

ABSTRACT

Name of Institution: De La Salle University – Dasmariñas

Address: Bagong Bayan, Dasmariñas, Cavite

Title: A Project Feasibility Study on the Establishment of Cable Television Service in the City of Tagaytay

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Objectives of the Study:

A. General

To determine the feasibility and viability of the project

B. Specific

To determine the different aspects in the establishment of the business:

Organization and Management, Marketing, Technical, Financial, and Socio-

Economic aspects.

Scope and Delimitation:

The study focuses on the establishment of cable television service in the City of Tagaytay.

Methodology:

The methods used in this study are the Descriptive and Survey Methods. The researchers conducted interviews in gathering the data necessary in order to attain the objectives of the study. Some substantial information were gathered from books, pamphlets, magazines, and other sources to support the study.

Major Findings:

The City of Tagaytay, which is, considered a major tourist spot south of Metro Manila. Unfortunately, it lacks in the technological advancement to be at par with other tourist attractions in the country. Cable television is just a stretch away, but up to now, no such business is being established purposely to enhance its development and project its image internationally.

Conclusion:

Based on the data presented in the study, the proponents concluded that the project is feasible and profitable.

ACKNOWLEDGMENT

Recommendation:

The proponents recommend that based on the data presented in the study, the proponents concluded that the project is feasible and profitable.

the other, have helped out to make this study possible. Yet, it is with deep appreciation to the following for their valuable assistance and inspiration in writing this piece.

The Cavite branch of the De La Salle University - Dasmariñas has been our resource persons and who provided us the necessary information to carry out a business such as this.

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To our friends, who continuously believed in our capabilities despite the odds.

Our families, for their undiminished love and support, both moral and financial.

And our eternal gratitude to Almighty God.

Patty
Monday
Etc