



METRO-DAGUPAN COLLEGES
Serafica Street, Mangaldan, Pangasinan

“BIG TUMMY”
(A FEASIBILITY STUDY)

A Thesis

Submitted in Partial Fulfillment
Of the Requirement for the Degree
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THESIS ABSTRACT

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INTRODUCTION

Business has no boundary, it is the country. It takes about money, on how to regulate the flow in so many ways.

In the Philippines, big industries are rapidly emerging and hospitality establishments like fast food restaurant continue to rise up in the urban and even in rural areas as well.

The fast food restaurant is a growing industry here in the Philippines relying heavily on the changing lifestyle patterns, population growth of the target age group and the related increase in employment. The rate of growth in consumer expenditures on fast food restaurant has led most other segments of the food-away from home to market for much of the last decade.

A fast food restaurant is an establishment that serves prepared food and beverages to be consumed on the most efficient way. The term covers a municipality of venues and diversity of styles and cuisine.

Fast food restaurant whose principal purpose is the sale of food and beverage served in paper, plastic, or other disposable container for immediate consumption inside or outside the building.

Fast food restaurant provides warm and inviting environment an a variety of comfortable seating arrangement to accommodate anyone from a single individual to



even a large family.

Fast food restaurant is the most worldwide business strategy of a small scale and large scale of the business establishment.

Demand for convenience has driven expenditures where people want quick and convenient meals, and they do not want to spend a lot of time preparing meals. As a result, consumers rely on Fast food restaurant.

Prior to the rise of fast food restaurant, Philippines has now wide list of its own such as; Chowking, Gerry's Grill, Greenwich, Jollibee, Kenny Rogers' Rosters, KFC, Shakey's Pizza, Tropical Hut, Wendy's, and Yellow Cab.

Because food is a basic need. It is no also in wonder that fast food restaurant are a big hit not only in the United States but also in the Philippines and moreover around the world. It is said that what people eat has always been determined by a complex interplay of social, economic and technological forces. People do not see food industry a waste of money as it does not only fills hungry stomachs, as well as their psychological needs.

The researchers choose to have a feasibility study on establishing a fast food restaurant. The researchers believe that every people love to eat, at a given time, Filipino's include food. From formal occasion like birthday parties, weddings, corporate meetings to simple gathering's like family reunions, barkada get away, or just simply because they are hungry. Filipino's definitely and has undeniably loved for food.

Food industry always had its place in market. The researchers see that this



feasibility study would help in realizing other fast food restaurants in Mangaldan and the capacity of people to be served. In addition to this Mangaldan is the best location to establish a competitive fast food restaurant, knowing that Mangaldan is the business center in the fourth district of Pangasinan. By passers coming from the neighboring town like San Jacinto, Manaoag, San Fabian, Dagupan and Mapandan, the former Barangay of Mangaldan. They are halfway through Mangaldan before they reach their destination.

Hence, it is the purpose of the researchers to establish a fast food restaurant at Rizal St., Mangaldan, Pangasinan to be known as **“BIG TUMMY”**.



STATEMENT OF THE PROBLEM

The purpose of the study is to determine the market and feasibility of putting up a "Fast Food Restaurant" at Poblacion, Mangaldan, Pangasinan.

Specially, it aims to determine answers to the following questions:

A. MARKET ASPECT

1. Is there an existing market?
2. Is there a demand for it?
3. Who will be the consumers of the proposed business?
4. What will be the means of advertising it? What strategies will make the business improved?

B. TECHNICAL ASPECT

1. How much capital is needed?
2. What are the materials and equipment to be used?
3. What products will it offer to the public?

C. ORGANIZATIONAL AND MANAGEMENT ASPECT

1. Who will be the personnel?
2. What are the requirements and classifications?

D. FINANCIAL ASPECT

1. How much is the project income?
2. What will be the pre-operating and operating expense?



E. PROFITABILITY ANALYSIS

1. Is it going to profit after five years?
2. What are the contributions of it to the society, especially in Mangaldan?

SCOPE AND DELIMITATION OF THE STUDY

The study aims the researchers to experience how to operate a competitive Fast Food Restaurant despite the wide competition in the market.

It involves survey of the capacity of the people to be served during the time of service, to realize other establishment engage in Fast Food Restaurants, and to observe the level of competency.

IMPORTANCE OF THE STUDY

The researchers provided information about "Fast Food Service" and whether it is feasible and profitable despite an extensive group of competitors.

The study aims to give its clients a quality and fast service at an affordable cost. The proposed business also contributed to all the in demand state of Hotel and Restaurant Management graduates and provide opportunities for them to cater their talents, skills, and ideas to help the food industry.

The proposed establishment of Fast Food Restaurant also helped generate revenue for the government and at the same time to economic growth of the town of Mangaldan.



Method of the Study

The researchers adopted the descriptive survey method, which employed the documentary analysis in analyzing the data needed. The descriptive method of researchers is a fact-finding study with the adequate and accurate interpretation of gathered data. Since this study is concerned with the high demand of fast food restaurants in the business industry here in Mangaldan, Pangasinan, the descriptive method was used.

In this research, results and information will be gathered through survey and device research. The researchers will take one hundred (100) respondents coming from 30 Barangays in Mangaldan, Pangasinan. Empirical part of this work was mostly done through survey.

The survey was in written form regarding the structure of the questionnaire and analyzed data, the findings from the survey dealt with the respondent's opinion regarding the quality food and the quality service of the fast food restaurant.

Sources of Data

The researchers made used of primary and secondary data. The primary data comprises data that were collected through survey questionnaire distributed to the people of Poblacion, Mangaldan, Pangasinan. Secondary data are ideas, facts, and information from books, from the library, and internet source.



Respondents of the Study

The researcher's subject of this study are respondents from 30 Barangays of Mangaldan, Pangasinan, using accidental or convenience sampling.

Procedure of the study

To determine the market demand and supply, a questionnaire made by the researchers was used in gathering relevant data from the people of the municipality of Mangaldan.

Majority of the questions will be structured questions, which means that they will specify the set of response alternatives, constructed in multiple choices.

SUMMARY

This study dealt on how to establish a competitive Fast Food Restaurant and at the same time observed the level of competency in Mangaldan, Pangasinan.

The very reason why the researchers wanted to put up a business like this is that because Jollibee is the only Fast Food chain who operates and caters the people of Mangaldan.

Some data are collected from people coming from the 30 Barangays in Mangaldan using guided survey questionnaire.

In this field study, the researchers used the descriptive-analysis method of study and survey questionnaire as the main instrument in obtaining the data.



CONCLUSION

Based on the summary of findings, the researchers concluded that aside from Jollibee there is no other fast food restaurant established in Mangaldan. That is why the researchers are in confident in putting up a business like these.

The result of the survey gives researchers a chance to know the awareness of the people when it comes to fast food restaurant.

As to the total awareness of the people, almost three-fourth or seventy-three (73) of them out of one hundred (100) is really enjoying eating at a fast food restaurant rather than to the waiter type of restaurant.

Therefore, although majority of the respondent only eat at the fast food restaurant once a month or during occasions, the researchers still in confident in establishing their own fast food restaurant. With regards to the meal that the customer's usually order, spaghetti and burger is the best choice of them, and the variety of juices as their preferred when it comes to beverages which made the researchers realize that people of today's innovation is very health conscious.

In considering eating on a fast food restaurant, affordable price is very important because almost of the people nowadays is in the middle class of the family so they only preferred a budget meal.

Furthermore, the researchers would like to conclude that, in the absence of a good marketing strategy including proper allocation will definitely bring in a negative result to any business not only in hospitality industry specially in food industry but also to sort of business.



RECOMMENDATION

Based on the facts specified by the study and the conclusions from which they were drawn, the following are recommendation.

The management should consider important factors in establishing fast food restaurant that include proper locations, capacity of people to be served, good marketing strategy and a careful observation on the flow of the business to know whether the business is gaining or not.

The product line to be offered should suite the taste of the customers. Aside from that, they should also consider the nutrition benefits of their products to ensure the safety and for the sake of their customer's health.

Proper hygiene should be practiced well to assure that any bacteria and possible diseases that can affects the flow of the business would not contaminate the food.

The researchers should implement a good management when they already put up their own Fast Food Restaurant for an easier and effective wat of running the business.

This include Planning, Organizing, Staffing, Directing, Controlling and Coordinating, Recording and Budgeting (POSDECORB).



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