

330

Ab7

1998

**ECONOMIC PERFORMANCE OF BEAUTY PARLORS
IN SELECTED TOWNS OF CAVITE**

THESIS

ARLENE S. ABOGANDA

**Department of Economics,
Management and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite**

April 1998

**ECONOMIC PERFORMANCE OF BEAUTY PARLORS
IN SELECTED TOWNS OF CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
Indang, Cavite**

**In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Management
(Major in Economics)**



00002541

*Economics performance of beauty in
selected towns of Cavite
330 Ab7 1998
T-1831*

**ARLENE SENICA ABOGANDA
April 1998**

ABSTRACT

ABOGANDA, ARLENE S., "Economic Performance of the Beauty Parlors in Selected Towns of Cavite", B.S. Thesis, Bachelor of Science in Business Management, major in Economics, Cavite State University, Indang, Cavite. April 1998. Adviser: Dr. Maria A. Ersando.

The study was conducted to determine the economic performance of the beauty parlors in selected towns of Cavite. Specifically, it aimed to describe the socio-economic characteristics of the respondents, describe the operation of the beauty parlors, determine the rate of return on investment and identify the problems that they encountered in the operation of the business.

Five municipalities in Cavite were selected through fish bowl technique as research areas for this study. These were Dasmarinas, General Trias, Indang, Mendez and Silang from which a total of 50 respondents were interviewed.

Majority of the respondents were between 29 to 35 years old who considered operating a beauty parlor as their major source of income.

Most of the owners of the beauty parlors have their own pricing strategy for particular type of services offered.

Respondents reported that the average monthly net income from operating a beauty parlor was P32,500.00 and 109 percent return on investment.

The most common problems were absenteeism of the employees and the arrogance of the customers. Yet, 30 percent of the total respondents reported that they did not encounter major problems at all.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vii
LIST OF TABLES	xi
LIST OF APPENDIX TABLES	xii
LIST OF APPENDICES	xiii
INTRODUCTION.....	1
Statement of the Problem	2
Objectives of the Study	3
Importance of the Study	4
Operational Definition of Terms	5
REVIEW OF RELATED LITERATURE	7
METHDOLOGY	11
Time and Place of the Study	11
Sampling Procedure	11
Collection of Data	11
Methods of Analysis	12
Scope and Limitations of the Study	13
DISCUSSION OF RESULTS	14
Socio-economic Characteristics of the Respondents	14
Age	14
Civil status	14
Gender	17
Educational attainment	17

Number of dependents	17
Number of earning family members	17
Years of operation	18
Contribution of beauty parlor to family income	18
Monthly net income	18
Information About Beauty Parlor Operation	19
Form of ownership	19
Initial capital	19
Source of initial capital	19
Number of employees	21
Number of customers served per month per service	21
Marketing	22
Product (Services Offered)	22
Bases in pricing	23
Mode of payment	24
Promotional strategies	25
Profitability of the Beauty Parlor	27
Problems Encountered in the Operation of the Beauty Parlor	29
SUMMARY, CONCLUSIONS, RECOMMENDATIONS	31
Summary	31
Conclusions	32
Recommendations	33
BIBLIOGRAPHY	34
APPENDICES	36

LIST OF TABLES

Table	Page
1 Distribution of respondents by town, Cavite, 1997	12
2 Socio-economic characteristics of the respondents, Cavite, 1997	15
3 Information about beauty parlor operation, Cavite, 1997	20
4 Number of customers served per month per service, Cavite, 1997	22
5 Average fees for the services offered by the by the beauty parlors in selected towns of Cavite, 1997	23
6 Bases for pricing services offered by beauty parlors in Cavite, 1997	24
7 Mode of payment of employees compensation by the beauty parlor owners in selected towns of Cavite, 1997	25
8 Promotional strategy used by beauty parlor owners in selected towns of Cavite, 1997	25
9 Income statement of beauty parlors in selected towns of Cavite (Average/Month)	26
10 Problems encountered by the beauty parlor owners, Cavite, 1997	29

LIST OF APPENDIX TABLES

Appendix Table		Page
1	List of Beauty Parlors in Cavite Registered in DTI - Silang, Cavite	36
2	Operating expenses of beauty parlors, Cavite, 1997	37

LIST OF APPENDICES

Appendix		Page
1	Interview schedule	38
2	List of beauty parlor names	42

ECONOMIC PERFORMANCE OF BEAUTY PARLORS IN SELECTED TOWNS OF CAVITE 1/

Arlene S. Aboganda

1/ A thesis manuscript presented to the faculty of the Department of Economics, Management and Development Studies, College of Agriculture, Forestry, Environment and Natural Resources, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (major in Economics) with Contribution No. BM Econ 97-98-144-032. Prepared under the supervision of Dr. Maria A. Ersando.

INTRODUCTION

Beauty parlor is one of the service oriented industries wherein the art aspect of cosmetology is being practiced. It is commonly visited by people who want to be in fashion with suitable make-up or cosmetics. This is a place where one can catch up with the latest mode of fashion and it gives one the look that is classically pretty, yet never boring. Most parlors use innovative techniques in haircutting to achieve disheveled perfection and try to be in fashion to attract customers.

Beauty parlor offers different services to their customers, some of which are haircutting, styling and conditioning, pedicure, manicure, make-up services and