

Feasibility study



**ASSIGN
BUSTER**

Philippines are known for its beautiful scenery and friendly people, it is known as well for its delicious food. Among these foods is what we called "kayaking", a native delicacy that are serves as desserts. Parties and celebrations seem not perfect without these Filipino desserts. What is more interesting about them is that they vary from one area to another in terms of ingredients. Another thing is that a lot of Filipino or the senior citizens know how to to make desserts as they already become part of the Philippines tradition. There were kayaking business in Dugan

City, but since there are no dine-in services of kayaking, the researchers try to study the feasibility of having this kind of business in the market. In this chapter, the researchers will discuss the descriptive definition of the project, project potentiality and the proponents' project long-range objectives, and the feasibility criteria. It also discusses the name of the business, it location and as well as its mission and vision of the business, its logo and the related national programs. We believe that by presenting this chapter, the reader will be persuaded to the potentiality of the business. CHAPTER I

Business name is one the most vital thing that needs to be considered. It should be something unique and catchy to the people. It is one thing that attracts customers thus the name of the business should be creatively conceptualized. The name of the proposed business is Angst's Kayaking, derived from a native word by Filipinos Angst's which represents a group of people as a one family. The business gathers variations of Kayaking from different provinces and brought in one place as similar to how families are being gathered in special occasions and celebrations LOCATION

Metro plaza which is located at A. B. Fernando Avenue, Dugan City is the place where our business is to be established. Actually there is no Kayaking store situated in the said area so we are the first one to establish this kind of business. The business will be located at the ground floor of the metro plaza building in which the customer can conveniently access our business since they won't have difficult time and exert more effort compared to 2nd floor of the building. The unit measures 40 square meters and will be rented for 30,000 pesos a month excluding the monthly payment for the water and electricity.

Most of all, we have chosen the location for the business because it is the central business in the town. It is also near the church where people are gathered during Sundays. In addition, Metro Plaza is just in front of the City Plaza and near to schools and most preferred stop over for travelers to have their food trips. The long range objectives of the business are go to enter within 5 years. Everyone involve in business has an objective. This would serve as target on how far should you reach in terms of business success. The following are the objectives of the Angst's Kayaking. Developing other flavors or twists in our product to cover wider range of customers' age. Maintaining the quality of our products as well as the quality of the service to be rendered for our customers' satisfaction. Expansion of our business which not limited to branches but also additional products. To be known as one of the finest dine-in store of Philippine delicacies in the country and internationally. The long range objectives of the project are to go into a bigger production within 5 years. FEASIBILITY CRITERIA Kayaking is a native delicacy that usually served as dessert or snack.

It is part of Philippines culture that serves as a reason for us to decide and enter to this kind of business. It is as well feasible to simulate this kind of investment in the city with regards to the standard of living. Our product is affordable and yet delicious. It is the product's taste and quality that everyone will be paying for. Due to modern technology, Kayaking makers will be able to export their product and this is likewise our aim where in our products can be recognized internationally.