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PRODUCT QUALITY MANAGEMENT OF  
JOLLIBEE TAGAYTAY JUNCTION

CASE STUDY

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**PRODUCT QUALITY MANAGEMENT OF  
JOLLIBEE TAGAYTAY JUNCTION**

**Undergraduate Case Study  
Submitted to the Faculty of the  
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**In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)**



*Product quality management of Jollibee  
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## ABSTRACT

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The case study was conducted at Jollibee Tagaytay Junction along Aguinaldo High-way, Tagaytay City. This was conducted to apply the gained knowledge and skills in Business Management in actual business situation; to describe the company's major products, and product quality management procedures; determine the production process applied by the firm; and to know the existing problems and plans of the firm.

The study focused on the product quality of the firm and its organization and management. Data were gathered through direct observations, participation in the firm's activities as product controller person, and through personal interviews with the store manager. Secondary data were gathered from the company's manuals and records.

Jollibee Tagaytay Junction is a company which offered a variety of foods during breakfast, lunch, snacks, and dinner. It offered food combinations (including rice and viand) to capture the taste of many Filipinos.

The company made sure that the product they offered will meet the high quality standards before it was served to customers to avoid complaints. In the production process, raw materials used were examined before production. With regards to the product quality of the firm, the Jollibee Tagaytay Junction was continually committed to manufacture products that fully satisfy and exceed customer's satisfaction. The company implemented 8 M's and their FSC standard.

It was found out that the company had its own ability to compete with other companies because their product were of high quality standards. Jollibee Tagaytay Junction was vitally concerned with high quality standards and performance of their products and volume of production, because the viability and growth of the company depend on the identification and development of their products. The major problems encountered by the store included crews violating some company rules and not adhering to company standards.

Based on their future plan it planned to be a world wide food service organization and to maintain its company leadership in fastfood service in the Philippines.

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# **PRODUCT QUALITY MANAGEMENT OF JOLLIBEE TAGAYTAY JUNCTION <sup>1/</sup>**

**Allan P. Maraon**

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## **INTRODUCTION**

Fastfood has become one of the fastest-growing industries in the country. The rapid urbanization, increase in disposable income of the population, and the growing preference of Filipinos for quick value meals in a cleaned, cool environment have augured well for the industry. Fastfood outlets have proliferated in the metropolis and become an indispensable part of the shopping malls. A fastfood outlet has a distinct motif to be easily recognized by the customers. An outlet is generally cool, clean, colorful, and cherry place where people are given quick and lively service. It has a well - designed internal and external appearances to attract customers ( Ampo, 1996).

A fastfood outlet like Jollibee Tagaytay Junction offered a limited menu in a one type of food, perfecting the process and continuously attempting to create a good quality image of food. The system of the food preparation is generally simple and the services offered are fast and courteous, ensuring uniform, high quality food in a clean, orderly