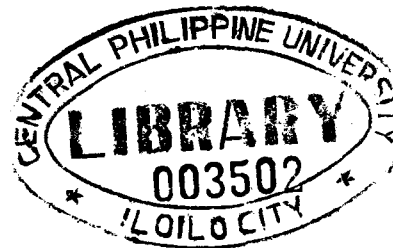


**ONLINE FILIPINO JOB SITE: A FEASIBILITY STUDY**

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# **ONLINE FILIPINO JOB SITE: A FEASIBILITY STUDY**

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## **ABSTRACT**

This study aims to determine the feasibility of establishing an online jobs site for Filipinos in terms of its market and marketing potential, management, technical, financial, social, environmental, regulatory and legal aspects. This study utilized a feasibility study framework that uses data collected from market and management research. A self-administered survey was used to gather data. The study has been conducted in Iloilo City and through an online survey.

The findings of the study revealed that the target market has been detailed and further defined as the Filipino jobseeker and employer who have internet connection. The location of the office is feasible because it is found near the Iloilo City wherein internet connection is important. Filipinos can find online jobs whether they can make it full time or part time. The researchers found out that the project is feasible in terms of its location, quality product/service, marketing strategy and the result is positive performance within five years.