

NATURE LUXURY BAMBOO FURNITURE

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management

JH CERILLES STATE COLLEGE

Dumingag Campus

Caridad, Dumingag, Zamboanag del Sur

In Partial Fulfilment

of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

by

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ABSTRACT

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SUMMARY

The purpose of the study is to determine the feasibility of opening a bamboo furniture business in Dumingag, Zamboanga del Sur. Market area, site selection, competition and financial analysis are made through observation research, survey, and literature review, the study was conducted with 3,793 respondents in Dumingag and Mahayag Zamboanga del Sur and institutional buyers

The researcher utilized the descriptive survey method in gathering data questionnaire-checklist was used as the main instrument. The stratified random sampling was used to get entire result of the frequency and percentage of the target market.

The result of the study shows that putting up a bamboo furniture business in Dumingag, Zamboanga del Sur. Shows the major producers and consumers are determined, the marketing strategy are based on the SWOT analysis of the competitors in that area and also the pricing strategy. The study will have a total capital cost of P 828,678.94. After 1 year and 6 months the payback period of the business.

It is concluded that Nature Luxury Bamboo Furniture is feasible in the area of Dumingag, Zamboanga del Sur.