

**AMITIE GARDEN: A FEASIBILITY STUDY**

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**by**

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### **EXECUTIVE SUMMARY**

This study aimed to determine the viability of a place of interaction, specifically a night garden, bundled with a café, as a business. This study utilized a market survey design to determine the market's preference in terms of place of interaction: its location, price, ambience, and food and beverages served. The study also identified some of the best practices currently being used in the market as an effective marketing strategy by existing places of interaction. The respondents included people aged 20 to 40 years old who were present at the places of interaction. The results showed that majority (93.0 percent) of the respondents are willing to go and visit the proposed night garden. Further, the financial aspect of the study revealed a Discounted Payback Period of 4.26 years, Net Present Value of P118,868.27, Profitability Index of 1.20 and the Internal Rate of return of 7%, thus showing positive results, affirming the financial feasibility of the project. It is therefore recommended that a business plan is to be created if the owner decides to implement the proposed business.