

**ABSTRACT**

**NAME OF THE INSTITUTION:** De La Salle University- Dasmariñas

**ADDRESS:** Dasmariñas, Cavite

**TITLE:** Party Arranging Business

**AUTHORS/PROPONENTS:**

Laydee Florence F. Carino

Janelyn A. Lina

Thanin Prongthura

**FUNDING SOURCE:** Parents

**COST:** P 6,000.00

**DATE STARTED:** June 1997

**DATE COMPLETED:** February 1998

**OBJECTIVES:**

**A. General**

To determine the feasibility and viability of establishing a party arranging business in Makati city.

**B. Specific**

To determine the information needed in putting up the party arranging business, its financial and technical requirements, the marketing strategies necessitated and the social and economic benefits that can be derive from it.

**METHODOLOGY:**

The gathering of preliminary data were accomplished through the interviews conducted in the Makati area. The proponents then used the descriptive method of research in conducting the study. It consists of a set of data which was analyzed, summarized and interpreted according to the objectives of the proponents.

**MAJOR FINDINGS:**

The proponents found this project profitable since they discovered that this business don't have any problem in the competition in the market because this proposed project is only new in the business.

**CONCLUSION:**

Based on the facts, information, and findings. The proponents conclude that the establishment of the Party Arranging Business is feasible and viable.

**RECOMMENDATION:**

The proponents without hesitation recommend that this project must be actualized.