



College of Computer Studies

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PAMANTASAN NG LUNGSOD NG PASIG

Executive Summary

This is one-to-two summary of the problem analysed in the feasibility study, the company objectives supported by the study, the expected cost and benefits, the anticipated risks as well as the scope and limitations of the study.

CHAPTER 1 BUSINESS PROFILE Name of the Company

This should state the reasons for the name of the company

Nature of Business

It should describe areas of manufacturing, trading and service

Company Vision and Mission Statements

VISION

Should entail how you see your firm in the future.

MISSION

Should support your vision

Company Objectives

It contains information on what the company wants to attain (short and long term)

Company Logo

This section shows the logo and its explanation

Capital Contribution

It discusses the contributed capital of each partner

Form of Business Organization

It should describe the type of business organization to be utilized whether it is a sole proprietorship, partnership and others

Company Location

It presents the company address and its sketch

Product/Service Description

It describes the product/service.



CHAPTER II

MARKETING ASPECT

This chapter discusses the nature of the unsatisfied demand which this study seeks to meet as well as its growth and the manner in which it is set to be met. The supply-demand situation is examined, the target markets are analysed, and the marketing program is formulated.

Industry Background

This is a brief explanation on the industry trend. Data in the last five years are recommended (Manufacturing, Trading, Service)

Market Research

It describes the technique used to find the answers in the survey questionnaire (using Slovin's formula and probability sampling technique), interview, sales figures on existing products, statistical and published information in the target area, and informed opinion of knowledgeable people or test. (Note: Just put your research about slovin's formula and get sample probability sampling techniques from the internet)

Demand Analysis

This assesses the market demand for your product or service. The analysis reveals who will buy, how much is your product and what they are willing to pay for it. It consists of identifying your markets, the potential demand for your product. It should identify opportunities or threats facing the proposed business.

Market Size – It refers to whom and where the market for the product or service and how big or small is the market (market size). This includes the population/household base. The researcher must identify the market segment/s (using profile-based segmentation: demographic, psychographic or behavioural) and must be included in the survey

Market Demand – It identifies the annual volume of demand or the pattern of consumption for the product or service for the last 5 years. In the absence of secondary data like competitors' financial statements, information from government agencies, statistics from trade associations, and the like can be used.



Market Forecast – This indicates the project annual demand for your product or service for the next five (5) years. The projected demand or forecast must correspond with the market size and market demand. The sales/income projection will support the volume of production

Supply Analysis – It identifies competitors (direct and indirect), competitors prices, location, and distribution channel. Pie chart can be used to show the competitors' market share. (Optional)

Competition Analysis

This is the competitors advantage/s over your product, your prices and that of the competitor. It shows the gap between the demand and supply (gap analysis), your share in the market (using pie chart) and explanation of a five-year projected sales. (Optional)

Supplier

It answers questions on whom and where is/are the producers or suppliers of the existing product or service? What channel of distribution is being used? What is the market share of each competitor? (use pie chart). What segment of the market is their target? What is their competitive advantage or USP (Unique Selling Proposition)?

Market Supply

It refers to what was the annual volume of supply of the product or service for the last five years. Use the nation or your competitors secondary data to determine whether there is enough or shortage of supply. Use GAP Analysis (difference between demand and supply and analyse the effect to the proposed business). (Optional)

Price

It deals with what is/are the prices of the existing product/s or service/s? What is the price trend for the last five years? Is there any price elasticity?

SWOT Analysis

It should identify the strengths, weaknesses, opportunities, and threats of the company and competitors



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Marketing Strategy

It should explain the pricing method and the promotional method

4P's of Marketing

This includes Product, Place, Price and Promotion



CHAPTER III

TECHNICAL ASPECT

This chapter discusses the nature of the product line, the technology necessary for its production availability. It also discusses the proper mix of production resources, the optimum production volume, and the proper disposal of waste of the company.

Production/Service Process

The process must be explained and a flowchart to be included with its appropriate symbols.

Production/Service Facilities – It deals with the plant lay out.

Sources and Cost Raw Materials – This is the part where researchers must state the costing for raw materials and other expenses.

Waste Disposal Program - Corporate responsibility is an integral part of society. Hence , the researches must come up with a program for waste disposal.



CHAPTER IV

FINANCIAL ASPECT

This chapter presents the overall financial picture in terms of operating cash requirements, profitability, and cash flow.

Introduction

It explains what you can plan to do with your firm financially. It should reflect how much capital one can raise and pattern it after that. Purchase of materials should be reflected here. Investment patterns and all financial-related actions should be documented here. Be as detailed as possible.

Financial Assumptions

Assume less if possible and rely mostly on actual data. Assumptions are done when one does not have any available data. (Optional)

Financial Statements

The three basic financial statements expected in the study are the Cash Flow Statement, Income Statement, and the Balance Sheet.

Cash Flow Statement – Basically, this shows how funds come in and out of the business. It represents how the firm manages funds. It will show if the business wastes money or uses it wisely.

Income Statement – It is a financial statement that shows the revenues, expenses, and net income of a firm over a period of time.

Balance Sheet – It simply represents the current state of the business. It follows the formula of $ALL\ ASSETS = LIABILITIES + CAPITAL$.

Financial Analyses – This section discusses the solvency, liquidity, and efficiency of business operations