

ABSTRACT SHEET

Name of institution : De La Salle University - Dasmariñas

Address : Dasmariñas, Cavite

Title : A Project Feasibility Study on Vehicle Cleaning Service

Author : Melanie N. Aguilar, Pamela H. Cabanela and Lizette D. Ramirez

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Objective of the study :

A. General

The project is designed to provide services on a certain target market and established a profitable and viable business.

B. Specific

To determine the needed requirement and information on organizational and management, to know the form of organization of the business; marketing aspect, to know the service pricing and the type of market strategies to be applied; technical aspect, to determine the materials to be used and process of cleaning;

financial aspect, to determine the source of funds and the level of profitability, liquidity and solvency; and socio-economic aspect, to determine the contribution of the business to the economy.

Scope and Coverage :

The project feasibility study on vehicle cleaning service will concentrate on the first five years of the proposed business. It is also concerned with the study of Management, technical, financial and marketing of the business.

Methodology.:

We used interviews and questionnaire method by which the researchers interviewed the owners of some carwash business in order to know how they manage their business. The researchers also asked to owners about their strategies and how they handle their personnel and customers. Surveys were conducted from the people living in the vicinity and those who are living in near by areas about the needs and demands of a vehicle cleaning service. The researchers also asked them about some suggestions and comments about the proposed business.

Major findings :

The result of the study will increased 10% annually.

Conclusion :

The proponents have concluded that the proposed business would need an initial investment of P 2,173,531 to be able to operate. We the proponents therefore conclude that the vehicle cleaning service would be profitable and viable. Eventhough there are many existing carwash business, there is still a need for this

kind of service because not all carwash can provide quality services and there is a continuous increase of demand in this business.

Recommendation :

The business to become effective and efficient should have a good employee-employer relationship. The management should not just take care of the vehicle that they are cleaning but also their clients as well. Suppliers are the ones who provide raw materials for the business, therefore the owner should have a good relationship with them.

The business should render quality services to their customers and should use materials and equipment with high standard and quality in cleaning cars.

Being hardworking and trustworthy is a key of successful business.

