

SHAMAE SPA MASSAGE

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

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ABSTRACT

SARAH MAE C. BERALLO, 2018 J.H Cerilles State College- Dumingag Campus, **SHAMAE SPA MASSAGE**, An unpublished bachelor Feasibility Study.

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Summary

The purpose of the study is to determine the feasibility of opening Shamae Spa Massage offering different massage with free herbal drinks, in Molave, Zamboanga del Sur. The Shamae Spa Massage makes this proposal for the purpose that we want to give therapy our value customer a healthy massage and unique treatment.

This is the Pinoy style of Spa Massage with the healthy therapy, and of course many people will really comfortable of this massage. Our services is different from others establishment and of course the packaging in our product is different from others. The name of my product is Couple Massage, Four Hand Massage, Foot Massage, Hot Stone Massage, Body Massage, Body Scrub Massage.

The study was conducted with 3, 458 respondents in Molave and Mahayag, Zamboanga del Sur. It aims to determine have feasibility of the study. The result of the study shows that the Spa Massage does not need to undergo a special education or training to become a successful. The payback period is 1.9 years.

Market research plays important role in Shamae Spa Massage, it is kind of the study that the perspective businessmen should study the population of the location, to see if there is a demand or capacity to cater services.