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OPERATION OF CATERING SERVICES  
IN SELECTED TOWNS OF CAVITE

THESIS

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**OPERATION OF CATERING SERVICES  
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## ABSTRACT

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The study was conducted in six towns of Cavite, namely: Dasmariñas, Cavite City, General Trias, Noveleta, Rosario and Bacoor. It aimed to: describe the socio-economic characteristics of catering service owners; determine the characteristics of catering service; describe the operation; determine the profit generated in the operation of catering service; and identify the problems encountered by the catering service owners in its operation. A total of 50 catering services were used in the study. Data were collected through personal interview with the respondents with the aid of prepared questionnaire.

The average age of the catering service owners was 42 years old. Most of the respondents were female and college graduates. Catering service was their additional source of income. The average year in managing a catering service was six years and the average number of employees was four. Most of them were part-time employees.

The starting capital of catering service owners ranged from P70,000 to P2,000,000, with an average of P1,305,200. The annual gross income of catering services was P597,200.

Most of the respondents offered tables, chairs and utensil rentals and accepted payment on installment basis from their customers upon confirmation. The primary basis of the respondents (74%) in pricing their services was through competitors' price. Majority (64%) of the respondents gave 5 to 10 percent discount to customers who paid

their bills in advance or within the specified period of time. Majority (92%) of the respondents used billboards/banners in promoting their business.

The rate per 100 service package of serving food amounted from P5,000 to P8,000 and P15,000 to P30,000 per 100 package for serving food with arrangement.

Catering services in Cavite had an average annual net profit of P148,387. The problems encountered by the catering service owners were strong competition, limited customers, lack of capital and poor attitude of employees.



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# **OPERATION OF CATERING SERVICES IN SELECTED TOWNS OF CAVITE <sup>II</sup>**

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## **INTRODUCTION**

Catering services from early days up to the present have changed to conform to the needs of the new generation. Catering service includes many types of establishments that serve food to groups of people.

An important influence in marketing theory is the continuous rapid change in consumer interests and desires. Consumers today are more sophisticated than those of the past generation. Their demands are more exacting and their taste more volatile. Markets tend to be segmented as each group calls for products suited to its particular tastes (Beckwith 1997).

Catering facilities in industrial firms first began to appear in the nineteenth century when it was found that correlation exists between the physical and mental health of employees and the catering and other welfare facilities provided for them. Today, industrial catering facilities have emerged as an important fringe benefit to employees, particularly where highly subsidized or completely free meals are still provided.