



CARNEVO-ORGANIC AUTOMOTIVE WAX

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ABSTRACT

This feasibility study evaluates the market potential, operational viability, financial sustainability, organizational structure, and socio-economic impact of Carnevo, an organic automotive wax formulated from natural ingredients such as carnauba wax, beeswax, and plant-based oils. The study aims to address the market gap for safe, non-toxic, and environmentally friendly vehicle surface protection products in Batangas, Philippines. Employing quantitative research methods, data was collected through surveys, market analysis, and financial projections, with statistical tools used to assess consumer willingness, demographic influences, and profitability. Findings indicate strong consumer interest, particularly among health-conscious vehicle owners, with significant variations in willingness to purchase based on location, product perception, price, and promotion, notably higher in Balayan. Market analysis reveals a rising demand for natural car care products driven by environmental and health awareness, supported by positive projected financial returns, including steady revenue growth and profitability over five years. Operational plans demonstrate feasible production processes utilizing natural ingredients at minimal costs, while organizational and management structures promote efficient startup management. Overall, the study concludes that Carnevo is a viable and promising venture with potential for sustainable growth, recommending full-scale implementation and strategic marketing efforts to capitalize on the increasing demand for eco-friendly automotive solutions.

Keywords: *Level of Willingness Automotive Surface Protection Product Viability Market Analysis Organic*

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