

## SUMMARY

The present Project is the Study of Feasibility for the creation of a Company of Services and Commands in the Ibarra city. To fulfill this objective the inductive method and analytical method have been used. Later one proceeded to develop a market research to quantify the needs of the clients as for the services that the company offers, then to establish the unsatisfied demand. As a result it is determined that demand exists on the part of people of Ibarra's city so that, the company realizes the payment of electric power, consumption of drinkable water, telephonic service and cable, pensions in the educational institutions and inclusive delivery of packages and commissions inside the city, existing the approval of the price of the services on the part of those interviewed, according to the analysis realized in the market research. After verifying that the project has the respective acceptance, proceeds to carry out the macrolocalization, microlocalization, locating the company office in a central sector of the city and easy to access for the clients and the financial public and private institutions. The company is constituted by an alone owner, the same one who recovers the Manager's function; in addition the administrative organization developed detailing the functions of the people that conform the company. At the same way was carried out the study and financial evaluation, being determined the profitability and recovery of the investment in the third year. Finally an analysis of the impacts of the Socio-economic, commercial, managerial, ethical and environmental aspect was made being obtained as a result general the qualification of Half Positive that means that the project is sustainable and Acceptable.