

**A Project Feasibility Study on
The Establishment of Auto Service Center
In Dasmariñas, Cavite**

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

**In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor of Science in Business Administration**

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ABSTRACT

Name of Institution : De La Salle University - Dasmariñas

Address of Institution : Bagong Bayan, Dasmariñas, Cavite

Title : A Project Feasibility on Establishing an Auto Service Center in Dasmariñas, Cavite

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OBJECTIVES OF THE STUDY :

A. GENERAL

To determine the feasibility and viability of Establishing an Auto Service Center in Dasmariñas, Cavite.

B. SPECIFIC

To maintain the continuity service of auto service centers in order to support the customers' need.

SCOPE AND COVERAGE:

The establishment of the auto service center will be located at Salitran, Dasmariñas, Cavite. The proposed business will be named, "AUTOMEKANIX SERVICE CENTER."

The establishment concentrates on servicing light to medium vehicles of all types of brand.

METHODOLOGY :

The authors acquired data and information by interviewing the manager of Joemar Auto Repair Shop, supervisor of Bantayan Auto Center, and managers of NJ Auto Repair Center and Esplago Repair Shop. The data were based on primary and secondary sources. Other research was done at the LTO-Quezon City and Bacoor. This was done to know how feasible to get into a service center business.

MAJOR FINDINGS :

People tend to rely on automobiles for greater convenience and better lifestyles. However, society's increasing dependent on the motor vehicle has brought on certain problems. When we began the initial planning for the proposed business, the goal was to offer the services that truly meet the needs of today. And to accomplish that goal, the business would have the primary concerns: mechanical, body repairs, electrical works, car air-conditioning, car accessories, wheel alignment, and exhaust system.

CONCLUSION:

After a thorough and vigorous research, the proponents concluded that establishing an auto service center in Salitran, Dasmariñas, Cavite is feasible and viable.

RECOMMENDATION:

For those who will be interested in venturing in this kind of business, the authors recommend that effective planning and proper management should be implemented in order for the business to succeed.

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