

**SWEET STICKY RICE HOUSE**

Presented to the Faculty of

A Feasibility Study J.H. CERILLES STATE COLLEGE

Hotel and Restaurant Management

Dumingag Campus

Dumingag, Zamboanga Del Sur

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Hotel and Restaurant Management

By

**ROSIE F. LANGOYAN**

March 2019

## **ABSTRACT**

**ROSIE F. LANGOYAN**, 2018 J.H Cerilles State College- Dumingag Campus, **SWEET STICKY RICE HOUSE**, An unpublished bachelor Feasibility Study.

Adviser: **GLADY C. QUIRANTE**

### **Summary**

The purpose of this study is to determine the feasibility of opening a Sweet Sticky Rice House tat sells different product made from glutinous rice, in Poblacion, Mahayag Zamboanga del Sur. We aim to build a kakanin house proposed that will give an uncomfortable unique set of tastes and services to our valued customer as use as keeping the traditional and healthy products we always loved.

You will never miss finding exquisite Filipino made dishes that are all comfy in taste. The main products are biko, suman, kalamay hati, and puto maya. Some province in the Philippines boasts of their very own kakanin, while most of these kakanins are widely sold in the markets, as well as in the malls. Each of these treats symbolizes the sweetness and closeness of every Filipino Family.

The study was conducted with 365 respondents in Mahayag, Zamboanga Del Sur. The result of the study shows that the Sweet Sticky Rice House aim to determine have the feasible in kakanin 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 the kakanin can serve other places. The Sweet Sticky Rice House capital investment of 309,071.00 and 1.5 years payback periods.