

# A survey on pizza parlors and coffee shops and the factors



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The food and beverage market is central to consumer perceptions of sustainability. Maintenance of sustainability in the markets is highly observable as a major challenge to the Food and Beverage establishments in Midsayap, Cotabato. Based on observations, two of these establishments specified as Pizza Parlors and Coffee Shops can barely survive or maintain its sustainability in the municipality. Essentially, there are some factors to consider behind the sustainability of these said establishments. Every now and then, various Food and Beverage establishments have already existed in the market.

However, not all of them became successful as days pass by. Unlike before, there are Pizza Parlors and a Coffee Shop in Midsayap but it didn't last for a long time in the market compared to other establishments like restaurants and bars. In this manner, investors or businessmen can get easily be discouraged to start a business like this in the municipality. If the factors that are affecting its sustainability can be immediately identified, it could possibly be aided instantaneously and probably a plan or a move could be taken into action at once.

We would then be going to conduct a survey and a further study on these Food and Beverage establishments Pizza Parlors and Coffee Shop to scrutinize on the factors that are affecting their sustainability in the municipality of Midsayap, Cotabato. 2. Statement of the Problem: This study is focused on identifying the Pizza Parlors and Coffee Shop that existed and are existing in Midsayap, Cotabato and on determining the factors that affect their sustainability.

Specifically, this attempts to answer the following questions: 1 . What features do these food outlets have? 2. How long can these food outlets last in the market? 4. What other factors affect their sustainability? . Objectives of the Study The general objective of the study is to identify the factors affecting the sustainability of Pizza Parlors and Coffee Shop in Midsayap through conducting a survey and further studies on it.

Specified Goals and Objectives: Promoting these businesses (Pizza Parlors and Coffee Shops) in the market of Midsayap, Cotabato Giving aid to businessmen in identifying the " Do's and Don'ts" to consider in this kind of business To know what will be the best strategy for these establishments to utilize in order that the people will patronize their products and services ? To discern whether these businesses generate a high or low income compared to other F ; B businesses To distinguish whether the products and services of these establishments are worthy for the amount paid by the customers 4.

Importance of the Study This study sought to apply the knowledge and skills of the researchers to come up to a study on businesses that would be of big benefit to the society specifically in Midsayap. Also this would contribute a big help to the businessmen in the municipality for them to be aware on what factors to consider in making a Food and Beverage business sustainable especially the Pizza Parlors and Coffee Shops. We, the Fourth Year HRM students conduct a survey and a study on the performance of these businesses to identify and anticipate the reasons behind why they cannot sustain their business in the municipality of Midsayap. . Scope and Limitations This study is limited on determining the factors that are affecting the sustainability of Pizza Parlors and Coffee Shop in Midsayap, Cotabato.  
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This set of questions to obtain information was supplemented by surveys, observations and the analysis of different directives including Journals, articles, books, and unpublished ocuses attention only on the students, businesses and people who are concerned with this problem and its hold within a location on the period of year 2010. 6.

Definition of Terms Consumer - is a broad label for any individuals or households that use goods and services generated within the economy

Dissertation - is a document submitted in support of candidature for a degree or professional qualification presenting the author's research and findings

F & B - Food and Beverage Features - prominent or conspicuous part or characteristic Investors - are individuals who commit money to investment

products with the xpectation of financial return Market - is any one of a variety of different systems, institutions, procedures, social relations and infrastructures whereby persons trade, and goods and services are

exchanged, forming part of the economy; the field of trade or business

Patronize - to give (a store, restaurant, hotel, etc. ) one's regular patronage;

trade with Questionnaire - is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from

respondents Sustainability - is the capacity to endure; to keep up or keep going, as an action or process