

ORGANIC CANTEEN

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management J.H. CERILLES STATE COLLEGE

Dumingag Campus

Dumingag, Zamboanga Del Sur

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

By

MECHIE CLAIRE B. MAGSAYO

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ABSTRACT

MECHIE CLAIRE BATION MAGSAYO, 2018 JH Cerilles State College Dumingag Campus,
ORGANIC CANTEEN. An unpublished Bachelors Feasibility Study.

Adviser: **JULITO V. MANDAC Jr. MBA**

Summary

The purpose of the study was to determine the feasibility of opening a canteen selling organic food in J.H Cerilles State College at Dumingag-Campus. The Organic Canteen was proposed for the purpose of wanting to serve our valued customers new products and dishes.

This is the unified mixed Filipino style healthy food not only for adults but also the young the ones. We also have some healthy beverages with the variety of flavor such as avocado, mango, buko and watermelon. The products that we offered are made of ingredients that are natural, which is essential for achieving good health such as cassava, banana and squash, Market area, site selection, competition and financial analysis are made through observation research, survey, and literature review, and result of the analysis are concluded.

The study was conducted with 312 respondents in JHCSC Dumingag Campus. It aimed to determine the feasibility is food business. The result of the study showed that the canteen needed not to undergo a special education or training to become successful.

Market research plays an important role in the canteen business. The businessmen should study the population of the location to see if there is a demand and their capacity to seek catering

service because present lifestyles have also given way to increase demand bakeshop services and the payback period are 1.4 years.