

Feasibility study critical essay



**ASSIGN
BUSTER**

I. Introductory page A. Name and Address of the business “ Sip n’ Trip Snack House” is situated at Brgy. 25 Real St. Tacloban City near Ritz Tower. B.

Nature of Business The proposed business is a Snack House.

A food establishment that will serve nutritious fruit shakes, milk shakes and finger-licking foods that will cater most especially to the on-the-go individuals. Also, to the general public that is searching for the perfect place to have a relaxing and intense experience to share with their family and friends.

The name is coined from how the food is to be served, “ sip” because the shakes will be served in a tumbler, while “ trip” means to have an intense and relaxing experience. It is a snack shop that would offer a variety of fresh fruit shakes and tasty finger foods. The menu will mainly consist of It will also provide varieties of music depending on the majority of the clients present in the establishment to add more compliments of being relaxed. “

Sip n’ Trip Snack House” will be located in Real Street near the Ritz tower of Leyte because the target customers will be the students of UP Tacloban, Sto. Ino church and employees of the government offices in the vicinity such as Tacloban City Hall, “ Bulwagan ng Katarungan”, the Land Transportation Office. Likewise, many people visit and spend their free time near the Balyuan tower because of its beautiful, relaxing ambiance, so that they would also be potential customers of the snack shop. The product

concept..... Possible limitations of putting up the snack shop is that there will be peak days, usually during weekdays because of nearby offices and students attending classes at UP and lean days because students do not have classes on weekends, also because government agencies do not report

for work on weekends. Another possible obstacle is lack of capital to be invested in the project. A third possible hindrance that must be considered would be how to ensure year round supply of fresh fruits and other ingredients for the shakes because of the seasonality of some fruits in the country. Mission To provide health-friendly fruit shakes served with delicious finger-licking snacks that can satisfy your appetite without spending too much.

Vision To be known as one of the popular snack houses that caters to students, employees and local people who enjoy munching with finger foods and sipping healthy fresh fruit shakes. Moreover, these are served in convenient disposable tumblers that customers can bring back to their offices or to school. Objectives: 1. Secure financing of at least P_____ to P_____ start-up. 2. Provide healthy, hassle free, and fresh fruit shakes and milk shakes in a tumbler. 3. Provide tasty and affordable finger-licking foods to match-up the shakes. 4.

Conceptualize a place with a beautiful ambiance and soothing music to those who are on dates, from work or from school. 5. To employ people in the community. 6. To be accessible, especially to the community. Target market:

- Young professionals
- Students
- Senior citizens
- Children below 12yrs.

Old C. Statement of Financing needed In order to make this business possible, it requires a capital investment of P_____. The business proponents will disburse of amounting to P_____ to put up the said business. II. Executive Summary (Will be done last part) III. Industry analysis

A. Future Outlook and Trends

Our generation nowadays is often changing due to the technology. Gadgets were made to make life easier. The general public wants fast, convenient and good quality service especially when it comes to the food. The human need for water is inevitable desire for a higher level of satisfaction made to the creation of healthy fruit shakes. This inspired our group for the business. Snack houses are now popular in our industry because its quality service and variety of food. Shakes are one of the refreshments that attract customers especially during hot weather. Our way of selling our product is to uniqueness due to its convenient container.

Since people are after of the fast-hassle free service of the product, we conceptualize a business that can cater well to the customers and give them the satisfaction they need. B. Analysis of Competitors Competitor's Analysis We consider these food establishments as our competitors since they also offer some similar foods and type of service. As to what and how we cater the customers. Our competitors are: DIRECT INDIRECT Kerri Mo Twirl Berry Thirsty Ritz Tower de Leyte Big Mak Potato Fries

Competition Our establishment usually turns into a popular demand during weekdays since it is a regular school day and also has office work. So, customers are in-need of fast, on the go and convenient product and service such as what we offer in our business. However during weekends there is a tendency of customer lacking due to no office work and school days. Edge among Other Competitors Our business offers a variety of fresh fruit shakes and finger-licking foods. The uniqueness of our product comes from the container itself because it is a tumbler style.

and |-shoppers; students who ||| the serving | fries | attractive stalls | often stroll || |-access to a great ||||| no. f customers ||||| since it's located ||||| at the Gaisano ||||| central and ||||| Robinsons ||| ||||| |-attractive stall ||||| |-has various of ||||| options in sizes and ||||| flavors ||||| KERRI MO |-established the |-the decoration and |-drinks(soda) in a |-discounts, offers combo|-passers by, shoppers at ||| innovation of 2-in-1| choice of color of the | tumbler w/ a | meals | the downtown area and the|| | tumbler snack | stalls and the packaging| finger-food on top || nearest mall which is the|| |-location wise; near| is not attractive | such as French || 578. ||| at 578 mall ||| fries, chips, etc. ||||| THIRSTY |-established |-offers lesser menu at |-healthy fruit |-location wise and |-shoppers at the ||| business for healthy| some period of the year | drinks and salads | attractive stalls | Robinsons and at the ||| fruit shakes | due to seasonality Of |(shakes, juices || downtown area. || |-appealing color | fruits. |, salads) |||| |-attractive satalls ||||| |-offers a various ||||| ways to enjoy ||||| healthy fruits ||||| whether in drinks or||||| of snacks (shakes, ||||| juices, salads) ||||| HENDRICKS |-established snack |-lack of promotions |-burgers, shakes, |-ambiance |-students, employees, ||| house ||| fries, ice-cream, |-delicious snacks/ menu | shoppers || |-offers various menu| | sandwiches, hotdogs,|- offers variety of ||| from drinks to ||| cakes and pasta | snacks ||| sandwiches and ice ||||| cream ||||| |-freshly- cooked ||||| snacks ||||| |-the location is for||||| dine-in suitable for||||| hang-out ||| ||| NAME | ADDRESS | CONTACT NUMBER || TWIRL BERRY | Brgy. 25 Real St. , Tacloban City | 325 – 3977 || BIG MAK | Brgy. 25 Real St. Tacloban City ||| THIRSTY | Corner Justice Romualdez and Del Pilar St. , Tacloban City | 327 – <https://assignbuster.com/feasibility-study-critical-essay/>

6741 | | RITZ TOWER | Brgy. 25 Real St. , Tacloban City | 325 - 9966/325 -
9977 | | HENDRICKS | Dynasty Square Bldg. Tacloban City | 321 - 5688 | |
KERRI MO | Rovic Building Tacloban City | 09089581627 | C. Industry

Forecast Economy

The demand of fruits continues to increase despite of its seasonality. A variety of fruits are sold in the market. During lean season, the supplies of fruits are scarce and as result, the prices of which is increasing due to its demand. This situation determines the willingness of the public to spend as much on their preferred fruit shakes. 2011 will witness a true test of healthy living. For the past few years, the prices of fruits are inconsistent due to the supply and demand situation especially during certain occasions like Christmas and New Year. Since the proposed business is selling fruit shakes, it would be a popular demand during summer time when the weather is hot.

Technology

As of today, technology is one of the most dominant forces that affect people's lives. Due to technology, every industry is evolving and food service is no exception yet other food establishment did not anticipate the beneficiary effects of using the latest technology in food service. The following are the major technologies used by food establishments to provide faster and reliable service to the customers: Media and Social Networks for promotional purposes. Hamburger griller Gas range with Oven Blender Deep Fryer Cash Register Refrigerator Water Dispenser Research The lacking menu of shakes existing in the market is the primary weakness of our competitors.

It gave us the idea of turning their weakness into opportunity in the sense that constant research is held frequently in order for us to find some more types of delectable fruits that can be utilized in making shakes. D. Legal Political Concerns Any kind of business, whether big or small will always face the barriers and the hindrances that barricade the firm to achieve its goals. While some of them may be solved without involving the law, some may be too big to be ignored. For that reason, it is important to familiarize yourself, as an entrepreneur, on the various laws that exist and which govern various sectors and facets of the business industry. When it comes to food and beverage handling, cleanliness and sanitation is a top requirement. The employee's health and sanitation is of a great maintenance as well.

Each employee is required for a health for a health and sanitation permit not just for the government compliance but also of securing the sanitation of the establishment thus, maintaining its reputation for a good service. And as the proposed business aims to provide a high-level dining and take-out experience we will also take the responsibilities of being a part of the community by assuring the establishment's cleanliness and sanitation without prejudicing the community itself. This can be done by having a proper waste disposal policy and maintaining the cleanliness of the cleanliness of the establishment's vicinity hence, securing health and sanitation permit. Waste Disposal Zero waste management will be utilized in order for the firm to contribute to the environment of the vicinity of the business thus, leading to the betterment of the community.

The various waste materials produced by industries may be classified generally as solids, gaseous or liquid. Methods of Waste Disposal 1. Eliminate

of source - The first approach to a waste disposal problem requires a careful attention of the source of pollutants. 2. Recovery of waste products - Before deciding how to discard waste materials, the engineer should always think for recycle, reuse or for sale. 3. Regulate how to fit dilution. 4. Divert waste to other points. Fiscal Policy Regular payment of tax is also a responsibility of the establishment since it is also regulated by the government. The proposed business is a small therefore an annual payment of tax is done according to its yearly sales. Licensing

Description of Activities in a Chronological Manner 1. DTI Permit Application The business name of Sip n' trip should be register with the Department of Trade and Industry. 2. Mayor's Permit The Mayor's Permit application will acquire the submission of the following: a. SSS Clearance Permit b. Sanitary Permit c. DTI 3. TIN (Tax Account Number) The project business will be registered at the Bureau of Internal Revenue District located at Government Center at Campetic Tacloban City. The following forms should be accomplished with necessary attachments. BIR FORM No. Attachment Required, Mayor's Permit and DTI Permit 5. Buying of machineries and equipment

Involves the acquisition of the necessary machinery and equipment in the food establishment as indicated in technical aspect. 5. Promotion As stated in the Marketing Mix, the medium of promotion is through tarpaulins, leaflets, free tasting and rebates, discounts, coupon, " barkadahan" package for lean periods. 6. Start of Operation After securing all the necessary permits and other needed materials. The said will be now ready to operate.

IV. Description of Venture A. Product " Sip n' Trip Snack House" will be

offering varieties of nutritious fruit shakes, milk shakes and finger-licking foods which is guaranteed fresh and minimal usage of preservatives to provide beneficiary effects to health. “SIP ‘N TRIP MAIN PRODUCTS” FRUIT SHAKES | FINGER FOODS | | WATERMELON | CLUBHOUSE | | MANGO | FRIES : PLAIN, CHEESE AND SOURCREAM | | APPLE | KROPEK | | PAPAYA | KRINKLES | | BANANA | MUNCHKINS | | PINEAPPLE | BURGER : REGULAR AND SPECIAL | B. Service The proposed business will be operating 12 hrs a day/ 7 days a week.

The employees and staffs most especially the service crew and cashier which personally deals with the customers must bear in mind the importance of TLC towards the clients and that the customers are the lifeblood of the business. The type of service that the establishment will have is customized service wherein coupon will be deployed that contains 20% discount on first 20 customers within opening. Another factor of customer’s patronage is the excellent customer service which will be, in the proposed business, must be strictly applied and monitored. C. Size of the Business TABLES: SEATING CAPACITY: 28 PAX BUILDING SIZE: 120m X 20m DIMENSION: V. Production Plan A. Production Process

Budgeting – Financial report containing estimates of income and expenses.

Purchasing – An act of instance of purchasing. Receiving – Stage of production where products are inspected, in-charge of the products orders and checking of the quality of the items purchased and if all of the necessary items have been purchased. Storing – Process where your foods are stored. It must be done to preserve the quality of goods Preparation – Raw materials are prepared to make the expected product. Portioning – It is where divisions of products are done as to how many servings without sacrificing the profit

of the business. This is one of the most crucial parts in the production process.

Pricing – Products are priced depending on the price of our competitors.

Serving – This is the part of the production process where in the products are served to the customers. Controlling – Manages the business performance to

ensure its good operation. B. Facilities and Amenities List of Equipments |

ITEMS	UNIT PRICE	QUANTITY	BRAND	TOTAL PRICE
Water Dispenser	6,800.00	1	Markes	6,800.00
Refrigerator	75,000.00	1	Samsung	75,000.00
Hamburger Grill	16,339.75	1	WEBstaurant	16,339.75
Blender	5,500.00	2	Markes	11,000.00
Gas range with Oven	55,800.00	1	Slim	55,800.00
Cash Register	7,697.00	1	Casio	7,697.00
Ice Crusher	1,244.50	1	Market Place	1,244.50
Deep Fryer	8,000.00	1	WEBstaurant	8,000.00
Air conditioning unit	53,795.00	1	Kolin	53,795.00
Weight scale	199.75	1	Lucky	199.75
Speakers	5,200.00	1	Konzert	5,200.00
Sterilizer	5,000.00	1	markes	5,000.00
Mixer	11,567.00	1	Classic satand	11,567.00
Gas Tank	1,000.00	1	Shellane	1,000.00
List of furniture and fixtures				
Hand Dryer	2,500.00	1	Vector	2,500.00
Tables	1,795.00	11	Cortes table	19,545.00
Chairs (stacking)	650.00	32	Wella 903	20,800.00
Working Table	2,320.00	1	San yang	2,320.00
Faucet	575.00	2	Handyman	1,150.00
Mirror	375.00	1	mirrors	375.00
Wall Clock	349.75	1	Meide	349.75
Sink	1,399.75	2	Handyman	2,799.50
Bulb	269.00	7	Firefly	1,883.00
Emergency lamp	1,049.75	6	firefly	6,298.50
TOTAL:				

LIST OF OFFICE SUPPLIES ITEMS | UNIT PRICE | QUANTIYT | BRAND |

TOTAL PRICE | | Pencil | 40/box | 1 | Mongol | 40. 00 | | Ballpen | 45/box | 1 | HBW | 45. 00 | | Puncher | 50. 00 | 1 | Sunny | 50. 00 | | Paper fastener | 7/5pcs. | 1 | | 7. 00 | | Stapler | 50. 0 | 1 | Crystals | 50. 00 | | Stapler wire | 8. 00/box | 1 | Stapler | 8. 00 | | Paper clips | 20. 00/100pcs. | 1 | Stapler | 20. 00 | | Marker | 10. 00 | 3 | Toyo | 30. 00 | | Sticky notes | 57. 00 | 1 | Post-it | 57. 00 | | White board | 400. 5 | 1 | VECO | 400. 75 | | Cork board | 162. 00 | 1 | NBS | 162. 00 | | Scissors | 49. 75 | 1 | Helix | 49. 75 | | Record book | 140. 00 | 1 | Record | 140. 00 | | Bond Papers (short) | 225. 00/bundle | 1 | Paper one | 225. 0 | | Bond paper (long) | 246. 00/bundle | 1 | Paperone | 246. 00 |

Maintenance & Others | ITEMS | UNIT PRICE | QUANTITY | BRAND | TOTAL PRICE | | Mop | 219. 00 | 1 | Scotch Brite | 219. 00 | | Dishwashing liquid | 88. 00/liter | 1 | Sher | 88. 00 | | Sponge | 9. 5 | 2 | Scotch Brite | 18. 70 | | Scrubbing pads | 18. 00 | 2 | Scotch Brite | 36. 00 | | Trash Bags | 49. 50/pack | 1 | Dolphin | 49. 50 | | Trash Cans | 385. 00 | 2 | Zooey | 77. 70 | | Dust pan | 75. 00 | 1 | Slim | 75. 00 | | Soft broom | 50. 0 | 2 | | 100. 00 | | Stick broom | 10. 00 | 1 | | 10. 00 | | Furniture rags | 72. 75/pack | 1 | Arix | 72. 75 | | Floor mat | 110. 00 | 3 | Novel artistic | 330. 00 | | Toilet perfume | 36. 00 | 1 | Glade | 36. 0 | | Air freshener | 219. 00 | 1 | Lysol | 219. 00 |

Kitchen & Dining Utensils & Supplies | ITEMS | UNIT PRICE | QUANTITY | BRAND | TOTAL COST | | Glass | 15. 75/pc. | 30 | OCEAN | 472. 50 | | Knives | 379. 95/set | 1 | Cutlery set | 379. 95 | | Pitcher | 114. 0 | 4 | | 456. 00 | | Table napkin | 16. 00 | 2 | Cheers | 32. 00 | | Tooth pick | 13. 25/pack | 1 | Swan | 13. 25 | | Straw | 26. 90/pack | 3 | Family | 80. 70 | | Tissue | 87. 50/12pcs | 1 | Femme | 87. 0 | | Cocktailtoothpick | 32. 80/pack | 1 | Lucky | 32. 80 | | Platter | 130. 00 | 3 | Costa | 390. 00 | | Pot holder | 33. 75 | 5 | Kitchen Aid | 168. 75 | | Measuring spoon | 24. 95 | 1 | TupperWare | 24. 95 | | Measuring cups | 39. 5 | 1 |

TupperWare | 39. 95 | | Food tong | 74. 00 | 3 | Tongs corp. | 222. 00 | |
 Chopping Board | 69. 95 | 2 | Yong yo | 139. 90 | | Trays | 79. 75 | 10 | Happy
 | 767. 50 | | Spoon | 50. 00/dozen | 1 | Solingen | 50. 00 | | Fork | 55.

p0/dozen | 1 | Solingen | 55. 00 | | Plates | 25. 00/pc. | 12 | b-smith | 300. 00 |
 | Saucers | 22. 00 | 24 | b-smith | 528. 00 | | Ice bucket | 179. 75 | 1 | Crown

ice chest | 179. 75 | | Turner | 74. 75 | 2 | Eurochef | 149. 0 | | Sauce bottle |

17. 00 | 5 | Unitech | 85. 00 | B. Labor Requirements Skills required The firm

will hire local employees since it is more beneficiary both to the employees

and the business itself. Living near the business site is preferable to the

employees to insure promptness and can do overtime work when needed.

The company on the other hand will give assurance to the workers such as

good working condition, facilities for a conducive maintenance of their

health incentives and many other benefits required by the labor code, plus

benefits given by the company itself.

The business will have five (5) employees; one of the proponents will be the

manager of the establishment to manage the business in general, one (1)

cook who prepare the product satisfactorily, one (1) cashier responsible in

cash transactions, and one (1) service crew to serve the customers and one

(1) utility man to maintain the orderliness and cleanliness of the

establishment. Recruitment and Selection of Employees • Process used in

selecting sales personnel: 1. Application 2. Screening Interview 3. Analysis

and Hiring Decision • Qualifications 1. At least high school graduate 2. Has a

pleasing personality 3. Can communicate in English 4. At least 18 years of age

• Requirements 1. 2 x 2 picture 2. Brgy. Clearance 3. Police Clearance 4.

Complete Medical Examination C. Salary Schedule of Employees | No. f

Employee	Position	No. of working	Rate per Hour	Monthly Salary	Yearly Salary
1	Manager	10	P 30. 00	P 7, 200. 00	P 86, 400. 00
1	Cashier	10	P 25. 00	P 6, 000. 00	P 72, 000. 00
1	Cook	10	P 25. 00	P 6, 000. 00	P 72, 000. 00
2	Service Crew	10	P 20. 00	P 4, 800. 00	P 57, 600. 00
1	Utility	10	P 20. 00	P 4, 800. 00	P 57, 600. 00
1	Security Guard	1	P 15. 00	P 3, 600. 00	P 43, 200. 00

Marketing Plan A. Marketing Objectives

1. To achieve 15% profit in one year
2. To meet the needs and wants of the customers
3. To maintain good public image to the community

B. Situational Analysis

The major concern of the organization is not only to gain profit but Sip n' Trip Snack House will contribute to the community by employing local people that is qualified, skilled and can perform multi-tasks to perform the job effectively and efficiently. The firm will also conduct sponsorship to a certain event in order for the organization to establish good public image and also to expand the firm's linkages for future business deals.

VIII. Market Growth Tacloban City population | 2006 | 2007 | 2008 | 2009 | 2010 | | 211, 269 | 217, 199 | 223, 129 | 229, 220 | 217, 199 |

GROWTH RATE | 2007 | 2008 | 2009 | 2010 | | 2. 8% | 2. 7% | 2. 7% |----- | C.

Market Analysis Summary of the Market Survey The given questions and their Corresponding Percentage regarding Target Market's Preferences:

1. Do you like eating snacks? YES: 91 %NO: 9%
2. With whom? Family: 45%Friends: 51%Relatives 0%Co-employees: 4%
3. At what price? 50: 30%100: 43%150: 27%
4. What type of food establishment do you prefer?

Fast food: 36% Barbeque: 8% Snack House: 58%

5. How often do you eat outside? Every day: 30% Weekends: 49% Monthly: 6% Occasionally: 15%

6. Do you like on-the-go and hassle free products? YES: 88% No: 12%

7. Do you like shakes? YES: 95% NO: 5%

8. What type of shakes? % Fruit Shakes: 59% Milk Shakes: 16% Chocolate: 25%

9. What finger foods would you pair with your shake? Fries: 42% Chips: 6% Cookies: 22% Breadsticks: 3% Burgers: 27%

10. What type of menu are you into? Combo Meals: 27% Take-out: 44% Dine-in: 29%

11. What type of packaging do you prefer? Styrofoam: 61% Carton: 13% Plastic: 26%

12. What type of ambiance do you prefer? Air-conditioned: 25% Nature: 0% Nature-friendly: 19% Relaxing: 56%

13.

Do you think putting up a snack house here in Tacloban City is a good idea?

YES: 97% NO: 3%

Conclusion: Based from the survey, the proposed business will be feasible and viable because there is a great demand of our

product.

D. Market Demographics

1. Geographic Our immediate geographic targets are Sto. Nino church goers, Balyuan Tower goers, UP students, STCDC students, City Hall and “ Bulwagan ng Katarungan” employees, Rizal

Park goers, and Rizal School students.

2. Demographic - Young professionals - Students - Senior citizens - Children below 12yrs. Old - Both Female and

Male - They spend for at least P 100. 00 – P 150. 00.

3. Behavioral Factors Students/ teenager loves to eat fries, burgers, and milkshakes - Health-

friendly fruit shakes and tasty milkshakes (conscious market) - People/

customers patronize foods/ snacks served fast with a relaxing ambiance of

the establishment. - Students especially teens loves to have food trip with

friends/ “ barkadas” so they spend a lot of it. - Our establishment is budget

conscious as well.

offering hassle-free and on the go food product which has a high nutrient value. We have variety of shakes matched up with finger licking foods that most our target customers would love to eat. 2. Location

Our location is very accessible since it is located in a commercialized area. It can be easily seen since it is along the highway going to the downtown. 3.

Service Our service would only be limited since it is a self-service concept, but we will see to it that whenever the customer needs help, they will be attended. The type of service that the establishment will have is customized service wherein coupon will be deployed that contains 20% discount on first 20 customers within opening. 4. Price Rates Sip ' n Trip products will make sure that we can always give the quality of product yet affordable since we target students. F. Service Offering 1. Product

Sip n' Trip Snack House will be offering a variety of fresh fruit shakes and tasty finger foods that will give the customer full satisfaction without spending too much. 2. Service Snack Houses are now popular in the Hospitality Industry because of its quality service and variety of food. The type of service that will be used is customized service wherein the customers are going to offer our Health-friendly fruit shakes and tasty finger-licking foods. We aim to provide our customers the satisfaction and convenience of our product and give them the best service we could, in return for their patronage. The type of service that the establishment will have is customized service wherein coupon will be deployed that contains 20% discount on first 20 customers within opening. VII. Market Growth

Tacloban City population | 2006 | 2007 | 2008 | 2009 | 2010 | | 211, 269 |
 217, 199 | 223, 129 | 229, 220 | 217, 199 | GROWTH RATE | 2007 | 2008 |
 2009 | 2010 | | 2. 8% | 2. 7% | 2. 7% |----- | VIII.

SWOT ANALYSIS STRENGTH 1. Accessible enough for the potential customers. 2. The menu is simply delicious and nutritious 3. The place has a magnificent view. The beach 4. Uniquely served 5. New innovation and technology 6. The ambience of the place is very unique and refreshing because it is near the beach than that of direct competitors which is located in the downtown which all one can see are concretes and buildings, and the oozy-boozy noise of the city is present. WEAKNESS 1. The supply of fruits for the fruit shakes since come fruit are not always in season. 2. The competitors have established names and ours is still on the birthing stage. 3.

The proposed business is in Real Street which is a main highway therefore; accessibility is not 100% unlike in our direct competitor which is located in the heart of the city which has quite advantage than of the proposed business. OPPORTUNITY 1. Certain institutions are present such as church, schools, park and City Hall so therefore people are present during our operating hours 2. The proposed business is in Real Street which is a highway wherein almost all people in Tacloban will be passing by so therefore; promotional activities will not be more complicated due to the location of the business. THREAT 1. Increasing cost of production 2.

Competition in the market specifically snack houses. 3. Substitutes • How to convert threats into opportunities 1. New innovation and technology Through the used of these new innovation and technology, we can apply or use the latest machines and equipment that are popular nowadays to keep track

with the generation and make work easier and better. 2. Increase Cost of production - The increase cost of production can be an opportunity for our business to gain more profit by setting a higher price on product but with good quality and better service. Even though the cost of production is high, we can still adjust and compete to the industry. On the other hand, we can also lower the cost of production by cutting on the total cost and using alternatives for the product. 3. Competition of business specially snack houses: Competition in the market is usual case scenario in the industry, these threats can be converted to an opportunity since if there will be more competition of our business, then the product will be popularly known for its competitiveness to the market and we can also use the Decoy Strategy to have an edge to the other competitors. IX. Positioning Sip n' Trip is a snack house that will cater to students and also to young professionals. Their main products are shakes, and finger licking foods with a unique packaging. Putting up a business in a highly urbanized city is away of accepting the challenge of developing establishment with new existing market trends. Sip n' Trip has a unique way of attracting customers through its packaging which is very convenient.

Since people are after with a hassle free service of the product, we wish to provide them the best service and give them the satisfaction they need. X. Marketing Mix Price The prices of our products are reasonable in a sense that it has beneficiary effects to health for the ingredients are fresh and nutritious fruits and also affordable because the cost of production is cheap. Such machineries used to process the products are power saver. Also, there are suppliers that compete and as a result, prices of the raw materials decrease.

Product The products of the establishment are shakes and finger foods placed all in one in a tumbler for a hassle-free eating experience for the on-the-go customers. **Place**

The location of the proposed business is at Brgy. 25 Real St. Tacloban City near Ritz Tower. Certain institutions are present, the Sto. Nino Church, Rizal Elementary School, and University of the Philippines, St. Therese and City Engineer's Office therefore the place of the said business will be applicable due to the presence of target market. **Promotion** The use of modern technology will be utilized for promotion purposes; e. g. Facebook and Twitter and also the use of tarpaulin and leaflets. During lean periods, such promos will be deployed like coupon, freebies, raffle tickets, giveaways, discounts and rebates in order to attract more customers.

Packaging The packaging of our product is a biodegradable type of Styrofoam therefore it is an environmental-friendly material. Also the modern trend of packaging will be applied; e. g. the usage of vibrant colors and line patterns to add more attractiveness of the product. We also offer product packaging for business meetings, seminars and trainings, family package and “ barkadahan Package”. This packaging activity serves at one of our strategy for promotions of our business and for creating a good image/identity to our potential and target markets. **People** The growth in the demand of healthy products and hassle-free food containers is undeniable.

People nowadays are quite meticulous regarding the quality of the product they are into and as an entrepreneur; these demands will soon be satisfied through Sip n' Trip. **Production** The production of the firm will be high at

minimum cost. This will be achieved through these processes: 1. Budgeting 2. Purchasing 3. Receiving 4. Storing 5. Preparation 6. Positioning 7. Pricing 8. Serving 9. Controlling These processes will be implemented strictly to achieve the firm's mission. Programming There will be two (2) programs that will be conducted to ensure that the business will be well-known to the community. Conducting sponsorship and charity works will be the media to establish a good public image and establish linkage.

We will also coordinate with other institutions; Gawad Kalinga, City Tourism, Rotarians, CWL, Private and Public Sectors XII. Organizational Plan A. Forms of Ownership The proposed business is in Partnership form owned and managed by seven individuals. The partners will contribute money, property, and labor/skill and expects to share in the profits and losses of the business. Each partner must file an annual information return to report the income, deductions, gains and losses from the operation of the proposed business but eventually will not pay income tax. B. Identification of Partners 1. Jea A. Dayap 2. Michelle Angelique A. Veloso 3. Emmanuel A. Tan, Jr. 4. Jo-Ann I. Bacay 5. Crista Gale B.

Manatad 6. Rhea Mae M. Portula 7. Margellen P. Managbanag C.

Organizational Structure D. Duties and Responsibilities 1. Job title: Manager Basic Function: A master of multi-tasking in which he is in-charge of all aspects of day-to-day operations of the business. Duties and Responsibilities: a. To make sure that the food preparation is done correctly by the cook. b. To make sure that the cleaning schedule of the staff is followed and ensuring cleanliness of all equipment, tools and physical building surfaces. c. To train

all staff in food preparation, food safety, cleanliness, proper cleaning procedures and every aspects of food service. d.

To be aware of food safety, health codes and state of food and beverage industry law. e. To ensure the cashier's daily transactions are monitored. f. To manage different problems of the daily operations of the business and makes wise decisions. g. Ensures the wellness of the operation of the business. 2. Job title : Cashier Basic Function: Receives payments of customers and ensures the circulation of daily transactions. a. To secure the how much amount of money is being received during day-to-day operations. b. To secure the amount of change in the register drawer for the purpose of finding out when they are required to restock the change. c. To balance all receipts against sales. d.

To answer complaints/questions when the need arises since as it is in visible areas and directly to customers. e. To perform other tasks as may be assigned to the superior. f. To remit daily income to the manager. 3. Job title : Cook Basic Function: Prepares all the food that the menu depicts a. To maintain records of food used and supply at hand. b. To prepare and make the meal in a timely manner. c. To make sure that the food in the menu is available. d. To maintain the cleanliness and sanitation of the working area. e. To ensure the quality of the food is at its best. f. To perform the other tasks as may be assigned by the superior. 4. Job title : Service Crew

Basic Function: Responsible for providing fast and efficient food and beverage services to the guests. a. To present menu, take order, suggest and recommend appropriately. b. To attend and respond to guest's needs

promptly and professionally. c. To present bills to diners, collect payment and give to the cashier, return change to diners. d. To keep the cleanliness of the food center. e. Performs other tasks as may be assigned by the supervisor. 5. Job title: Utility Man Basic Function: To perform general housekeeping and cleaning duties including sweeping E. Management Proposal on Business Policies 1. The establishment will provide a friendly environment for the customers which they could hang-out. 2.

The employees will observe fast and efficient service 3. The employees will be on a contract of no work no pay policy. 4. The employees must perform their duties and responsibilities accordingly and professionally. 5. The employee's compensation will be based by their hours of work. This will be given every 15th and 30th day of the month. 6. The employees attendance will be recorded through the use of Dailt Time Record (DTR) kept by the manager, which will be signed every after log-in and log-out. 7. The inventory of consumable products will be done daily by the cook. And the inventory of the fixtures and equipments will be done quarterly by the utility man and service crew. 8.

Financial statements shall be submitted from the cashier to the manager for auditing and tax purposes monthly. 9. The employees will be given day-off once a week in accordance with the schedule of all other employees. XIV. Socio-Economic Feasibility a. Employees The proposed business gives an opportunity to employ people in the community thus, not only contributing the economy but also improving the lives of people whom their livelihood is not sufficient enough to provide for their family. b. Government The proposed business will give an additional income to the government through <https://assignbuster.com/feasibility-study-critical-essay/>

taxes coming from the purchase of goods needed in the business thus, contributing for the betterment of society. F. Management Study For Pre-operating Period:

During the pre-operating period, the business proponents are responsible to deal with some government and private agencies to secure the necessary documents and files, and deal in financing institution for financial needs of the project. The business proponents also are the ones to negotiate for the constructor. The supplier of the materials and by the hired construction firm and the supervision will be integrated with the said contract. Consultant shall be hired also to ensure the safety of the plant and to supervise the installation of the equipment. For Operating Period: During the operating period, the business proponents are the ones that will handle the key position in the company.

The organization sees to it that hired employees are all licensed and undergone the medical examination and drug test. All these persons should have at least an experience in their respective jobs. The personnel will give the customer his undivided attention to make sure that the customer will feel that he is the only one served amidst the queuing multitude. The high wage given by the company and, likewise, the humane treatment of the superiors will inspire the crew to render machine-precise service. -----

BUDGETING PUCHASING RECEIVING STORING PRODUCTION PORTIONING
PRICING SERVING CONTROLLING 2 SERVICE CREW UTILITY MAN COOK
CASHIER MANAGER SECURITY GUARD