

**PERFECT MOMENTS CATERING SERVICES**

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management

J.H. CERILLES STATE COLLEGE

Dumingag Campus

Dumingag, Zamboanga del Sur

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

By

APRIL ROSE A. SANIEL

March 2018

## **ABSTRACT**

**April Rose A. Saniel**, 2019. J.H Cerilles State College- Dumingag Campus, **PERFECT MOMENTS CATERING SERVICES**. An Unpublished Bachelors Feasibility Study.

Adviser: **MR. GLADY C. QUIRANTE, MBA**

### **Summary**

The purpose of the study is to determine the feasibility of opening a catering service managed by the school and students. Market area, site selection, competition and financial analysis were made through observation research, survey, and literature review, the study was conducted with total of 5,208 respondents in Dumingag, Mahayag, and Molave. It aims to determine how feasible a food business in the locales.

The result of the study shows the putting up a catering business in JHCSC Dumingag Campus. It determines the major producers and consumers. The marketing strategies are based on the SWOT analysis of the competitors in that area and also the pricing strategies.

This business has different packages like birthday package, wedding, christening, etc. It offers different foods included in the package such as bola-bola, chop suey, sotanghon guisado, lumpia, pork menudo, beef menudo embutido, with salad and fresh fruits.

The result of the study shows that the PERFECT MOMENTS CATERING SERVICES is feasible. The payback period of this business is 1.5 years.