

FRUIT MAGIC

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management

JH CERILLES STATE COLLEGE

DUMINGAG CAMPUS

Caridad, Dumingag, Zamboanga del Sur

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

by

AIZA D. CADUNGOG

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ABSTRACT

AIZA D. CADUNGOG 2018 JH Cerilles State College- Dumingag Campus, FRUIT MAGIC, An unpublished bachelor Feasibility Study.

Adviser: **SHEENA JANE A. DOÑO, MBA**

Summary

The purpose of the study is to determine the feasibility of opening Fruit magic selling different flavored of shake/smoothie, in San Pablo,Dumingag Zamboanga del Sur. The Fruit magic makes this proposal for the purpose that we want to serve our value customer a healthy beverages and unique product.

This is the Filipino style of Shake/Smoothie with the fresh and healthy ingredients, and of course many people will really enjoy of this product. Our services is different from others establishment and of course the packaging in our product is different and unique from others the product that will produce is not common in the town of Dumingag. The name of my product are; Peanut butter banana shake, Chocolate banana shake, Coconut mango shake, Mango vanilla smoothie, Avocado strawberry smoothie, Blueberry avocado banana smoothie, Pink cookies dragon fruit smoothie, cherries and cookies smoothie.

The study was conducted with 8,626 respondents in Dumingag, Zamboang del Sur, and the payback period is 1.5 years with the total project cost 258,265.67 It aims to determine have

feasibility of the study. The result of the study shows that the Shake/Smoothie does not need to undergo a special education or training to become a successful.