

GIVE LOVE SHOP GIVEAWAYS

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

SWEDEN C. ARAÑEZ

March 2019

ABSTRACT

SWEDEN C. ARANEZ 2018. JH. Cerilles State College Dumingag Campus. "**GIVE LOVE SHOP GIVEAWAYS**". An Unpublished Bachelor's Feasibility Study.

Adviser: **SHEENA JANE DONO**

SUMMARY

This study was conducted to determine if this business is feasible in the municipality of Dumingag. It focused on the following respondents who are the target prospect of the business like the following barangays and institutions; San Pablo, San pedro, Levi Uy, Prince fashion house, Argonitas Gown Shop, House of L, Kalahi CEDS, and Department of Agriculture.

The researcher utilized the descriptive survey method in gathering data questionnaire-checklist was used as the main instrument. The stratified random sampling was used to get entire result of the frequency and percentage of the target market

The study was conducted with 288 respondents in Dumingag, Zamboanga Del Sur. It aims to determined have feasible in salon business in the locals. The result of the study shows that the business is feasible and acceptable in the area.

Market opportunities may be best in the local area and the nearest town in the region. This salon can also serve other places. that they held in. Give Love Shop Giveaways has a capital investment of 636,319.75 and 1.5 years payback period.