

A feasibility study on establishing a dance studio “emotion dance studio” in San Jose, Occidental Mindoro

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Abstract

Dance is an important aspect of Philippine culture because it is a global way of self-expression. The Filipinos' passion for dance has an unbreakable connection to their understanding and recognition of rhythm and beats, which is seen in both the traditional motions attributed to distinct regional groups and the current styles inspired by the West. This company will be located in San Jose, Occidental Mindoro, which is the province's most populous and prosperous municipality. Prior to starting this business, the proprietors had extensive experience in this field. Dance can be viewed as an evolutionary gift that promotes health and charm. Humans have used dance to manage stress throughout early history and across all cultures. Dance can be viewed as an exercise that integrates the brain, body, and ego and is communicative with its own languages. Each of them believed that there were significant opportunities for this business concept. The purpose of this study is to determine the feasibility and viability of running a dance studio in San Jose, Occidental Mindoro. As included in the paper, proprietors conducted a market analysis to determine the seven critical components of marketing that will support the business's viability. A SWOT Analysis was also performed in order for the proprietors to be aware of the business's internal and external situations. This study discovered that establishing a dance studio in San Jose, Occidental Mindoro is attainable, profitable, viable, and feasible and that it will continue to strive for success in the future.

Keywords: dance studio, talent, health, attainable, culture

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1. Introduction

Another prevalent art form that has evolved over time and is now much more common is dance. We are surrounded by dance everywhere we look. Dance is experienced differently and for various reasons by different people. The majority of people are aware of dance as performance art on stages, screens, and in the media, but dancing may also be a social pastime, a way to stay physically fit, or a keyway to express cultural history and identity. Dance serves several purposes in society. People experience dancing in a variety of ways and for a variety of reasons. Most people define dance as a kind of physical expression for people. But movement alone cannot adequately describe dance. Dance is an art form or sport that is commonly used in performance, liturgical, or expressionist settings (*A Guide to K12 Program Development in the Arts*, n.d.). There are numerous dancing styles, each having its own appeal, such as hip-hop, jazz, hip-hop, and modern dance. Dancing is one of the famous hobbies that every teenager does nowadays. Many people have a great interest in dancing and sometimes they turn dancing from a hobby to their passion. One of the proponents in this study was the one who proposed the idea of a Dancing Studio. According to her, dancing was one of her passions but here in San Jose we only have a limited space to dance and showcase our talents. and she also noticed that dance competition with diverse types of dances was not common or proposed here in San Jose. So, she decided to pursue this business with her proponents to start a business that can help dancers like her showcase their talent and discover more future dancers from our locality which is San Jose, Occidental Mindoro. So, the proponents decided to propose eMotion Dance studio and know if the business is feasible or not. And as the researcher digs deeper, they see that the business is feasible and has the potential to grow deeper.

The eMotion Dance Studio provides a setting where individuals may learn to dance, socialize, have fun, and feel at home. It offers different kinds of dance like jazz, Zumba, modern dance hip-hop, and dance sport. In order to achieve dance skill goals, we place a stronger emphasis on group lessons and small package sessions in our varied dance program, which is priced to suit all levels of interest. This gives our students access to the most recent dance trends as well as the most current movements and techniques. The people of San Jose, Occidental Mindoro, as well as the neighborhood, are all seen as prospective customers by eMotion Dance Studio. It will operate as a Limited Liability Partnership (LLP) and would target teens, young adults, adults, and seniors. The people who haven't yet felt the rush of smoothly gliding over the dance floor require a convenient, laid-back setting where they may feel at ease learning and using the most recent popular dances. The goal of the eMotion Dance Studio is to offer its students high-quality instruction at a reasonable price in a friendly environment.

A feasibility study that led to the creation of the dancing studio was started in 2023 by a group of Divine Word College of San Jose students. They talked about the possibility of setting up a dance studio in San Jose, Occidental Mindoro, to accommodate interested entities' demands in the performing arts. Together, these young people realized that the entire body contributes to learning, mental processing, creativity, and intelligence. Combinations of movements improve recall, sequencing, and order. Making dances also boosts one's self-esteem, which is crucial for learning. People select dancing as a hobby because it allows them to unwind totally. Of course, there is a need to recall a lot of information and make logical connections when someone dances, but everything here takes on a symbolic significance (Cantrell, nd). Dance offers freedom of expression, human connection, joy, and hope. We want each of these things now more than ever. Through body language, we may communicate with one another and sense the human connection that dances foster. They, therefore, imagine a dancing class where students would be encouraged to use their imaginations, work with their peers to solve difficulties, and find multiple answers to challenges.

Looking around San Jose, Occidental Mindoro, one may see that people are busier every day, that running is

similar to driving on a motorway, and that dancing is more like driving through a crowded town. To bridge the gap between dancers and their desire to learn, eMotion Dance Studio was founded in part for this reason. Despite being not very far, proponents contend that all of the starting, halting, and direction changes require an enormous amount of energy. Because it is more practical for both the business and the market, the business's owners decided to create a company called "eMotion Dance Studio" in an online community on YouTube and Facebook. While for the physical store, there is a modest studio building located near Public Market, close to many people.

Proposed Project Location - In the province of Occidental Mindoro, the coastal municipality of San Jose is located. The municipality covers 7.63% of Occidental Mindoro's total area, or 446.70 square kilometers, or 172.47 square miles. According to the results of the 2020 Census, it has 153,267 residents. This made up 29.17 of the inhabitants in the province of Occidental Mindoro or 4.75% of the total population of the MIMAROPA Region. (San Jose, Occidental Mindoro profile – PhilAtlas, n.d.) The place where the eMotion Dance Studio will be established at the Gonzales Building located at 12 Raja Soliman Street here in San Jose, Occidental Mindoro. The researchers chose this location because we thought that this place will be the most accurate to build the concept given that the said building is in the center of the town and is known by the people in the locality. It is a well-organized place which will be a great factor for our desired concept. The store will be open from Tuesday to Sunday, from 7:30 am to 8:00 pm. It will also have a social media account where customers can reach out immediately. The eMotion Dance Studio will also develop a YouTube channel featuring dancing lessons, vlogs with our clients, and advertisements for our studio so that people in other areas may access us.

Historical Perspective - Dance has always been an integral part of living a healthy life. Dance was regarded as a kind of artistic expression, sacred rite, and educational method throughout the Greek and Egyptian millennia (*Dance: History, Theory, Benefits, Teaching – BusinessBalls.com*, n.d.). However, as time passed, dancing progressed from ancient traditions to the Middle Ages, giving birth to classical dance in the nineteenth century and modern dance in the twentieth. A dance studio is a place where people can go to practice and learn how to dance. It is where the development of future dancers and teachers begins. It has a big responsibility in educating young dancers to inspire them to be successful dancers shortly (Heyang & Martin, 2021). The word dance came from the old German word "Danson" which means to stretch, and the word studio came from the Italian word: studium, from studere, meaning to study (Cantrell, n.d). Together, the studio is a place where people who want to stretch study, it was first adopted by one of the most famous dancers in the world, Arthur Murray. In 1938 the first official opening of a dance studio and offering services occurred (The History of Arthur Murray Dance Studios: Celebrating 100 Years of Ballroom Dancing Arthur Murray International, n.d.-c). Today, a dance studio can offer many services inclined to dancing like teaching dance, introducing new dance styles, and hosting a dance competition. In contrast to other service-based enterprises, the history of the dance studio industry was not very big. Following its successful presentation to consumers, it was then introduced to Filipinos, and many of them used this idea to develop their businesses. With the increase of potential dancers in the Philippines, dance studios there are developing and continuing to offer the clients the services they need.

Industry Insights- The world has an increasing number of dance studios. Although there may be greater competition as a result, this is generally good news for everyone in the sector. More people are drawn to dance and all of its advantages as a result of easier access to studios. From 2015 to 2020, the market size of the dance studio industry grew by 3% annually (The Studio Director, 2021). The absence of a space where dancing may be done without bothering others is another issue that may raise the demand for dance studios. Many dance schools in the Philippines had to close their doors as a result of COVID-19, but now that it is no longer relevant, this will be a great factor in driving demand for dance studios as more individuals have developed an interest in dancing. In particular, the middle-aged population (40–60 years old) was enthralled with Zumba, an aerobic dance form. In 50,000 locations across 75 countries, 6 million people currently participate in weekly Zumba lessons. Not only is Zumba for young, athletic people. Getting in shape is a great approach for older individuals as well. The makers of Zumba just unveiled Zumba Gold, a new variation of the workout with a Latin touch that is specially designed for seniors (Zumba Craze Attracts Older Adults, n.d.)

Industry Trends- People continue to dance in the streets, on social media, and even at dance studios despite their busy schedules. Dance studios have adjusted despite the difficulties the pandemic has caused. Hence, modern dance studios have evolved and become more competitive. During COVID-19 it caused studios to close—some temporarily, some permanently. The market consequently fell from a healthy \$4.2 billion in 2019 to \$3.4 billion in 2020, its lowest point in almost a decade. The good news is that the industry has been growing steadily since the crash in 2020, reaching \$3.8 billion in 2022 and continuing to rise. There are now more dancing studios than ever. In the United States, there were 65,723 dance studios in 2019. In 2020, it fell to 62,808, although it later increased to 68,393 in 2022 (The Studio Director, 2022). Several dance studios changed, and as a result, they adopted virtual and online platforms as key tools to increase their profitability and engage with more clients globally. They used Facebook, YouTube, and many social media platforms to promote their business but also to provide services to their clients. Furthermore, the existence of TikTok had a significant impact on how many individuals chose to dance, which had a massive effect on dance studios' ability to attract more and more clients. The shortage of practice spaces is another issue that the eMotion dance studio helps local dancers in San Jose with. By providing them with practice space, eMotion Dancing Studio will assist them in having hassle-free practice.

Financial Outlook- According to Philippine Institute for Developments Studies, in the Philippines, the recreation industry is responsible for 6% of all businesses, 5.6% of all jobs, and 4.6% of all service sector revenues (The Entertainment Industry in the Philippines, n.d.). This demonstrates that dance studios in the Philippines are flourishing and that a large number of individuals are interested in using the services of various recreational businesses like dance studios. Thus, it concludes that eMotion Dance Studio will be able to produce significant revenue each year due to the Philippines' growing need for dance studios. Given the need for dance studios and the scarcity of competitors in San Jose, we predict that eMotion Dance Studio's income will grow by 5% each year as time goes on. With the increase in revenue, we will be able to employ more people and strengthen the economy of our nation. The business will be a great starting point for everyone, especially for the locality of San Jose in a way of relieving the industry by providing this kind of service to people. As we all know, the demand for a dance studio here in the province of Mindoro has been very low because people might see it as a not-so-necessary activity for them to try and have fun. So, by providing a business where people can freely express their talent in dancing and offer them a safe space that they can enjoy, the eMotion Dance Studio can be impactful for every individual in the economy (Dance Studio Business Plan – Bplans, n.d.)

2. Market Study

Market Analysis of the Service - Broadway has remained dark for months for the first time in history. Virtual classes have encouraged dance studios all around the world to think imaginatively. Without question, the COVID-19 pandemic has had a severe financial impact on the dancing business. Dance studios throughout the country are adapting to online education when it comes to instructing. While most educators acknowledge that there are negatives, these options are critical for helping studios withstand this pandemic (The Studio Director, 2021). Dance demographics allow us to examine the dance business as a whole. We can learn more about the people who are interested in dance and choose to pursue it as a career by researching these numbers. As we welcome a new generation of kids into our classrooms, these statistics show the increased need for diversity and inclusivity among both professionals and instructors. Females account for more than 80% of dancers and choreographers, making them the dominant gender in the profession. Male dancers and choreographers in the workforce have an average age of 31.8. Female dancers and choreographers in the workforce have an average age of 27.1 (The Studio Director, 2021).

Service Capacity - The eMotion Dance Studio is a small business that provides a variety of services related to a person's passion for dance. This company wishes to provide an unbeatable dance experience to its consumers as well as a high-quality dancing atmosphere for all. The eMotion Dance Studio will begin its operation in a step-by-step manner having 2 facilities for its desired operation. The comprehensive review will be handled by a team composed of the entire company, both inside and outside of the firm. To be profitable, the company should

maintain a customer-friendly environment and offer more than the basic minimum of services. Since this business is small, its capacity to accommodate several customers is limited. There are only several spots for customers a day to avail of this service. The researchers will only accommodate up to 30 to 60 customers a day for a maximum of 1,560 customers a month. With this, we have an estimated number of 18, 720 customers that will avail our service a year. This business also is focused to give its service to the locality of San Jose because its capacity to further expand its purpose is not yet enough. But despite all the hindrances, the business aims to provide a high-caliber dancing experience to all that they will surely never forget.

With the help of improving technology nowadays, the capacity of a business to offer a great quality service increase. Technology has always been a great help for a business not just in the way of advertising but having equipment that makes the operation run smoothly and in an easier manner. In addition, it makes the environment accessible and reliable most of the time. To maintain the service of the eMotion Dance Studio, every workshop or dance practice should provide fees so that the facilities will be good and improve the quality in the long run. To improve the quality of the business as time goes by, it will go through maintenance once in a while to maintain specific actions for the business. Furthermore, its capacity to maintain a high-quality service includes determining the timeliness and relevance of the dances that are being taught to the audiences.

Estimating The Future Demands/Supply/Imports/Exports/ On Certain Services - People continued to dance despite the pandemic, in the streets, on the internet, and, increasingly, in their favorite dance studios. While everything changed in 2020, dance studios have since evolved, remained competitive, and begun to see their numbers (and income) recover. This, along with rising interest in dance and an emphasis on accessibility and diversity, suggests that good things are on the way. Dance schools have developed new methods to avoid collapse despite the dizzying starts and stops of the last two years. The increasing adoption and utilization of virtual and online platforms have demonstrated that they are key determinants of profitability and client engagement. Even after students return to the studio, virtual lessons will continue to be an important tool to supplement income and prepare for future changes. In actuality, being virtual has resulted in unexpected and long-term benefits for several dance studios (Zheng et al., 2021).

The entertainment industry in the Philippines accounts for 6% of total establishments, 5.6% of total employment, and 4.6% of total income in the Philippine services sector. The amusement and recreation services sub-sector is the largest of the three sub-sectors that form the entertainment business, accounting for more than 96% of the industry's total number of enterprises and employment, as well as 85% of its total income. The Filipinos' innate aptitude for the arts underpins the local entertainment industry's strength. Filipinos excel in the fields of music, dance, and theater arts. One of the entertainment industry's assets is the potential for significant local demand for entertainment services. The proclivity of Filipinos to consume entertainment services grows with income level. Indeed, even in low-income families, a portion (0.2%) of the household budget is set aside for recreational services. Similarly, Filipinos' innate skill in the performing arts shines through in music, dance, and theater, making them an obvious choice for international performances (The Entertainment Industry in the Philippines, n.d.).

Given that the locality of San Jose has the most population in the province of Occidental Mindoro based on the 2020 census, the estimated demand for a dance studio is high considering all the factors that are happening in society today. Despite the number of competitions in the chosen location, the potential demand for it increases because trendy activities attract people especially when it comes to dancing. The potential growth of eMotion Dance Studio in the locality is estimated to increase by at least 5% per year. Furthermore, it is expected to generate approximately hundreds of thousands as the business matures.

The eMotion Dance Studio has established fixed charges for different promotions we offer. The price of the proposed business was based on a competitive pricing strategy.

Table 1

Proposed Prices of eMotion Dance Studio

OFFERED PROMOTION	PRICES
SOLE PROMO (Single Walk-in Customers)	Php 80.00
QUINTET COMBO Group Combo <i>*Minimum of 5 persons</i>	Php 375.00 per group
Promo 1. VIP customers <i>*With one dance instructor, an air-conditioned room, free lockers, and one water dispenser.</i>	Php. 3,000.00
Promo 2. VIP customers <i>* With one dance instructor, an air-conditioned room, free lockers, and one water dispenser.</i>	Php. 10,000.00

Marketing Strategies - To make the project proposal feasible and profitable the following strategies are used:

- **Service:** The offered service is an eMotion Dance Studio. It is a dance studio that offers a wide range of dance services such as dance practices, group classes, private sessions, dance competitions, and also online classes. The eMotion Dance Studio will be a platform where people can express their talent in dancing in a people-oriented environment.
- **Price:** As part of our price strategy, the company will use competitive pricing. However, the price will be depending on the service that our customers choose. The starting charge for a single walk-in customer is 80 pesos for each session. The business will offer a promo for the service like a discount for a group combo, and will also give a membership card to all the customers who are part of the organization.
- **Place:** The location will be Gonzales Building at 12 Raja Soliman Street, San Jose, Occidental Mindoro. It is near the public market of the town and is open from Tuesday to Sunday every week.
- **Positioning:** The eMotion Dance Studio with its tagline “Dance Your Thoughts Away”.
- **People:** The eMotion Dance Studio’s team consists of people who are nice, genuine, talented, and competent. They are the ones who will deal with the customers in every transaction and will make an impact with the offered services.
- **Promotion:** For promotion-related activities, the business will offer a promo for the service like a discount for a group combo, and will also give a membership card to all the customers who are part of the organization. We will also launch a YouTube channel as part of our offered services and will post videos related to our dance sessions.
- **Process:** To ensure that all the customers are accommodated and taken care of, they will be assisted by our team along the process. The studio will start to open at 7:30 am and will close at 8 pm in the evening and it is open every day.

3. Technical Study

Service Description - The goal of eMotion Dance Studio is to offer services related to dance. By entering the market with services that can educate and provide space for dancers, in result, eMotion Dance Studio can contribute to the development of the next generation of dancers. We can best meet their specific demands and financial limitations by providing them with a range of options. Below are the services that eMotion Dance Studio will offer:

Dance Practices. It is scheduled to take place once a week to provide students a chance to practice the dances they learned in a setting with other students who are taking the same classes. In addition to dancing with students, instructors will move around the dance floor to answer questions and demonstrate moves.

Group Classes. It provides an opportunity for the students to learn diverse step patterns as well as an introduction to the experience of dancing with different people. This structure encourages camaraderie that comes from sharing a learning experience as well as feeling at ease dancing with a large group of students. Weekly group lessons in traditional approaches will be offered. Every level of instruction, from fundamental beginner to advanced competitive styling, will be provided.

Private Sessions. It offers students the most return on their investment. A private class allows for one-on-one interaction between the student and the instructor, who will provide them with individualized guidance and prompt feedback. The student is able to confidently duplicate connected movement after feeling the bodily effects of it in order to provide others a relaxing and comfortable experience. Both beginner and expert students will find that they grow more quickly and readily when learning the best techniques one-on-one since they like the experience of dancing alone.

Dance Competitions. It will be performed once a year to gauge our customers' growth while also promoting our business. We'll get sponsors, as well as provide funds for the event's planning and rewards. This event will let participants show off their skills, boost their confidence, and provide opportunities for many dancers, in addition to promoting our business.

Online Lessons. The researchers will provide online Lessons through Facebook Live, YouTube, Zoom and Google meet in order for the business to reach many customers and to generate extra income through YouTube.

Service Production Process - Since eMotion Dance Studio is a service entity, it doesn't need to undergo the production of raw materials. The process below will show you how its service will be processed to its customers. The process for face-to-face transactions would be; (1) preparing the studio before the operation starts, includes preparing of equipment and checking of the sound system for smooth operation, (2) taking the service that the customers want to avail and guiding them to the dance instructor to discuss some rules, (3) getting payment from the customers, (4) providing the service they avail, and (5) evaluation form that may be scanned for evaluation of their experiences. While the process for online transactions would be; (a) posting the services we offer to inform them of the services we offer through posting in our social media sites, (b) preparation of a studio where before operations begin, the studio must be prepared. This involves setting up the necessary tools, getting the customer-reach applications ready (such Zoom, Facebook Live, or Google Meet), and making sure the sound system is functioning properly, (3) receive payment (4) producing service (5) giving the service they avail (6) evaluation a form that may be scanned for evaluation of their experiences.

4. Organization and Management Study

Form of Business Organization-The eMotion Dance Studio will be a limited liability company (LLC); an LLC that emerged from the desire of business owners to embrace a corporate structure that would allow them to operate like a traditional partnership. As with the corporate business structure, their purpose was to distribute revenue to the partners (who declared it on their individual income tax returns), but also to protect themselves from being liable for the business's commitments. Unless the business owner forms a separate corporation, the owner and any partners (if any) are personally liable for all of the company's debts. However, under LLC laws, an individual is not liable for the firm's debt if he or she did not personally secure it, such as with a second mortgage, a personal credit card, or by putting personal assets on the line. Limited liability businesses provide flexibility and security. This attracts business owners to the corporate structure ((Entrepreneur: Limited Liability Company - Entrepreneur Small Business Encyclopedia, 2023).)

5. Financial Study

Estimation of Capital Expenditures - A startup capital of Php 522,922.00 is required for eMotion Dance Studio in order to run the company. These costs include employee benefits, legal fees, and ongoing operational costs for the business. Each of the five owners of this firm will contribute Php 104, 585 toward the capital. The

breakdown of the cost is as follows:

Table 2

Estimation of capital expenditures of the proposed business

eMotion Dance Studio Capital Expenditures			
FIXED ASSETS			
	QUANTITY	U-PRICE	TOTAL
Property, Plant, and Equipment			
Yoga Mat	20	₱200.00	₱4,000.00
Dance Studio Mirror Glass	6	₱2,000.00	₱12,000.00
speaker	3	₱2,000.00	₱6,000.00
Microphone	5	₱1,500.00	₱7,500.00
Set of Lockers	2	₱8,500.00	₱17,000.00
Recessed Light	10	₱350.00	₱3,500.00
Shower Sets	5	₱14,000.00	₱7,000.00
Split Type Aircon	1	₱30,000.00	₱30,000.00
Industrial Fan	2	₱5,955.00	₱11,910.00
Water Dispenser	2	₱ 3, 610.00	₱7,220.00
Yoga Ball	5	₱200.00	₱1,000.00
Towels	41	₱50.00	₱2,050.00
Chairs	4	₱450.00	₱1,800.00
Table	1	₱1,199.00	₱1,199.00
CCTV Camera	3	₱ 1, 598.00	₱4,794.00
Computer Desktop-Set	1	₱20,200.00	₱20,200.00
Cash Register Box	1	₱1,499.00	₱1,499.00
Studio Accessories	10	₱500.00	₱5,000.00
Noise Reduction Foam	110	₱35.00	₱3,500.00
Sofa	1	₱7,000.00	₱7,000.00
TOTAL			₱ 154,522.00
CURRENT ASSETS			
Rent			₱24,000.00
Fixtures			₱34,000.00
Labor			₱5,000.00
Legal Fees			₱6,900.00
Advertisement			₱2,500.00
Operational Expense			₱154,522.00
Solar			₱80,000.00
TOTAL			= ₱ 306,922 .00

Table 3 depicts the operational expenses that the company will incur monthly and yearly. Since the proponent expected small number of customers for the first year of operation, the eMotion Dance Studio will incur expenses of Php 582,939 in the first year, Php 584, 379.96 in the second year, since only the legal fees are expected to increase and for the third year of operation, the salaries of the staff will increase by 1%, therefore total expense will be Php 634,743.96 in the third year. Based on the given data the company expands annually and gains more customers over time, eMotion's capital will raise its capital by 3% annually.

Table 3

Estimation of operational expenditures of the proposed business

OPERATIONAL EXPENDITURES						
YEAR 1	YEAR 2	YEAR 3				
	MONTH	YEAR	MONTH	YEAR	MONTH	YEAR
Expenses:						
Salaries For Staff	₱40,300.00	₱483,600.00	₱40,300.00	₱483,600.00	₱44,330. 00	₱531,960.00
SSS and Philhealth	₱2, 970.00	₱35,640.00	₱2, 970.00	₱35, 640.00	₱3,017.00	₱ 36, 204.00
Advertising Expense	₱208.33	₱2,500.00	₱208.33.00	₱2,500.00	₱208.33.00	₱2,500.00
Legal Fees	₱600.00	₱5,699.00	₱720.00	₱ 8, 640.00	₱840.00	₱ 10, 080
Utilities:						
Electricity	₱2,000.00	₱24,000.00	₱2,000.00	₱24,000.00	₱2,000.00	₱24,000.00
Water	₱1,000.00	₱12,000.00	₱1,000.00	₱12,000.00	₱1,000.00	₱12,000.00
Internet Plan	₱1,500.00	₱19,500.00	₱1,500.00	₱19,500.00	₱1,500.00	₱19,500.00
Total Expense:	₱48,578.33	₱582,939.00	₱48,698.33	₱584,379.96	₱52,895.33	₱634,743.96

Project Cost - Table 4 presents the projected sales of eMotion business in the next three years; the given data

above was based on the service capacity of this project and can accommodate 30-60 customers in a day. In accordance to the expected sales, eMotion Dance Studio's sales will rise annually as a result of the firm increasing the loyal customers and gaining their loyalty as a result of increasing public recognition of the business.

Table 4

Total Projected Sales in the next three years.

	YEAR 1	YEAR 2	YEAR 3
SOLE COMBO	578,960	639,040	676,400
QUINTET COMBO	294,375	309,500	313,300
VIP 1 PROMO	75,000	105,000	111,000
VIP 2 PROMO	120,000	120,000	120,000
LOCKERS	132,180	150,260	150,260
TOTAL	1,200,515	1,323,800	1,370,960

Basic financial assumptions - eMotion Dance Studio Financial Plan and assumptions are as follows: The business will grow in the future and will have a projected rate of 5% per year; eMotion Dance Studios will generate 90,000 in sales revenue per month; eMotion Dance Studio will increase Php 10,000 each for equipment and fixtures so that the business will grow and can accommodate more customers; the sole promo which cost Php 80.00 will be the basic foundation for our service units; sales, discounts, and promos will constitute almost 10% of our revenue; the number of our loyal customers will increase by 5% per year.

Projected Financial Statements - The projected financial statements include the income statement, cash flow, and balance sheet. The projected income statement is composed of all income and expenses recognized during the specific period. The net income after tax is Php 413,764.52 in the first year, Php 512,947.28 in the second year, and Php 512,619.16 in the third year. The researchers may infer from the data above that eMotion Dance Studio has enough assets to satisfy its debts/liabilities. As a start-up, it has a healthy profit margin if the following break-even point is fulfilled. It also offers a decent return on capital investment. A more extensive analysis and superior operation management are still required for this proposed business to remain stable after a few years. Thus, it shows the profitability and viability of the proposed business in the first year to the next years of operation,

Table 5

Financial Ratio Analysis

TEST OF LIQUIDITY	YEAR 1	YEAR 2	YEAR 3
Current Ratio	2.4	11.74	6.84
Quick Ratio	0.41	11.46	6.68
TEST OF PROBABILITY			
Gross Profit Margin	87.13%	99.24%	87.27%
Operating Profit Margin	78.70%	38.33%	25.52%
Net Profit Margin	74.63%	38.33%	25.52%
OPERATING RATIOS			
Inventory Turnover Ratio	1	1	17.45
Return on Assets	2.14	1.18	7.7
SOLVENCY RATIOS			
Debt to worth Ratio	0.47	0.32	0.41
Working Capital	₱ 108, 683	₱ 382, 938	₱ 374, 873

6. Socio-Economic Aspects

The contribution to social benefits- Zumba dance is a full-body, interval-style workout that is both effective and varied because each session and instructor is unique. Equally important is the notion that Zumba dancing is entertaining, which means that exercisers can have fun while working out and reducing weight. Zumba dance stimulates several different muscle groups at once for comprehensive body toning. enhances cardiac health. You obtain not only aerobic benefits (which really elevate your heart rate), but also anaerobic benefits, which help to

maintain a healthy cardiovascular and respiratory system. Excellent for weight loss. Zumba is an effective activity that burns 600 to 1,000 calories in an hour. Tone the entire body. You may feel achy in places you didn't know existed, but it works. Zumba works on multiple muscle groups at once for comprehensive body toning. Improves cardiac health. You gain not only aerobic benefits (it really raises your heart rate), but also anaerobic benefits, which help you maintain a healthy cardiovascular and respiratory system. It aids with stress reduction. Turning your attention away from the daily grind and into dance is a terrific method to relieve tension. Exercise has been shown in studies to be particularly beneficial for reducing fatigue, improving alertness and focus, and improving overall cognitive function. Enhances coordination. Because your arms and legs are often moving in opposite directions during Zumba, coordination is required. Repeated practice improves coordination and makes it easier to move your body, (Ascm-Cep, 2022).

Additional value- Everyone wishes to remain as healthy and self-sufficient as possible for as long as they can. Customers can accomplish this by taking part in an activity in which they can commit to being responsible and happy by doing what they want. With our business, we do not limit our benefits to people and we consider different aspects to be able to give what is best and necessary to people. If they think that they are cut off from life as they age and phenomena on environment change, we want to make it clear to them that they are not cut off from it yet. They can still do what they want and participate in dancing activities to enhance their experiences. Furthermore, businesses and entrepreneurs will be able to reach a greater number of potential customers because they will no longer have to worry about whether or not their loyal customers want their services delivered. The eMotion Dance Studio could be beneficial to the growth of their company.

*Social responsibility and community outreach support-*The eMotion Dance Studio's nature is to provide people with an unrivaled dancing experience and sessions that will deliver them a healthy and fun lifestyle, but they will still adhere to the following health and service standards. The organization's workforce will be trained to sanitize the premises and all equipment before distributing it to customers. The facilities will also have readily available first aid kits for emergency use, and everyone will be able to use them for free. This company will not only operate for profit, but also for the benefit of the community in which it operates. Furthermore, the eMotion Dance Studio is dedicated to assisting toddlers, teenagers, adults, and even senior citizens that have interest in dancing to effectively complete their endeavors.

*Contribution to local demands-*Since San Jose, Occidental Mindoro has a huge number of dancers and a growing and active population, this business is predicted to be in great demand. Furthermore, healthy practices are still being implemented throughout the province, and people are still looking for a platform or location where they may improve their dance experience, which will be a wonderful place to begin for the eMotion Dance Studio. The ability to perform services in a single day enhances the economic development of local communities, promotes health, and introduces quality of life. When local residents require improved platform, consumer services, and social services, the eMotion Dance Studio will be required. It is also required for recreation and other daily activities.

Contribution to the added value- The following proprietors will have tight control over the eMotion Dance Studio, and personnel will be trained and meet on a regular basis to ensure adequate service is delivered in accordance with the company's vision, mission, and goals. The firm's status will be a terrific feature for the business so that we can know about updates and improve it to add more value to work.

Contribution to generate more investment and business opportunities and employment opportunities- The eMotion Dance Studio offers unique services and a unique market entry, which will definitely attract clients and produce more earnings to be used to generate additional investment. As previously indicated, the eMotion dancing Studio will develop a market position as a dancing service through marketing approaches. The eMotion Dance Studio will be able to assist the following businesses, which is a win-win situation because it is also a great opportunity for this business to create opportunities to expand and achieve their goals, and in terms of employment, the business may hire additional manpower to do the tasks, and if the business grows over time,

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eMotion Dance Studio's family members will grow as well.

Environmental impact assessment study- The eMotion Dance Studio exists to operate and to create change. As the business promotes environmentally friendly actions, we are to perform ways to reduce the company’s impact to the environment. We will encourage our customers to bring their own tumblers or water bottles that are not disposable so that we can lessen the amount of waste in the dance studio. Apart from this, the business will make use of solar panels which can help save electricity. Moreover, when eMotion Dance Studio created a community of people sharing the same interest, we are to do clean-up drives and zumba sessions in different barangays in San Jose, Occidental Mindoro. With these things, the company ensures that the studio will promote and support eco-friendliness in the municipality.

7. Summary of findings, conclusion, and recommendation

Summary of Findings - The Feasibility Study recommends constructing a dance facility called eMotion Dance Studio in San Jose, Occidental Mindoro. The planned firm would specifically cater to dance enthusiasts and will provide dancing sessions to all customers. The Feasibility Study demonstrates the necessity and significance of a dance studio in this generation for various members of society. Given that we are slowly emerging from the COVID-19 pandemic, individuals are looking for ways to enjoy themselves while expressing their dancing abilities and maintaining a healthy lifestyle. The Project, as indicated, is required and consistently beneficial to one's productivity and advancement in life, particularly in terms of health. As a result, the proposed concept will be an excellent starting point not only for the business but also for the San Jose community in reviving the popularity of dance activities. Several studies have shown the compatibility and expanding demand for a dance studio in the country, thus this proposed business can be dependable in the future, particularly here in San Jose, Occidental Mindoro. The study also examined the viability for the financial capabilities, concluding that it is still dependent on organizational performance based on the information gathered and expected estimates. As long as they can acquire their clients' trust, it will be helpful to the business as eMotion Dance Studio will be able to build its reputation in the years that follow.

Conclusions - This project will be beneficial to those who are interested in dance entertainment. This is an excellent venue for students to showcase their abilities, and it also promotes a natural and healthy lifestyle for all. The eMotion Dance Studio proposes not just for profit, but also for the benefit of the municipality in which it operates. These easily accessible services will dramatically improve one's ability to be organized, and productive, and to live a better life. This business will give consumers an unrivaled dance experience and will act as an example for other businesses in the area, thus the proposed business concludes the feasibility and viability of the business.

Recommendations - Given the conclusions of the investigation, the proprietors recommend that this feasibility study be conducted. A well-managed framework of authority, accountability, and overall project control will be necessary to carry out the activities specified in this report. This organization should employ management practices that are both current and relevant to the sectors covered. This should be reliable in all aspects of the industry to be in the field of success that both organization and consumers will be honored.

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