

**STRATEGIC OPERATIONS MANAGEMENT OF SMALL AND  
MEDIUM CASUAL RESTAURANTS IN SELECTED  
AREAS OF CAVITE**

**THESIS**

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**June 2019**

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CASUAL RESTAURANTS IN SELECTED AREAS OF CAVITE**

Undergraduate Thesis  
Presented to the Faculty of the  
College of Economics, Management and Development Studies  
Cavite State University  
Indang, Cavite

In partial fulfilment  
of the requirements for the degree  
Bachelor of Science in Business Management



*Strategic operations management of small  
and medium casual restaurants in selected  
658.4 R71 2019  
T.8648*

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June 2019

## ABSTRACT

**CRUZ, JENNA; ROSELES, ROUCHENE CZAR; AND VICEDO, JAMINE. Strategic Operations Management of Small and Medium Casual Restaurants in Selected Areas of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management major in Operations Management. Cavite State University, Indang, Cavite. May 2019. Adviser: Ms. Ma. Grasya M. Tibayan.

The study was conducted to determine the business profile of small and medium casual restaurants in selected areas of Cavite; determine the strategic operations management practices adopted by small and medium (SME) casual restaurants in terms of ordering, sanitation, safety, and supervising employees; determine the level of effectiveness of strategic operations management practices in terms of different aspects; determine the significant relationship between the level of effectiveness in terms of different aspects of strategic operational practices to business profile of SME casual restaurants; and determine the problems encountered by the owners in managing the SME casual restaurants.

The participants of the study were 43 owners and managers of small and medium casual restaurants in selected areas of Cavite. A survey questionnaire was used to gather data.

Based on the results, more than half of the restaurants were sole proprietorship and mostly had been operating for less than two years and with an average number of employees of 12. The study also showed that the most frequent strategic operations management practices used in small and medium casual restaurants is in terms of sanitation followed by ordering, safety, and supervising employees. On effectiveness of strategic operations practices, the study showed that all practices are very high in level of effectiveness.

The findings also showed no significant relationship occurred between the level of effectiveness of strategic operations management and business profile of the small

and medium casual restaurants except for the number of employees and the ordering practices.

And lastly, the participants determined that their most encountered problem was the lack of communication and cooperation between the departments in their restaurants.



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# **STRATEGIC OPERATIONS MANAGEMENT OF SMALL AND MEDIUM CASUAL RESTAURANTS IN SELECTED AREAS OF CAVITE**

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An undergraduate thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Operations Management with Contribution No. BM-2019-43-Y. Prepared under the supervision of Ms. Ma. Grasya M. Tibayan.

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## **Introduction**

The restaurant industry comprises many fragmented units ranging from full service to quick service restaurants. The industry boasted many independently owned and operated restaurants, which remained the backbone of the industry. Over the past five years, there had been a trend for consumers to gravitate toward independently owned and operated restaurants. The growth had been seen in both revenues and guest counts. Research showed that there are various reasons for this shifting trend including Millennials moving to urban lifestyles, connection with consumer values, and responsiveness to customer satisfaction (Jennings, 2017).

Casual dining concept is a full-service restaurant, comprised establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter or waitress service) and pay after eating. These establishments provided this type of food service to patrons in combination with selling alcoholic beverages, providing carry out services, or presenting live nontheatrical entertainment (An, 2016).