

**A PROJECT FEASIBILITY STUDY
EXOTIC BAKED DESSERTS
AND COMMERCIAL BAKING HOUSE
AT PALA-PALA DASMARINAS, CAVITE**

*The Feasibility Study on Exotic Baked Desserts and Commercial Baking
House at Pala-Pala Dasmariñas, Cavite, of students of the College of Business
Administration, De La Salle University - Dasmariñas, Cavite, submitted by Henellie L. Guatlo,*

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**PRESENTED TO
THE FACULTY OF THE COLLEGE OF BUSINESS ADMINISTRATION
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**IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE
DEGREE IN BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

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**AKLATANG EMILIO AGUINALDO
ARCHIVES**

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Scope and Coverage :

ABSTRACT

The proposed project focuses mainly on the management, marketing,

Name of Institution : De La Salle Univeristy - Dasmariñas first five years (1998-

Address : Bagong Bayan, Dasmariñas Cavite

Title : A Project Feasibility Study on Exotic Baked Desserts and Commercial

Method : Baking House at Pala-Pala Dasmariñas, Cavite

Authors : Henellie L. Guatlo

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Funding Source : Parents

Cost : P 3,500.00

Date Started : June 1997

Date Completed : Feb. 1998

Objective of the Study:

A. General

This study is prepared for the purpose of determining the feasibility and viability of establishing a Commercial Baking House at Pala-Pala Dasmariñas, Cavite producing exotic baked desserts.

B. Specific

The study will determine the different aspects of the organization such as management, marketing , technical, financial and social.

Scope and Coverage :

The proposed project focuses mainly on the management, marketing, technical and financial aspect of the business which covers the first five years (1998-2002) of operation.

to the owner but beneficial as well to the community and that this project is feasible and viable

Methodology :

The researchers gathered primary data through research and interviews with bake shop owners in and outside Dasmariñas, Cavite.

Secondary data were gathered from different government agencies such as Technological and Livelihood Research Center, National Statistics Office, Dasmariñas Municipal Office and Department of Trade and Industry.

Major Findings:

The kind of business organization is sole proprietorship. The forecast sales for the five years of operation is P 23,825,949.00. At present, demand is still higher than the supply. The project will generate revenues that will benefit the government and the community especially the unemployed people at present.

Conclusion :

It has been concluded that the four aspects of marketing should be given focus, the product, price, place and promotion. And based on the findings, the objectives were met.



Recommendation :

The proponents recommend the proposed project be pursued since it will not only give profit to the owner but beneficial as well to the community and that this project is feasible and viable.

We would like to thank first of all our God Almighty for giving us strength, wisdom and spiritual blessing.

Our parents who give us their understanding, support and financial support to make this project feasibility study possible.

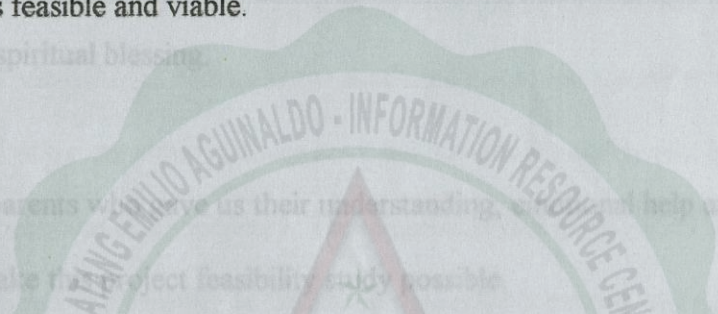


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