

Abstract

Name of Institution : De La Salle University - Dasmariñas
Address : Dasmariñas, Cavite
Title : Establishment of a Gasoline Service Station in Las Pinas City

Authors/Proponents: Jacob Y. Aguilar
Christine K. Ravelo
Federico L. Sepetran

Total Project Cost : P 40 Million

Funding Source : The financing of the business will be divided among the partners wherein sixty percent will come from the owners and forty percent from the bank.

Date Started : June 1997

Date Completed : March 1998

Objectives of the Study:

A. General

The project is expected and designed to provide a continuous supply of gasoline and give its market the products and services that are considered to be the best value for their peso.

B. Specific

The project is expected to determine the needed requirements and information on every aspect of the gasoline service station business :
Organization and Management, Marketing, Technical and Financial Aspect.

Scope and Coverage :

This project feasibility study on the establishment of a gasoline station in Las Pinas will concentrate on the first five years of operation in order to give the people an ample supply of gasoline. The coverage of this study will be from 1998 until the year 2001.

It is also concerned with the study of the management, technical, marketing and financial aspects of the gasoline business. It includes other information such as the analysis of the demand and supply, the strategies that may be appropriately used and the nature of competition in the market.

The station was originally conceived to provide the motorist with his needs - fuels like gasoline, diesel, and motor oil for topping up. This is the reason why nine out of ten motorists go to a service station.

Methodology : Primary data were gathered through conduct of interviews with the owners of existing gasoline service station as well as their skilled workers. The proponents also visited several service stations to gather additional data. These data include all the requirements in retailing a service station and all the conditions or situations that are favorable and unfavorable to the service station business.

The secondary data gathering was done by reading materials from encyclopedia and other related books. The proponents also gathered related studies from The Petron Main Office, Land Transportation Office (LTO) and City Hall of Las Pinas.

Therefore, the main purpose of a service station, as a business, is to provide the motorist with the necessary services, such as gasoline, maintenance, and other services, etc., to insure that the motorist's needs are met.

Conclusion : The data presented in the preceding chapters assure and guarantee the profitability and viability of the project. Supported by data such as the profitability ratio, it shows that the project is economically and financially feasible and worth investing. The study had been carefully analyzed and it also considered all the aspects that may come up in doing the business. Every data have been critically gathered to come up with the best outcome.

Recommendation : The service station can contribute a lot in making motoring pleasant by having a clean overall station appearance and good displays, securing customer's bay are welcome and important, servicing of motorists, efficient and properly uniformed service masters, rendering expert and efficient maintenance services at the tubebay and by having a clean and completely equipped restroom.

Based on the findings and critical evaluation of the proponents, the business undertaking that have been put into a project study is highly recommendable for implementation. But money alone is not sufficient to make the business successful. Time devotion, patience and determination is needed to make the business run smoothly and make it profitable.

Important. He may keep coming back and eventually become a regular customer.