

**The Establishment of a Photo Studio
and Photo Supply
in Kawit, Cavite**

**A Project Feasibility Study
Presented to the Faculty of the
College of Business Administration
Department of Marketing Management
De La Salle University - Dasmariñas
Dasmariñas, Cavite**

**In Partial Fulfillment of
the Requirements for the Degree of
Bachelor of Science in Business Administration
Major in Marketing Management**

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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 Establishment of a Photo Studio and Photo Supply in Kawit, Cavite.

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OBJECTIVES OF THE STUDY :

A. GENERAL

To determine the feasibility and viability of establishing a Photo Studio and Photo Supply in Kawit, Cavite.

B. SPECIFIC

To perceive the management, marketing, technical, financial and socio-economic aspects of the study.

SCOPE AND COVERAGE:

The establishment of a Photo Studio and Photo Supply will be located at the town proper of Kawit, Cavite. The proposed business will be named, "RGL Photo Studio and Photo Supply".

The study deals with the production of pictures/photography and the sales of photo supplies. There are two kinds of product to be sold, the photo sales and the photo services.

SUMMARY:

I. INTRODUCTION

Photography is a servant of mankind. Its services span the range of human needs, both practical and emotional. The establishment of RGL Photo Studio to be built will be the modern approach to photo industry in Kawit, Cavite. The photo studio be built will be equipped with modern photographic tools and equipments adapting the modern techniques of photography. It will also offer prompt services and proper facilities to the people like

spacious reception area and a small size novelty shop for photo supplies.

II. METHODOLOGY

The data and information were obtained through the owners of the photo shops in the City of Cavite. Personal interview with several photo shop owners such as KODAK, FOTOGO and KONICA were conducted.

The researchers used primary and secondary data gathering in the presentation of this project feasibility study. The primary data were conducted through interviews to owners of photo studio and to the people who are knowledgeable in the different type of picture processing.

The secondary data sources are published and unpublished materials on management of photo studio gathered from reports from owners of photo studio, magazines and newspapers.

III. ORGANIZATION AND MANAGEMENT ASPECT

To operate the business with a sense of cooperation by choosing the best form of organization and people who will comprise the business.

IV. MARKETING ASPECT

To know the target market by identifying the characteristics of people in order to develop competitive marketing strategies.

V. TECHNICAL ASPECT

To determine the proper supply of materials, machineries and equipments as well as the appropriate location for the establishment.

VI. FINANCIAL ASPECT

To quantitatively describe the profitability of engaging in this kind of business and the best source of investment.

VII. SOCIO-ECONOMIC ASPECT

To know if the business can help the government in terms of promoting Filipino entrepreneurship.

It is important for every business to serve its social and economic benefit to attract the buying public. Entrepreneurs should not only think of the things which will benefit in terms of profit but also in terms of customer satisfaction.

MAJOR FINDINGS:

The researchers found out that there is a need to put up a Photo studio and Photo Supply in the town proper of Kawit because it is the first photo studio that have a modern approach to photo industry in Kawit, Cavite.

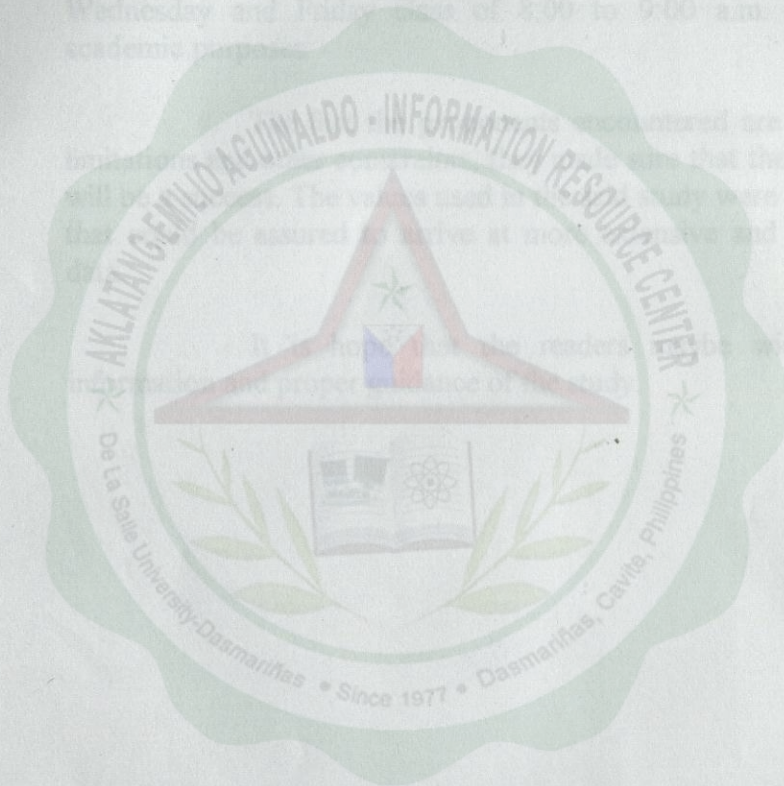
CONCLUSION:

Based on carried review and research of all the facts presented, there is a need to develop a photo studio and photo supply in the town proper of Kawit.

In addition, the marketability and financial assumption shown a bright outlook on this kind of business.

RECOMMENDATION:

The proponents recommend that effective management should be implemented in order for the business to succeed. And for the future researchers to gather more data and information on a more advance techniques on photo industry.

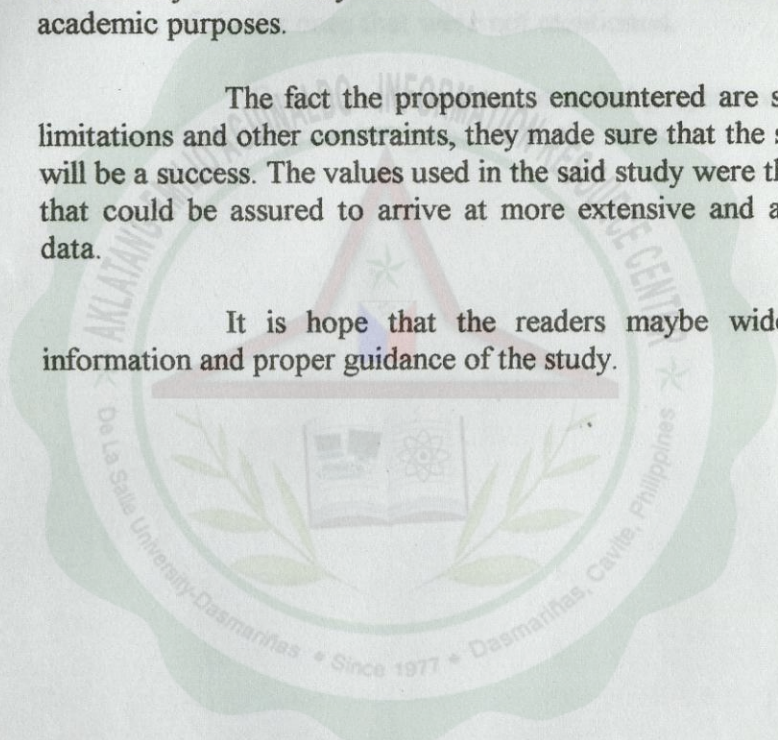


PROLEGOMENA

This feasibility study was prepared by the proponents enrolled at S.Y. 1997-1998, second semester from their Monday, Wednesday and Friday class of 8:00 to 9:00 a.m. for purely academic purposes.

The fact the proponents encountered are strict time limitations and other constraints, they made sure that the said study will be a success. The values used in the said study were the highest that could be assured to arrive at more extensive and acceptable data.

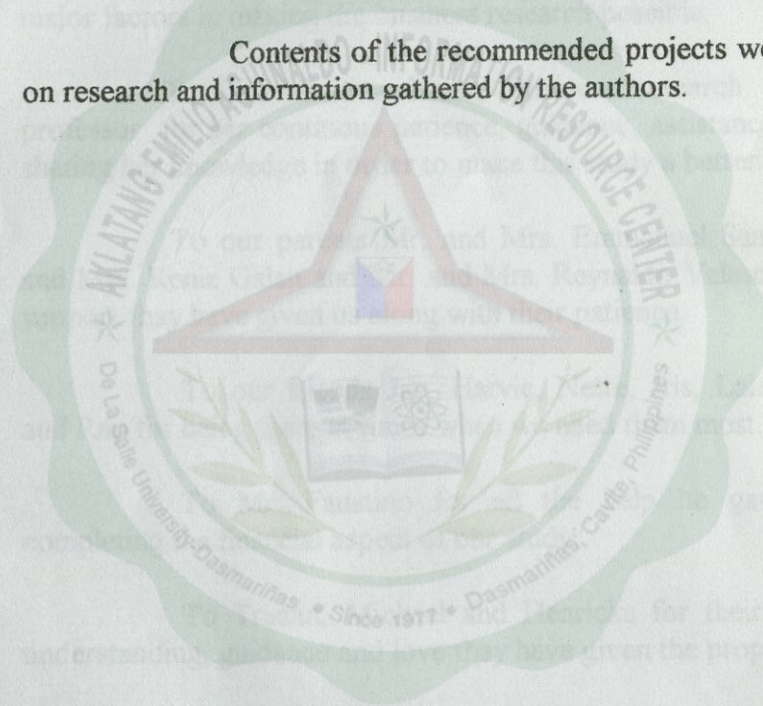
It is hope that the readers maybe widely given information and proper guidance of the study.



DISCLAIMERS

Trade names, manufacturers and distributors mentioned in the study were used for the purpose of providing specific information and did not endorse product name or amply criticisms of similar ones that were not mentioned.

Contents of the recommended projects were based on research and information gathered by the authors.



TO GOD BE THE GLORY

GLORICEL I. SAMALA
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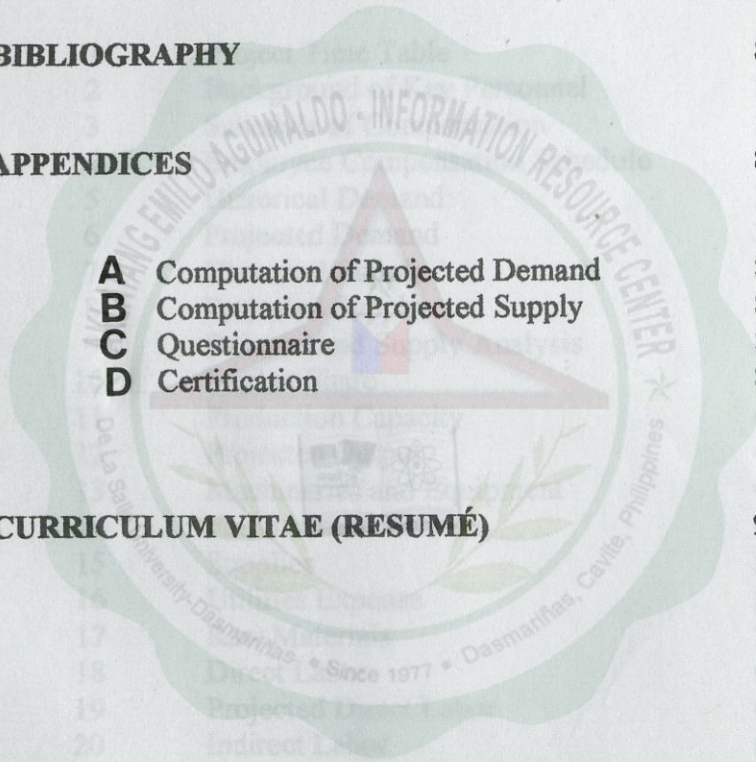
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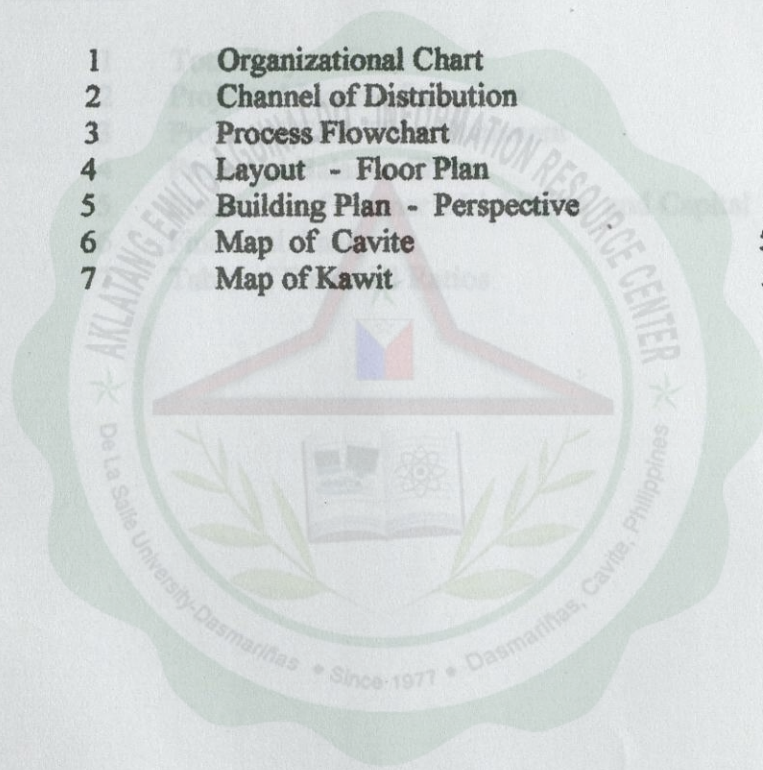


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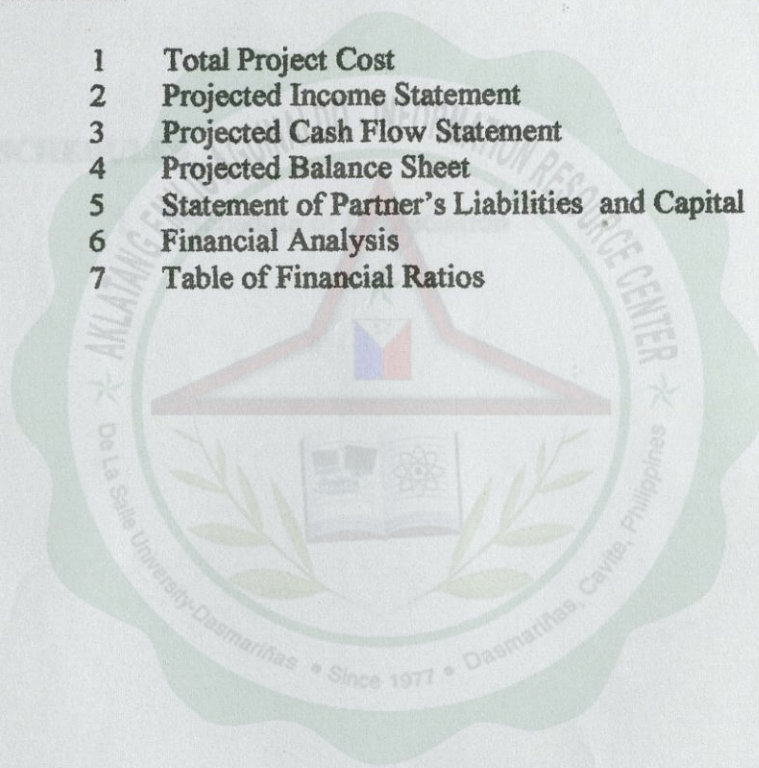
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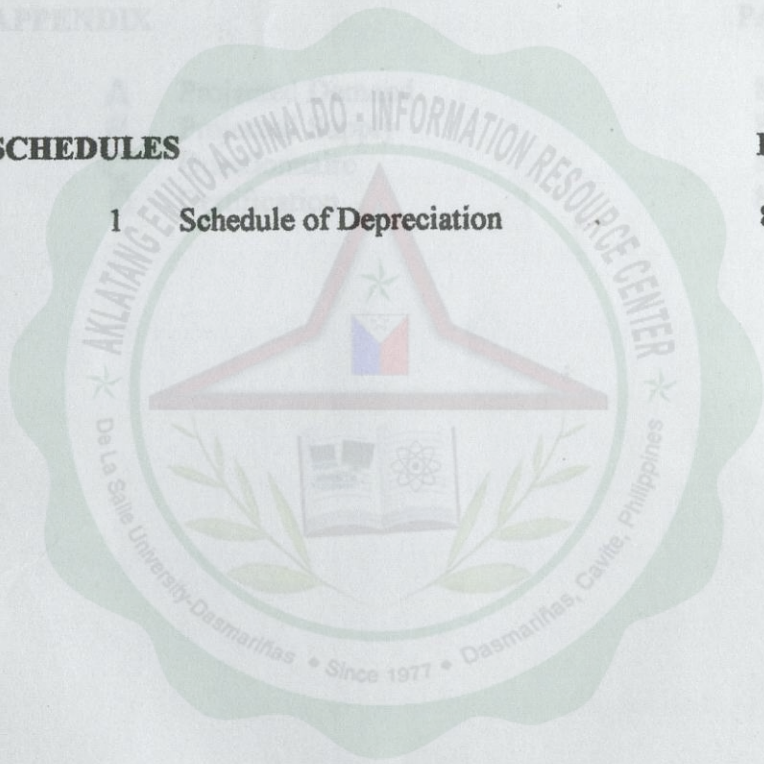
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CHAPTER 1

Introduction

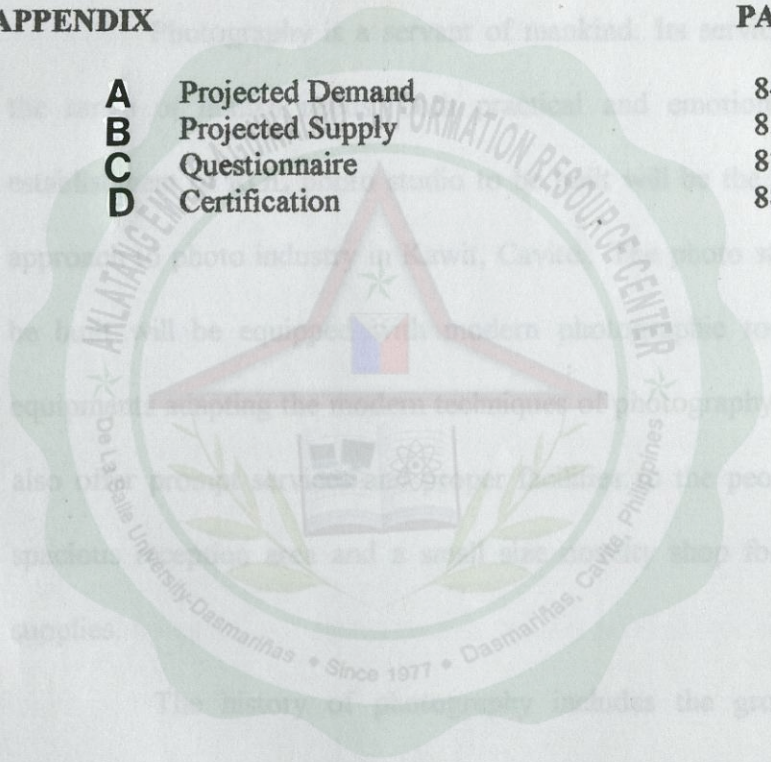
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The history of photography includes the growth of photographic techniques, the progress of the camera, and the evolution of photographic processes, emulsions, and bases. Then, in 1727, Johann Heinrich Schulze, a German University professor, revealed that he had discovered that the blackening of silver salts (such as silver iodide, silver bromide, and silver chloride), observed by others before him, was caused by light, not by heater air. Thus