

# Candle making analysis essay



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INTRODUCTION: A candle is a molded piece of paraffin wax, tallow, or other fatty substance, usually cylindrical in shape, with a wick running through it. The encased wick burns slowly, giving light, fragrance, and proving decoration. Nowadays, people use candles in many ways. Some use candles for their daily prayers and meditations. Other uses candles as gifts for occasions like birthdays and weddings. On the other hand, candles can be used for decorative and collection purposes.

Because of these reasons, establishment of a candle manufacturing plant is therefore encouraged to produce candles at reasonable prices, which eventually leads to profit maximization, as well as , provide assistance to the government in uplifting and maintaining economic stability. Project

Highlights: Name of the Project: The researchers decided to name the firm scented candles, taken from the names of the owners & researchers, Domingo “ Dodz” L. Domingo and Samuel “ Sam” C. Ricamora. Location:

The proposed project will be located within the vicinity of Palompon, Leyte, specifically, within the junction of Brgy. Sabang and Brgy. San Juan

Palompon, Leyte. Brief Description of the Project: The firm proposed by the researchers in the vicinity of Palompon, Leyte is a mini-manufacturing plant where new and different style, shapes, sizes and fragrance of candles will be produced. MAJOR ASSUMPTIONS: 1. More women nowadays love to collect candles because of its new designs, styles and its fresh new scents. 2.

Filipinos are very religious. Because of this, candles are being used for different religious and social activities such as weddings, burials, baptisms, daily prayers, birthdays, and thanksgiving parties. 3. From the study

conducted, it has been found out that 80.5 % of the 400 respondents in Palompon, Leyte wanted to have a candle manufacturing firm in the vicinity.

4. Based on the information gathered, it is assumed that the firm which is to be established on the vicinity of Palompon, Leyte is found to be profitable.

**MARKETING ASPECT Demand:** Based upon the researcher's observation, most people are using candles in their daily lives. Birthdays, baptisms, and weddings, are some of the few occasions where the use of candles are being utilized not to mention daily prayers and meditations. Because of its intricate designs and fresh new scents, candles nowadays are use for decorative, therapeutic, and collection purposes. Due to the increase of population, there is a tendency that the demands for candles will also increases.

Because of this, the researchers have proposed to establish a candle manufacturing firm with the aim of producing quality candles at reasonable price which leads to customer's satisfaction, profit maximation, job opportunities, and economic growth. To determine the intensity of demands, the researchers will conduct a survey through the use of questionnaires to be distributed to the respondents. To determine the number of respondents, the researchers will use the following formula: