

FEASIBILITY STUDY FOR THE COMMERCIAL OPERATION OF THE GSC GARMENT SHOP

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The Guimaras State College (GSC) have human and non-human resources that can be utilized to generate additional revenues for the school if the correct procedures are known and a favorable entrepreneurial atmosphere would prevail. The productive resources however require the initiative, creativity, commitment and diligence of SUC administrators and personnel. It is safe to assume that there are many SUC faculty and staff with entrepreneurial abilities but their business skills and talents are not put to productive use through IGPs because of lack of adequate time and clear guidelines on the operation of these projects.

GSC is the only higher institution for higher education in Guimaras Island which offers varied courses of training from general to technology-based education. One of these is the Garments Technology which covers several areas of skills development program. One of the most inviting and in demand project to venture in because of its profitability is the garments shop.

Garments shops are dwindling but the demand for clothing and apparels continues to grow as the population grows. Although there is resurgence and blossoming of the ready to wear apparels; school and office uniforms are tailor-made. The entire GSC personnel and students are mandated to wear uniforms. They are an immediate market of the GSC garment Shop products.

At present the Women's Technology Department Garments Section is accepting job orders for uniforms, sleepwear and sewn apparel; and, the demand for garments-related labor is huge. This study is being undertaken.

Marketing Aspect

The proposed commercialization of the GSC Garments Shop is an answer to the economic crisis, in consonance with mandate of the national government that the Filipinos should not be employees only; rather, they should be employers of themselves and of others through ventures in small and medium enterprises.

The corporatization of the state universities and colleges likewise supports this undertaking so that GSC will actively address its production function and be able to derive income from its projects to augment its annual budget allocation from the national government.

Thus this study is undertaken to determine the feasibility of the GSC Garment Shop on a commercial scale to ensure that no resource is wasted in any undertaking for any school could not afford to commit costly errors especially to the clientele it serves.

Industrial Profile

GSC had its humble beginnings in 1964 as a secondary vocational institution (Buenavista Vocational School) by virtue of Republic Act 3933 authored by the late Cong. Rodolfo Ganson of the 2nd District of Iloilo in 1962 requesting the statesmen in Congress to establish a vocational school for the youngsters in Buenavista.

In 1980, the school was granted a permit to offer Post-Secondary Course. The Two-Year Trade Technical and Technology Courses paved the way to higher education, which are considered terminal and some ladderized course. Among these courses offered are Foods, Garments, Automotive, Building Construction, Furniture and Cabinet Making and Agriculture. More courses were opened later due to the demand of the people. To mention: Electricity, Electronics and Cosmetology were added to the old curriculum.

Today, Guimaras State College is offering degree courses in Information Technology, Industrial Technology, Hotel and Restaurant Management, Education, Business Administration and Criminology including a basic education laboratory for elementary and secondary education and post-graduate courses for public administration and education.

Competitive Practices

Personalized service, high quality and efficient service are the things behind the GSC Garments Shop. The services of the GSC garments shop will be publicized for the public through all forms of media. Word of mouth and referral from satisfied customer is another effective way of marketing the services and products of the GSC Garments Shop.

Definition of Target Markets

The GSC community - composed of the faculty, staff, students and their families are the target market in terms of their uniform, graduation attire, academic gowns, sports wear and curricular activities attire of students during the many curricular activities in the school.

Technical Feasibility

The GSC Garments Center offers high quality personalized service. Cost for labor is very affordable and cheaper compare to other garments shop in the neighboring communities.

The attractive finished garment is carefully handled and the basic elements of design, color, line, shape and texture are well assessed. Art principles on design should be utilized to produce a more pleasing effect in clothing style.

Financial Feasibility

The safety of the business management of the GSC garment shop provides a basis for the rational pursuit profit which is identified with the ultimate goal of business activities, and serves an important means of measuring the safety of invested capital and solvency of liquidity.

The proposed undertaking for one year would be able to generate an assured income for School of Industrial Technology on a per transaction basis.

Though the value the project could be gauged by the income share of the School of Industrial technology assumed at a flat line its profitability could either be attributed to additional capitalization to cater to the bulk demands and garment needs of the immediate, captured market the GSC faculty, staff, students and their families.

Socio Economic Analysis

The proposed undertaking will be able to provide employment to the unemployed and underemployed men, women and youths skilled in garments making. Likewise, it will provide avenue for students to earn extra income to augment their financial school needs by assisting on peak months where the volume of job orders are needing emergency laborers.