

## **ABSTRACT**

This study analyzes the feasibility of a project of a Salsoteca directed at public that like of the rhythm called Sauce that will be located in the North zone of the city of Quito.

The market research establishes a dissatisfied demand of 7.741 people monthly, of which alone 3.870 people will be attended by "SAUCE BAR THE COBACHA", that is to say the 50%, because this counts on a capacity of 400 people.

The service will be characterized for offering good sauce, good service and diversion. It will be sold alcoholic beverages and tobaccos, them stung they will be courtesy of the place.

The offering this represented by all the record stores of the city of Quito, especially the ones that are located in the North sector. Be of Sauce or not, since these they offer the same service that will offer "SAUCE BAR THE COBACHA".

Basing on six questions of the survey carried out in the market research, results could be obtained such as: the type of music, type of service, frequency at the outset, disposition to spend; with this we could obtain a projection of the monthly, weekly incomes expected and yearly.

The prices have been calculated according to the prices that offers the direct competence, and al reach economic of the polled; since they are the sample of the population of the project. The publicity of “SAUCE BAR THE COBACHA”, will be done by means of publicities in press written and oral, flying leaves, Internet; etc.

The financial study of this project to been calculated basing on the multiple proformas, investigations, navigations by Internet, interviews, visits of field; etc, thus a study of almost real feasibility will be obtained.

In the financial study the following thing was obtained:

- Total Cost of the project \$ 146.957
- VAN 56.460,26
- TIR 15.99%
- PRR 3,77 years

With this it is concluded that the project is viable.

