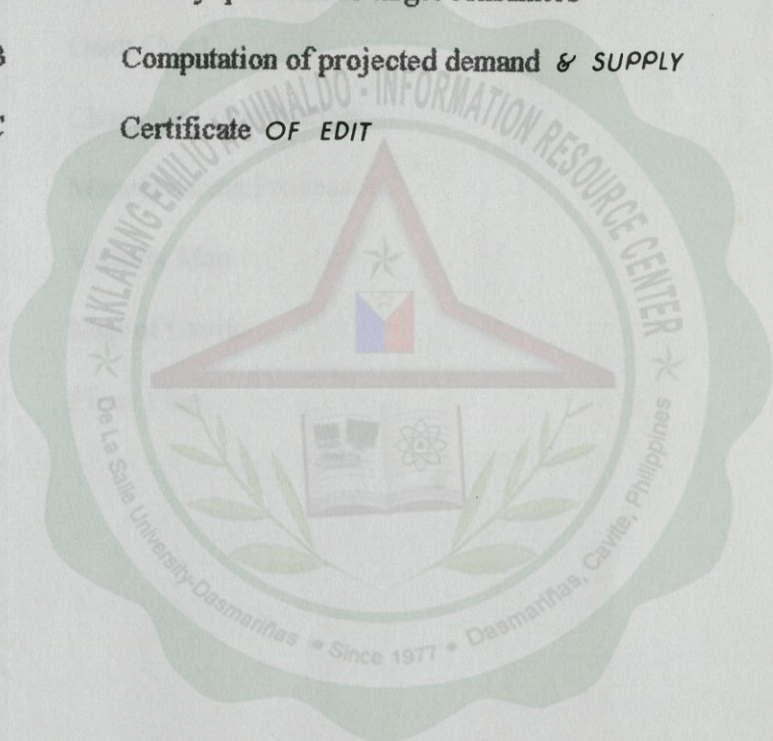
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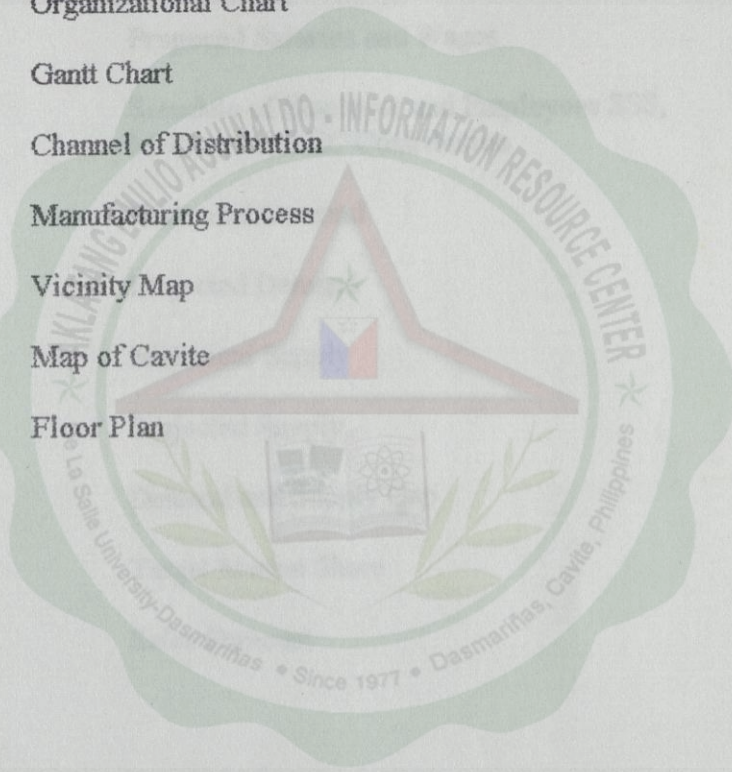
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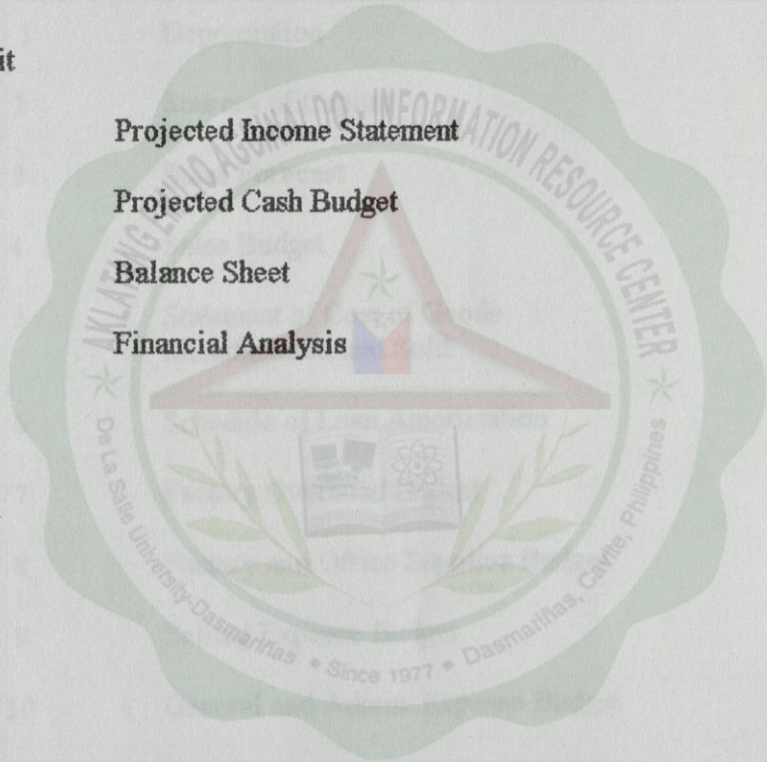
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