

# **PIZZA HOTSPOT**

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**

**EARL ANDRE L. ROBLE**, 2018. J.B Cerilles State College- Dumingag Campus, **PIZZA HOTSPOT**.  
An Unpublished Bachelors Feasibility Study.

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The purpose of the study is to determine the feasibility of opening a food truck business in Dumingag, Zamboanga del Sur. Market area, site selection, competition and financial analysis are made through observation research, survey, and literature review, the study was conducted with 10,472 respondents in Dumingag and Mahayag, Zamboanga del Sur. It aims to determine how feasible a food business is in the locale.

The result of the study shows that putting up a food truck business in Dumingag, Zamboanga del Sur. The major producers and consumers are determined. The marketing strategies are based on the SWOT analysis of the competitors in that area and also the pricing strategy. The study will have a total capital cost of P 1,549,522.90.

It is concluded that Pizza Hotspot is feasible in the area of Dumingag, Zamboanga del Sur.