

**FEASIBILITY ABSTRACT**

**NAME OF:** College of Business Administration  
**INSTITUTION** De La Salle University – Dasmariñas  
**ADDRESS:** Dasmariñas Bagong Bayan  
**TITLE:** Duster Manufacturing Business in Imus,  
Cavite  
**AUTHOR:** Conrado E. Camungol Jr.  
**FUNDING SOURCE:** Parents **COST:** P3000  
**DATE STARTED:** June 1997 **DATE COMPLETED:** Mar. 1998

**OBJECTIVE OF THE STUDY:**

**A. GENERAL:**

To determine the viability and profitability of Duster Manufacturing Business in Imus, Cavite.

**B. SPECIFIC:**

To gather information on Duster Manufacturing Business, classify the needed materials in order to operate this kind of business, fix the limits of the proposed market strategies to be applied and to state the contribution of the limited business to the country.

**SCOPE & DELIMITATION:**

The Proposed project will focus mainly on Duster Manufacturing and it is limited to its marketing ability among the four major provincial areas in Cavite; Silang, Dasmariñas, Bacoor and Imus as the main target areas.

**METHODOLOGY:**

The proponent interviewed the manager and owners of Duster Manufacturing Business to gather facts about the existing demands and supply of Duster based from previous years and the expected demand and supply of duster in years to come. The proponent gathered important data from TLRC,DTI, NSO and different libraries.

**MAJOR FINDINGS:**

The proponent found this project profitable since they discovered that the projected demand is higher than the projected supply which means that the supply is not enough to meet the demand of the customers therefore, additional supply will be needed.

**CONCLUSION:**

Based on the findings, the proponent concluded that the proposed project is feasible and viable.

**RECOMMENDATION:**

The proponents recommend that the future researcher should seek more advanced techniques and methods about the production of duster.

Every prospective investors must make sure that they have a very strategic location for their plant that will be very accessible to the supply of duster.

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