

FEASIBILITY STUDY ABSTRACT

NAME OF INSTITUTION : DE LA SALLE UNIVERSITY-
DASMARIÑAS

ADDRESS OF INSTITUTION : Bagong Bayan, Dasmariñas, Cavite

TOPIC : A Project Feasibility Study on the
Whitening Cream Production
Business
In Dasmariñas, Cavite

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OBJECTIVES OF THE STUDY :**A. GENERAL**

To determine the viability and the profitability of the proposed study.

B. SPECIFIC

To know the management, marketing, technical, and socio-economic aspects of the business.

SCOPE AND COVERAGE :

The study covered only the production of the whitening cream from henna, white egg, soap chips, hydrogen peroxide, and lemon citrus. Organization and management, marketing, technical and financial matters were also considered in the study.

SUMMARY:

I. INTRODUCTION

Skin whitening is very familiar today specially during summer, the product Light N' Eszy is the type of solution which is very friendly, inexpensive and naturally made for every type of skin. Its ingredients are hydrogen peroxide, henna, soap chips, white egg and lemon citrus. It is a unique form of cream because it also moisturizes and cleanses the skin.

II. METHODOLOGY

The primary data were gathered through interviews and surveys from different establishment and households of Dasmariñas, Cavite.

Secondary data were obtained from different government institutions and libraries.

III. ORGANIZATIONAL AND MANAGEMENT ASPECT

To promote the business by choosing the appropriate form of organization, that will delegate its personnel to their different, duties and responsibilities.

IV. MARKETING ASPECT

To promote the product in the market by acquiring the different marketing strategies effectively and to determine the supply and demand of the other existing products in order to enhance competition.

V. TECHNICAL ASPECT

To know the materials, machinery and equipment needed in the operation of the business, the proper location and most important is the manufacturing process of the whitening cream.

VI. FINANCIAL ASPECT

To assess the financial stability and profitability and to ascertain the best niche of resources of the proposed business.