

A Project Feasibility Study
on the Establishment of
Wedding Coordination and Services
Center in Alabang Muntinlupa City

3058

Presented to the Faculty of the
College of Business Administration
De La Salle University - Dasmariñas

In Partial Fulfillment
Of the Requirement for the Degree
Bachelor of Science in Business Administration

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ABSTRACT

Name of Institution: **De La Salle University- Dasamarinas**

Address: Bagong Bayan, Dasmariñas Cavite

Title: A Feasibility Study on the *Establishment of Wedding Coordination and Services Business*

Authors/Proponents: **Joy Fuego**

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OBJECTIVE OF THE STUDY

A. General

To know and analyze the different aspects and factors to consider in putting up a one stop shop Wedding Coordination and Service Center in Alabang Fiesta Mall.

B. Specific

To determine the applicable Management and Marketing strategies to be used in order to establish a successful one stop shop Wedding Coordination and Service Center.

SCOPE AND COVERAGE

The study covers the management, marketing, technical, financial, and socio-economic Aspects of the project.

METHODOLOGY

The study was conducted through data gathering and analysis of relevant primary and secondary data.

MAJOR FINDINGS

As the proponents have seen, putting up a business isn't easy as it seems. But by having the right marketing strategies and other information giving in this thesis, putting up a business won't be as difficult as it seems.

CONCLUSION

This study is the product of cooperative effort through hardwork, patience and aspiration of our local industries thereby bringing about a considerable positive degree for the people and the community.

RECOMMENDATIONS

The proponents of this study without hesitation recommend that Wedding Coordination project study be actualized.

FOREWORD

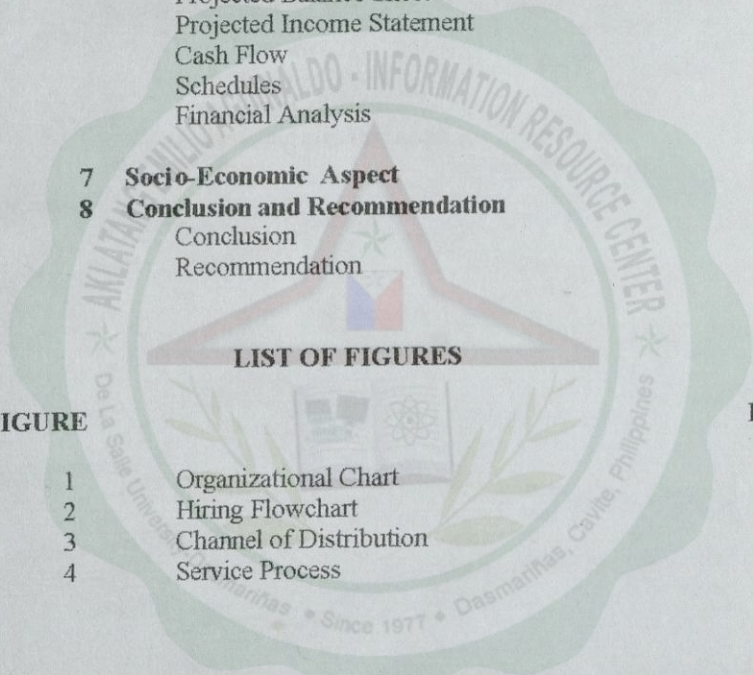
This feasibility study was prepared by Joy Fuego and Kristine Leah Chan, purely for academic purposes. Considering time constraints and other limitations. There are dates in this feasibility study that had been assumed for purposes of expediency. Those assumptions if subjected to more extensive research and scrutiny as would be requested for real world projections, may be termed to have a poor basis and can be even unacceptable. In this case, the researchers accept the fact that their study should be given enough time to really bring out the best in this feasibility study.

*JHF**KLC*

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