

Z'SLUSHIE FRESH FRUIT

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

JENNYCEL M. LOBIDO

March 2019

ABSTRACT

JENNYCEL MANANAONG LOBIDO, 2018 JH Cerilles State College Dumingag Campus,
Z'SLUSHIE FRESH FRUIT, An unpublished bachelor Feasibility Study.

Adviser: **SHEENA JANE A. DONO, MBA**

Summary

The purpose of the study is to determine the feasibility of opening Z'Slushie Fresh Fruit selling different flavored of shake frappe with the dessert, in Manticao, Misamis Oriental. The Z'Slushie Fresh Fruit makes this proposal for the purpose that we want to serve our value customer a healthy beverages and unique product.

This is the American style of Shake Frappe with the healthy ingredients, and of course many people will really enjoy of this product. The name of my product is come from the zodiac sign which are; Leo Shake Frappe, Virgo Shake Frappe, Libra Shake Frappe, Scorpio Shake Frappe, Sagittarius Shake Frappe, Capricorn Shake Frappe, Aquarius Shake Frappe, Pisces Shake Frappe, Aries Shake Frappe, Taurus Shake Frappe, Gemini Shake Frappe, Cancer Shake Frappe and with the dessert; Chocolate cake, bread pudding and creampuff.

The study was conducted with 10,145 respondents in Manticao, Misamis Oriental and the payback period is 2.9 years with the total project cost 722,210.08. It aims to determine have feasibility of the study. The result of the study shows that the Shake Frappe does not need to undergo a special education or training to become a successful.