

ABSTRACT OF RESEARCH

Name of the Institution: De La Salle University-Dasmariñas

Address: Bagong-Bayan, Dasmariñas, Cavite

Title: Bonsai Gardening

Author(s)/Proponent(s): Mary Ann Rose C. Azupardo

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Date Started: June 1997

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Objectives of the Study

- A. *General* : To determine the feasibility and viability of establishing Bonsai Gardening in Tagaytay City.
- B. *Specific*: To understand the different aspects of this study.

Scope and Coverage: This study covers the different aspects of the Bonsai Gardening business as shown in the Organizational and Management Aspect, Technical Aspect and Financial Aspect. The analysis of the 1991-1995 demand for Bonsai Gardening Business in Tagaytay City was also included.

Methodology: The proponents gathered their data from primary and secondary sources. The primary data came from the formal interview with businessmen involved in Bonsai Garden and other outlets to find out the feasibility and viability of the Bonsai Gardening industry. The secondary data were also gathered by the proponents from the following agencies and/or offices:

1. Technology Livelihood and Research Center (TLRC)
2. Department of Trade and Industry

Major Findings: The proponents find this project profitable since they discovered that the projected demand is higher than the projected supply. It also means the supply is not enough to meet the demand of the consumers so that additional supply will be needed.

Conclusion: The proponents conclude that the proposed “**BONSAI GARDENING**” project is feasible and viable.

Recommendation: The proponents recommended that future researchers should explore more on the improvement of the quality of bonsai. With regard to the company who will be interested in this line of

business, strong, aggressive, and effective marketing strategies will be needed in order to encourage and maintain potential customers.



Accepted and approved in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Administration.

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