

# **HAPPY BEE RECEPTION HALL**

A Feasibility Study

Presented to the Faculty of

Hotel and Restaurant Management

JII 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

**JUNRY F. GENERALAO**

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## **ABSTRACT**

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## **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; Licabang, Ditulan, Mahayahay, Lower Landing, Upper Landing, Bucayan, Libertad, Maralag, Guitran, Caridad, San Pablo, San Pedro, RD Pawnshop, Cebuana Lhuilier, ZSACICO, JHCSC, WMAA, SJA and Mantiliba Fiamco.

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 to 357 respondents in Dumingag, Zamboanga del Sur. It aims to determined have feasible in reception hall business in the locals. The result of the study shows that the business is feasible and acceptable in the area and the payback period is 3.9 years. Happy Bee Reception Hall has a capital investment of P14, 393,194.30 which is composed of the land for P300, 000.00, and cash of P 14,093,194.30.