

## **ABSTRACT**

Water plays a crucial role in the body like flushing waste, digestion, and regulating body temperature. Over 3.4 million people die annually due to water-related diseases, making it the leading cause of disease and death worldwide. In Capiz, particularly in Pilar, some areas lack access to clean and safe drinking water leading to the popularity of water refilling stations. This study evaluates the potential success of establishing a water refilling station in San Nicolas Pilar, Capiz, aiming to determine the return on investment (ROI), competitiveness, and overall performance for the next three years of operation. Data was collected through interviews and observations with the proponents using an unstructured questionnaire. Out of five existing water refilling station owners in Pilar, Capiz, three business owners answered selling 150 gallons of water daily with good service, taste and fast delivery being the key factors for driving customers to purchase their product. The main problem faced by the business is equipment malfunction. The biggest competitors in the business are Aquador Water Refilling Station and AquaKhate Water Refilling Station. The study concluded that the return on investment will be achieved within a year, and the business can compete with competitors by offering unique promotions and strategies to maintain the existing customers and attract new ones. The proponents recommend establishing Spring Oasis in San Nicolas Pilar, Capiz and strengthening its marketing strategy to improve the business and compete with the competitors.

*Keywords: feasibility study, water refilling station, return on investment*