

**THE FEASIBILITY STUDY ON
TRANSPORTATION SERVICE
IN BACOR, CAVITE**

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

ARLEENE A.GALICIA

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ABSTRACT

NAME OF INSTITUTION: Dela Salle University—Dasmariñas
TITLE: Transportation Service
ADDRESS: Bacoor, Cavite
AUTHOR/PROPONENT: Arleen A. Galicia
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Objectives of the Study**A. General**

This project study seeks to determine the viability of a transportation business concern to be located in Bacoor, Cavite.

B. Specific**1. On Organization and Management**

A. The form of business suitable for this concerns

B. Its organizational structure and manpower requirements

C. The qualifications of its key personnel and job descriptions for and efficient and effective management of the business

2. On Marketing Aspects

A. The historical and projected demand and supply of transportation business in Cavite

B. The size of the target market that will make the project viable

C. The marketing strategy that will be adopted to realize projected market share

3. On Technical Aspects

A. To familiarize with the equipment to be used for the operation of the proposed transportation business

B. To familiarize with the different vehicles to be used for the operation of the proposed transportation business

C. To familiarize with the different processes in operating a transportation service business

D. To find out the operational cost of the business

4. On Financial Aspects

- A. To tabulate the initial capital needed in order to establish the proposed business
- B. To find out the proposed business' profitability
- C. To find out the return of profit at a certain period of time
- D. To know the cost and rate of investment

5. On Socio-Economic Aspects

- A. To come out terms with the benefits that the community will get pertaining to the business location
- B. To know the advantages and disadvantages of the project
- C. To come out on how the business will help the community and country in terms of their taxation.

Scope and Delimitation

This study is concerned with the transportation service in Bacoor, Cavite. This includes various considerations of the probable risks, the

marketing desirability of the project and its viability within a five-year time frame.

Methodology

The study used descriptive method, which is usually utilized in this kind of study. It is used to describe and interpret gathered data into significant information.

Conclusion

- A. Demand for transportation will surely increase because many people migrating to Bacoor.
- B. FX taxis are very popular today so the business will not be having a hard time penetrating the target places.
- C. The business can endanger the environment and our health but the people involved know this so they create ways and programs to prevent the pollution.

Recommendation

The researcher recommends that the business be true to their ideal of dedication and service to the people: Their primary goal in mind must be the satisfaction of the commuting people so that they could give a 100% service.

The business must be responsible in its operation so that health hazard such as pollution and accidents will be prevented.

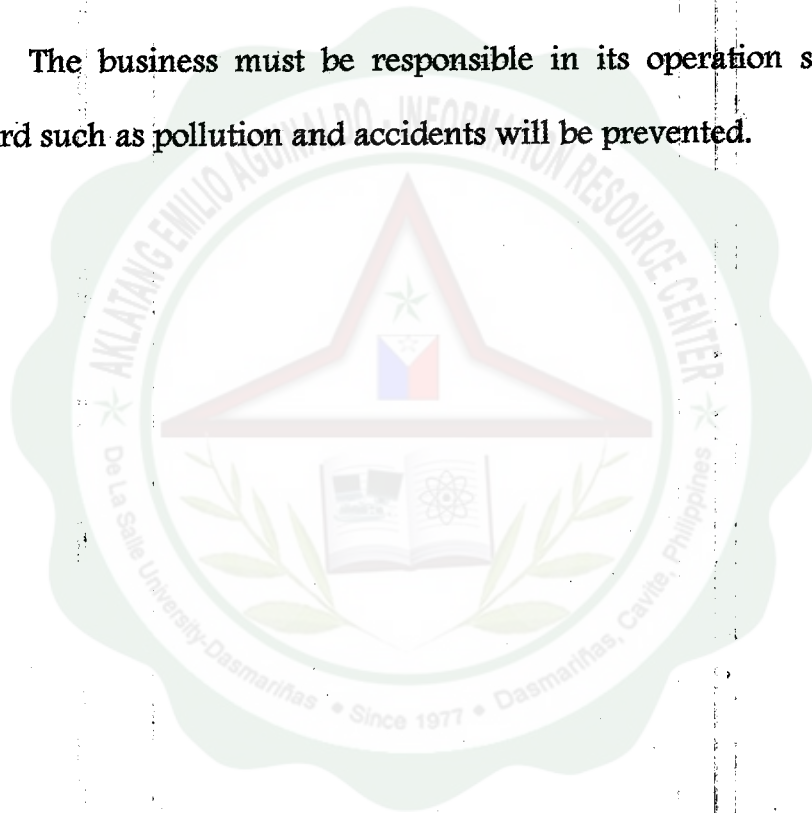


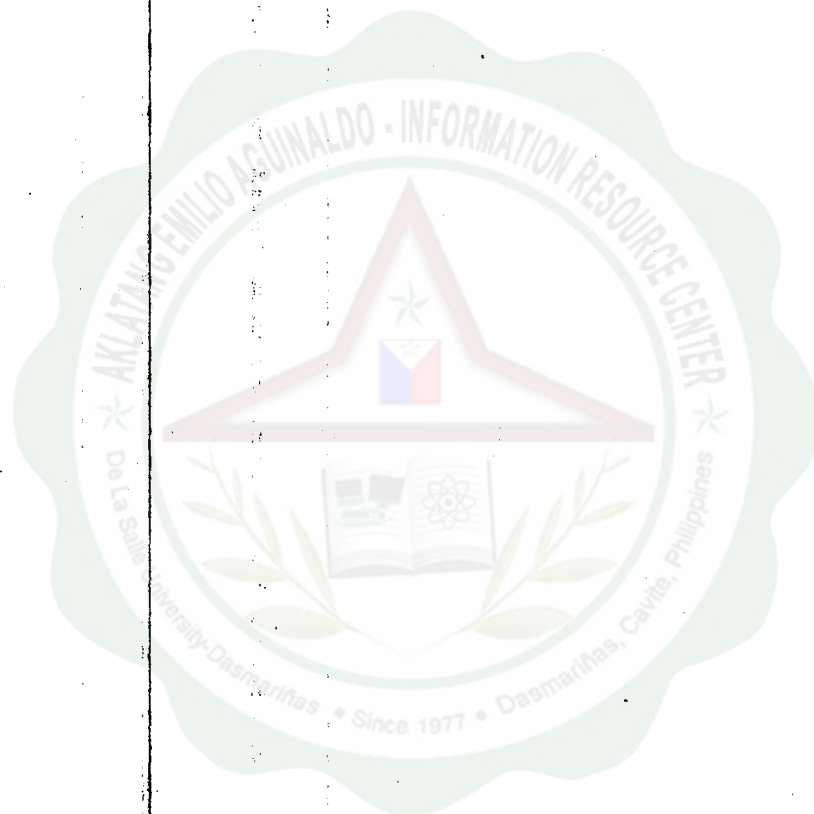
TABLE OF CONTENTS

	Page
APPROVAL SHEET	i
ABSTRACT	ii
ACKNOWLEDGMENT	vii
CHAPTER	
I. INTRODUCTION	1
The Need.	2
Objectives of the Study.	3
Scope and Limitations of the Study	5
Review of Related Literature.	6
Definition of Terms	7
Methodology.	9
Treatment of Data.	9
II. EXECUTIVE SUMMARY.	11
Organization and Management Aspects.	11
Form of Business Organization.	12
Organizational Chart.	12
Personnel Specifications.	14
Duties and Responsibilities.	17

	Salaries and Wages Administration	20
	Hiring of Personnel	20
	Orientation and Training	21
	Program of Activities	22
III.	MARKETING ASPECTS	26
	Market Description	26
	Components of Demand	28
	Analysis of Historical Demand	28
	Analysis of Projected Demand	29
	Components of Supply	30
	Analysis of Historical Supply	31
	Analysis of Projected Supply	32
	Demand and Supply Analysis	33
	Marketing Program	34
	Market Share/Target Market	36
	Sales Forecast/Pricing Scheme	37
	Trade Practices	38
	Channels of Distribution	39
	Advertising and Promotion	40
IV.	TECHNICAL ASPECTS	42
	The Vehicle	42

Operation Process	42
Garage Size and Operation Schedule	46
Machinery and Equipment	46
Garage Layout	50
Garage Location	52
Utilities	53
Waste Disposal	54
Labor Requirements	54
V. FINANCIAL ASPECTS	55
Major Assumptions	55
Total Project Cost	69
Sources of Financing the Project.	70
Initial Working Capital Requirement	71
Pro-Forma Projected Income Statement	72
Pro-Forma Projected Cash Flow	74
Pro-Forma Projected Balance Sheet	75
Financial Analysis	77
VI. SOCIO-ECONOMIC ASPECTS	82
CONCLUSION	84
RECOMMENDATION	85
CURRICULUM VITAE	86

BIBLIOGRAPHY.....	87
APPENDIX 1, Derivation of Projected Demand	88
APPENDIX 2, Derivation of Projected Supply	89
APPENDIX 3, Interview Guide	90



LIST OF TABLES

TABLE 1	Salary and Wage of Personnel	21
TABLE 2	Gross National Product	28
TABLE 3	Historical Demand (population Commuters)	29
TABLE 4	Projected Demand	30
TABLE 5	Historical Supply	32
TABLE 6	Projected Supply	33
TABLE 7	Supply Analysis	34
TABLE 8	5 Years sales Revenue Projection	41
TABLE 9	Required Machinery and Equipment	47
TABLE 10	Required Machinery and Equipment	53

LIST OF FIGURES

FIGURE 1	Table of Organization	13
FIGURE 2	Gantt Chart – Monthly Program	25
FIGURE 3	Channel of Distribution	40
FIGURE 4	The New TOYOTA GL	43
FIGURE 5	Operational Flow	45
FIGURE 6	Torque Wrench	48
FIGURE 7	Pliers	49
FIGURE 8	General Perspective	50
FIGURE 8	Garage Floor Plan	51
FIGURE 9	Vicinity Map	52