

DOUBLE DELIGHTS POLVORON

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management

JH CERILLES STATE COLLEGE

Dumingag Campus

Caridad, Dumingag, Zamboanag del Sur

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

by

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ABSTRACT

Russel Mae P. Magdayao, 2018. J.H Cerilles State College- Dumingag Campus, **DOUBLE DELIGHTS POLVORON**. An Unpublished Bachelors Feasibility Study.

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Summary

The purpose of the study is to determine the feasibility of opening a polvoron service managed by the owner. Market area, site selection, competition and financial analysis are made through observation research, survey, and literature review, the study was conducted with total of 2,697 respondents in Boniao Mahayag Zamboanga del Sur. It aims to determine how feasible a food business in the location.

The researcher utilized the descriptive survey method in gathering data questionnaire-checklist was used as the main instrument. The stratified random sampling was used to get entire result of the frequency and percentage of the target market.

The result of the study shows that putting up a polvoron business in Boniao Mahayag Zamboanga del Sur. Shows the major producers and consumers are determined, the marketing strategy are based on the SWOT analysis of the competitors in that area and also the pricing strategy.

The study was conducted with 2,697 respondents in Boniao, Mahayag Zamboanga del Sur and the payback period is 1 year with the total project cost 180,301.17. it aims to determine have

feasibility of the study. The result of the study shows that the Double Delights Polvoron does not need to undergo a special education or training to become a successful.