

**STATUS OF THE STRATEGIES EMPLOYED IN THE SMALL-SCALE
RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In Partial Fulfillment
of the Requirements for the Degree
in Bachelor of Science in Hospitality Management

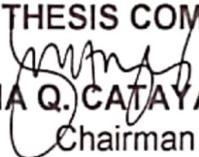
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APPROVAL SHEET

This thesis entitled “STATUS OF THE STRATEGIES EMPLOYED IN THE SMALL-SCALE RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL” was prepared and submitted by Jolina L. Galban, Cristy T. Rabaya, and Jessa C. Rejas in partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

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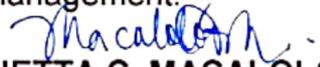

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ABSTRACT

The main objective of the study is to determine the strategies of small-scale restaurants in Loboc, Bohol in the New Normal as well as the profile of the respondents in terms of age, gender, civil status. The respondents of the study were all 20 small scale restaurant owners in Loboc, Bohol. The researchers used a modified questionnaire. Weighted mean and percentage distribution were used as statistical treatments. Findings revealed that in the new normal, the strategies that most applied by the small-scale restaurant in Loboc, Bohol is the service strategy that got the highest overall weighted mean that means they are more focus and concern about the service they provide to their customers. Furthermore, they also fully applied the product strategy, marketing strategy, and price strategy as a means of strategies of their small-scale restaurant in Loboc, Bohol to recover and to continue the operation of their small-scale restaurant in the new normal environment. Therefore, it is recommended that to fully recover the small-scale restaurant in Loboc, Bohol, they should expand their restaurant business to create another source of income and to achieve more opportunities regarding to their business. Second, determined the new trends and in making the business more unique, fascinating, and more profitable even in the facing of new environment. Then, embrace digitalization in order to make fascinating marketing strategies to catch more attention to many people and give more information regarding their small-scale restaurant. Provide food deliveries to gain more customers. And lastly, they should attend seminar that talks about reviving of business in the new normal environment in order to have learnings that can be apply your business.

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Restaurants are as diverse as the people who run them, but every successful restaurant provides a dining experience that gives customers a return and at the same owners can earn a living with the strategic goals provide benchmarks for filling seats and selling meals, while mapping plans for introducing new foods or creating new food production processes. Unlike long-term goals, it addresses a restaurant's vision and purpose, strategic goals name specific outcomes and measurable criteria for gauging success.

As an example, to this are the small-scale restaurant in Loboc which has been one of the most affected which they experience slowing down due to lockdown and crisis because of pandemic. Small business owners encounter sustainability challenges such as management skills, planning, and lack of knowledge that lead to high business failure rates (Alslete,2014). It is also stated that the failure of small business owners has aided in the rise in unemployment rates. But despite of that restaurant owners and employees still ensure that the food is both safe and inexpensive, and ensure that the customer's needs and satisfaction are met.

Businesses leaders of small restaurants may need to use new marketing tools to attract and retain customers, increase revenue, optimize products, and develop a comprehensive understanding of customer needs to grow and sustain their business. Small business restaurant owners must increase and toughen their

position versus competition to pursue marketing strategies effective at increasing profitability and beating out the competition (Parsa, van der Rest, Smith, Parsa, & Bujisic, 2015).

Historically, small scale restaurants have depended on serving food to people indoors or engage in service operation. However, today small-scale restaurants thrive to operate and adapt measure to survive. For months, some of small-scale restaurants pivoted to offer take out only, or provide food packages and delivery services although others closed down entirely. (Sasha Lim Uy,2020). Unfortunately, there are no concrete records on how much restaurants are being affected by this pandemic only that things are sultry bad. Many eateries have closed some permanently, while others are anticipating that a finish line for this pandemic is nearby. But to remain competitive, small restaurant owners should explore new strategies to survive and remain profitable (Palmer, Simmons, & Mason, (2014) Since many of the populace are already dependent of the operation of the restaurant some businesses have kept open only for the sake of their employees and keeping open of hope for an industry that has regain its losses and getting valiant on its operation of serving tangible and intangible goods for clients. There's no doubt that the pandemic has added to small business challenges around the world.

These observations from the researchers participated the conduct of study to determine the status of the strategies used by the small-scale restaurants in Loboc and how it helps to increase their income. The result would be a basis in developing action plan to select the best strategies that can help to the small-scale restaurants in Loboc to be productive.

Literature Background

The following related readings serve as the legal bases of this study:

This research is premised on pertinent provision of Republic Act No. 9501 an Act to promote entrepreneurship by strengthening development and assistance programs to micro, small and medium scale enterprises. This Act is known, Magna Carta for Micro, Small and Medium Enterprises (MSMEs). The Act emphasizes to intensify and expand programs for training entrepreneurship and for skills development for labor, facilitating their access to sources of funds.

Hence, this Act helps a lot of the small-scale restaurant nowadays as it provides seminars, assistance, and orientations that aims for development and enhancement of food and services provided by small restaurant to customers. Plus, this Act is an aid for harnessing employees' skills and personality due to training and activities which has had a biggest contribution to the success, profitability and sustainability of the restaurant's owners.

Republic Act 7394 or known as, Consumer Act as the legal basis for consumer protection in the country. The law embodies the state policy on the protection of consumers and establishes standards of conduct for business and industry in the country. It also states the provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer.

Republic Act No. 10644 also known as Go Negosyo Act. This Act promoting job generating and inclusive growth through the development of micro, small and medium enterprises. Go Negosyo Act also gives Filipino from a simple housewife to ordinary employee a chance to establish their own business that will help sustain their everyday needs and for their families.

In addition, the Pinoy Negosyo Centers will provide course and development programs, training, give advices on business conceptualization and feasibility, financing, management, capability building, human resources, marketing and other support services.

One of the theories that are used to support this study is the diffusion of innovation theory (Rogers, 2003). Diffusion of innovation occurs when members of the social system adopt an innovation, such as a new idea or practice, over time. The diffusion of innovation theory applies to the marketing strategies used by small restaurant businesses who support social media marketing. The innovation element of the theory is the practice of marketing via non-traditional channels. The communication channels used for marketing include social media platforms such as Facebook, LinkedIn, Pinterest, and Twitter. One method for companies to understand the impact of social media is to measure the success from inception to the usage phase. After the company implements social media marketing, the final element becomes the creation of a social system, which supports ongoing interaction with consumers and stakeholders.

Another theory which supports this study is the Contingency Theory. Fiedler explained that the theory emphasizes on how business leaders have multiple ways of matching their leadership and management abilities to make business decisions for a successful operation. The constructs of contingency theory align with the purpose of this study in the attempt to explore sustainability strategies that might help restaurant business leaders to remain in business for an extended period. Furthermore, the construct of the study might provide leadership information restaurant business leaders need to improve on leadership style.

The Resource Base View (RBV) Theory was proposed by Barney in 1991. The theory explains how the firm uses its resources to be able to implement strategies that advance competence and efficiency (Michael B. Milimu ,2017). The RBV contains guidance for small business owners seeking profitability and sustainability. The premise is that controlling excess capacity or resources is the foundation of a sound business strategy and scope (Wernerfelt, 2013).

The following literatures provide background information about this study:

According to Kristie Auman -Bauer (2020), restaurant and food service business were some of the first economic activities severely impacted by the COVID-19 pandemic. Dining in restaurants virtually stopped overnight in cities and states as social distancing guidelines took effect. A Penn state research team has been working to develop rapid response, from perspective of both business owners/managers and consumers. While many businesses tried to adopt to the new realities.

Another study from Kim, Kim Lee & Tang (2020), by understanding the characteristics of this pandemic, the financial impact on the restaurants business can be minimized if counter strategies are applied. Thus, analysis impacts on this sector is essential in order to strengthen financial resilience and sustainability during and after this crisis. Thus, the objective of this research is to understand how entrepreneurs see the post-pandemic period.

Alderson (2011) product is a package values containing various product structures and supplementary services. When creating a product, the marketer must consider the support that the product will provide the client. The product must

function properly and meet the expectations of the customers. Small restaurants have their own unique products and services that stand out from its competitors. Ricky Suttle (2019) emphasize that small restaurant companies use type of product strategies such as seasonal food promotions. Some product strategies are designed to increase customer visits during specific times of the day, such as lunch or dinner. To have a more direct impact on profit margins, other product strategies should be targeted toward your core customers, or the people who come to your restaurant the most frequently.

Marketing is commonly viewed as a process that aims to produce quality products and services aimed at addressing human beings needs and desires (Whalley, 2010). Whalley stated also that marketing strategy is considered as a reliable, suitable, and viable set of values through which a precise firm hopes to accomplish its long run client satisfaction. Small business restaurant owners can use marketing strategies to create a competitive advantage in the market and provide a product that satisfies individual needs of customers (Khan, 2014 b; Mohammed et al; 2014). Furthermore, Profit sustainment more likely occurs in small restaurants when owners implement successful marketing strategies anchored in brand differentiation, word of mouth and a social media presence (Zailskate - Jaste & Kuvykaite, 2013). Small restaurant owners that want to keep their revenues stable should invest in a marketing strategy that includes social media, word of mouth and brand differentiation.

Hitesh Bhasin (2019) A service strategy is more customer-centric and is centered on the usage of customers and their relationship. However, service strategy should be developed in such a way that it meets or exceeds customer

expectations. A company's success is judged in terms of the service it provides, which is why it is critical for business to not only provide good products but also deliver excellent service.

According to Monroe (2003), price decisions are one of the most important decisions of management because it affects profitability and the companies' return along with their market competitiveness. Thus, the task developing and defining prices is complex and challenging, because the managers involved in this process must understand how their customers perceive value, what are the intrinsic and relevant cost to comply with this necessity, as well as consider the pricing objectives of the market (De Toni & Mazzon, 2013a, De Toni & Mazzon, 2013b, Hinterhuber & Liozu, 2014, Monroe, 2003).

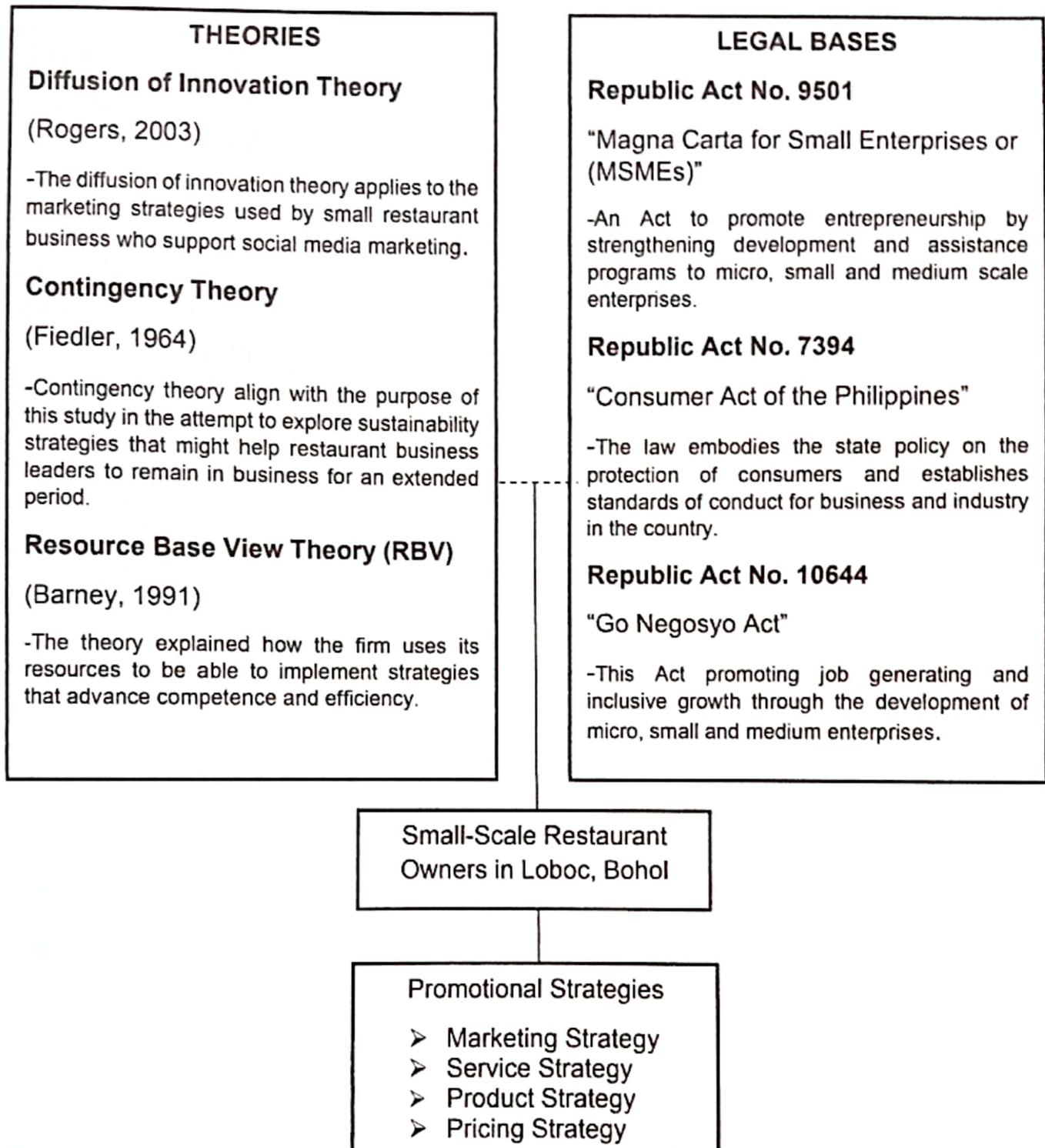


Figure 1. Conceptual Framework of the Study

THE PROBLEM

Statement of the Problem

This study aimed to determine the strategies applied by the small-scale restaurant owners under the new normal.

Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 gender; and
 - 1.3 civil status?
2. What is the profile of small-scale restaurant in terms of:
 - 2.1 no. of years of business operation; and
 - 2.2 estimated monthly income?
3. What is the status of the strategies employed by the small-scale restaurant in terms of:
 - 3.1 marketing strategy;
 - 3.2 services strategy;
 - 3.3 product strategy; and
 - 3.4 pricing strategy?

Significance of the Study

The results of this study would be beneficial to the following:

Restaurant Owners. This study would help the restaurant owners to select the best strategy to be more productive and profitable and the result of the study would give awareness and ideas to the owners to design an effective strategy to achieve and support their business even in a time of crisis.

LGUs. With this study, it could help the LGU of the Loboc Bohol to become well known and to have economic growth.

Local Community. The residents in Loboc, Bohol would be benefited because as the owners and the LGUs achieved competitive and sustainable strategies in business operation during the new normal, the employment opportunities related in restaurant would increase.

Tourism Student. The results of the study would give additional learning to tourism students about the situation of tourism industry during the COVID-19 pandemic.

Future Researchers. This study would add the growing body of information in the field of educational research. The results of the study would be a guide to other researchers who would like to embark on a conduct of study of similar nature.

RESEARCH METHODOLOGY

Design

The study employed the qualitative research design which deals with interpretation of the research findings based on deductive process that encapsulates numerical data in order to find out answer of the research. The method used the questionnaire as data gathering tool. The questionnaire is designed and used to survey and collect data on the respondents' demographic profile of small-scale restaurant, strategies used by the owners of small-scale restaurants include the marketing strategy, service strategy, product strategy and pricing strategy in the new normal.

Environment and Participants

The study was conducted in the small-scale restaurants in the municipality of Loboc, Bohol. Specifically, the small-scale restaurants under study are: Presyosa Deliciosa, Sari Manok Inn and Resto, Tres Hermina's, Collins Eatery, Theron Eatery, Manoy's Chip Inato, Dajon Restaurant, Angel mini restaurant, Bobs Eatery, Amando's Cafe, Adee-Riana Restaurant, Fox the firefly cottages food and tables, PRB Eatery, Kan-anan De Hamugaway, Highway Grill, King Jacob's Eatery, Gelo's Eatery, Supremo Fried Chicken, Alt Eatery, Patring's Eatery.

The town of Loboc is known of its native food and delicacy aside from the beauty spot which is the Loboc River Cruise. Additionally, the town became popular of its "Loboc Children's Choir" that had been performing live in other parts of the world with the resounding glory. The participants of the study were the

restaurants, includes the personal information of the respondents and the information of the small-scale restaurants regarding their business operation. The second part is the level of the strategy employed by the small-scale restaurants in terms of marketing strategy, service strategy, product strategy, and pricing strategy determined with the responses 4=Fully Applied 3=Moderate Applied 2=Slightly Applied 1=Not Applied.

Procedure

A thorough preparation would be made before the survey. The researcher asked for permission from the Chairperson of the Department of Hospitality Management and Industrial Technology and also from the Dean of the College of Technology and Allied Sciences and approval from the Campus Director to conduct a study in small-scale restaurants in Loboc, Bohol.

After approval, the questionnaire was properly distributed through face to face to the different owners of small-scale restaurants. Subsequently, the responses would be collected and analyzed.

Statistical Treatment

The data gathered would be tabulated, interpreted and analyzed in order to consumptions. Simple percentage was used for the profile of respondents.

$$P (\%) = f/n \times 100$$

Where P = percentage
f = Frequency
n = no. of cases

For the instrument to determine the level of the strategy employed by the small-scale restaurants in Loboc, Bohol in the new normal, each indicator corresponding to each statement is assigned the following weights:

Numerical Rating	Range	Description
1	1.00-1.75	Not Applied
2	1.76-2.50	Slightly Applied
3	2.51-3.25	Moderately Applied
4	3.26-4.00	Fully Applied

Formula:

$$WM = \frac{4 (f_4) + 3 (f_3) + 2 (f_2) + 1 (f_1)}{n}$$

Where:

WM = Weighted Mean

n = no. of cases

f_4 = Frequency of Fully Applied

f_3 = Frequency of Moderately Applied

f_2 = Frequency of Slightly Applied

f_1 = Frequency of Never Applied

OPERATIONAL DEFINITION OF TERMS

To facilitate readers understanding of the research some of the following topic were operationally defined:

Covid-19 friendly. It refers to the strategy where healthy protocols were observed dine-in and take out transactions of the customers.

Marketing Strategy. It refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Pricing Strategy. Is the tactic that company use to increase sales and maximize profits by selling their goods and services for appropriate prices.

Product and services strategy. Outline a company's strategic vision for its product offerings by stating where the products are going, how they will get there and why they will succeed. The product strategy enables you to focus on a specific target market and feature set, instead of trying to be everything to everyone.

Restaurant. A place where people can choose a meal to be prepared and served to them at a table, and for which they pay, usually after eating.

Restaurant Owner. It is the one who has all of the responsibilities maintain and run the business. A restaurant owner is sometimes also the restaurant manager.

Small-scale business. A business which functions on a small-scale level involves less capital investment, a smaller number of labor and fewer machines to

operate is known as a small business. Small scale Industries or small businesses are the type of industries that produces goods and services on a small scale.

Strategy. An action that take to attain one or more of the organization's goals. Strategy can also be defined as "A general direction set for the company and its various components to achieve a desired state in the future. Strategy results from the detailed strategic planning process"

Chapter 2

PRESENTATION OF DATA AND ANALYSIS OF FINDINGS

This chapter deals with the presentation, analysis, and interpretation of data collected through the questionnaire answered by the 20 owners of the small-scale restaurants in Loboc, Bohol. The table illustrated the response on the problem of the study which determine the profile of the respondents in terms of age, gender, civil status, and the demographic profile of small-scale restaurant in terms of no. of years in business operations, and estimated monthly income. Moreover, the table illustrated also the marketing strategy, service strategy, product strategy, and pricing strategy in small-scale restaurant in the new normal.

Table 1 shows the demographic profile of respondents in terms of age, gender, and civil status. Majority of the respondents belongs to 20-30 (50%) age bracket, and the lowest is 41-50 (5%). Out of 20 respondents, 14 (70%) were females and 6 (30%) were males. With this, according to (Castrillon, 2019), in her article "Why More Women Are Turning to Entrepreneurship". She stated that the primary reason why women start a business is to accommodate work to their family needs. Women are more ambitious. Women are turning to entrepreneurship to advance their careers more quickly. Also, according to the research by LeanIn.Org and McKinsey & Co., showed that in works, women and men want to be promoted in equal numbers but women are 15% less likely than men to get promoted. The researchers say that, at this rate, it will take more than a century to achieve gender parity. Not surprisingly, women are turning to entrepreneurship to advance their

careers more quickly. And these are the reasons why most of the establishment owners were female. With regards to the civil status, married got the highest percentage 15 (75%) and the lowest is from widow status that got a 1(5%) percentage.

Table 1
Demographic Profile of the Respondents

n=20

Socio-Demographic Characteristics	FREQUENCY (f)	PERCENTAGE (%)
AGE	10	50
20-30		
31-40	9	45
41-50	1	5
51 and Above	0	0
GENDER	6	30
Male		
Female	14	70
CIVIL STATUS	4	20
Single		
Married	15	75
Widow	1	5
Separated	0	0

Table 2 displays the profile of the small-scale restaurants in terms of no. of years of business operation and estimated monthly income. Majority of the respondents answered that their small-scale restaurant had been operated from 0-10 years that had a percentage of 85% (17) vote from the respondents. It was followed by 21-30 years of business operation that got a 10% (2) that place in the 2nd rank and followed by 11-20 years (5%) vote from the respondents. Moreover,

with regards to the estimated monthly income, most of the respondents answered that their small-scale restaurant had only 5,000-10,000 monthly income.

Table 2
Profile of Small-Scale Restaurant

n=20

No. of years in Business Operation	FREQUENCY	PERCENTAGE
1-10 years	17	85
11-20 years	1	5
21-30 years	2	10
Estimated Monthly Income		
5,000-10,000	16	80
11,000-15,000	4	20
16,000-20,000	0	0
21,000-25,000	0	0
26,000-30,000	0	0
31,000-50,000	0	0

Marketing strategy

A marketing strategy refers a business's overall game plan for reaching prospective consumers and turning them into customers products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Table 3.1 presents the analysis of data on marketing strategy used by the small-scale restaurants in Loboc, Bohol in the new normal. The data revealed that the item build relationship with your customers and covid-19 friendly got the highest rates in the marketing strategy which had a weighted mean 3.85 and described as

(fully applied). It was followed by word of mouth with a weighted mean 3.75 and described as (fully applied). For further discussions, all the marketing strategy were fully applied which the total weighted mean of the marketing strategy is 3.67 that means the “build relationship with your customer, covid-19 friendly, word of mouth, our restaurant offered food reservation, use techniques to bring new customers to the table, budget friendly, providing offers and happy hours, brand differentiation” that they fully applied as a marketing strategy used by the small-scale restaurant in the new normal.

Table 3.1

Marketing Strategy in Small-Scale Restaurant in the New Normal

n=20

ITEMS	MEAN	DESCRIPTIVE INTERPRETATION	RANK
1.Word of mouth	3.75	Fully Applied	2
2.Brand differentiation	3.6	Fully Applied	4
3.Budget friendly	3.55	Fully Applied	5
4.Covid-19 friendly	3.85	Fully Applied	1
5.Use techniques to bring new customers to the table	3.65	Fully Applied	3
6.Providing offers and happy hours	3.45	Fully Applied	6
7.Build relationship with your customers	3.85	Fully Applied	1
8.Our restaurant offered food reservation	3.65	Fully Applied	3
Average	3.67	Fully Applied	

INDICATORS:	Range	Description
	3.26 – 4.00	Fully Applied
	2.51 – 3.25	Moderately Applied
	1.76 – 2.50	Slightly Applied
	1.00 – 1.75	Not Applied

Service Strategy

Service strategy helps organizations determine the types of services they should offer and the markets to target. The goal is to make strategic decisions when planning and delivering targeted services to drive long-term growth and success. Service strategy defines perspectives, position, plans, and patterns that a service provider needs to execute to meet an organization's business outcomes.

Table 3.2 presents the analysis of data on the service strategy in small-scale restaurants in Loboc, Bohol in the new normal. The presentation revealed that the "be attentive and efficient to the customer" and "always think of customer safety" got a highest rate in the service strategy which had a weighted mean "4" and was described as (fully applied). It was followed by "maintain hygiene and cleanliness in our restaurant" that has a weighted mean "3.95" described as fully applied. Then, the "know how to handle disruptive customers" and "double check the equipment of restaurants to improve the speed of service" got a weighted mean 3.90 described as fully applied that placed in the 3rd rank. For further discussions, all the items under service strategy category were all described as (fully applied). Furthermore, the service strategy obtained an average mean (3.86) which means fully applied. Therefore, it implies that the service strategy like implementing strict compliance of safety and sanitation measures, proper dealing of guest food concerns and complaints, empowering and orientation of employees, and enhancing good communication were fully applied by the owners of small-scale restaurants in the Loboc, Bohol in order for them to achieve a competitive and sustainable business operation in the new normal environment.

Table 3.2

Service Strategy in Small-Scale Restaurants in the New Normal

n=20

Service Strategy	MEAN	DISCRIPTIVE INTERPRETATION	RANK
1.Reassure strict restaurant safety and sanitation measures.	3.85	Fully Applied	4
2.Deal with customers complaints and concerns.	3.80	Fully Applied	5
3.Encourage effective communication between staff members.	3.55	Fully Applied	6
4.Maintain hygiene and cleanliness in our restaurant.	3.95	Fully Applied	2
5.Train employees for an excellent customer service.	3.80	Fully Applied	5
6.Be attentive and efficient to the customer.	4.00	Fully Applied	1
7.Know how to handle disruptive customers.	3.90	Fully Applied	3
8.Double check the equipment of restaurants to improve the speed of service.	3.90	Fully Applied	3
9.Always think of customer safety.	4.00	Fully Applied	1
10.Access the situation in terms of food complaints.	3.85	Fully Applied	4
Average Mean	3.86	Fully Applied	

INDICATORS:**Range**

3.26 – 4.00

2.51 – 3.25

1.76 – 2.50

1.00 – 1.75

Description

Fully Applied

Moderately Applied

Slightly Applied

Not Applied

Product Strategy

A product strategy outlines a company's strategic vision for its product offerings by stating where the products are going, how they will get there and why they will succeed. The product strategy enables you to focus on a specific target market and feature set, instead of trying to be everything to everyone. To create a strong product strategy, you must deeply understand the market context you cooperate in. The product strategy outlines how the product will benefit the business.

Table 3.3 presents the analysis of data on the product strategy in small-scale restaurants in Loboc, Bohol in the new normal. The data revealed that product strategy used by the owners of small-scale restaurants which "our restaurant offered healthy products" got the highest rate with a weighted mean 3.95 and was described as (fully applied). It was followed by "our restaurant uses customer review to enhance our product development" with a weighted mean 3.9; "our restaurant secures the quality of food packaging" got a weighted mean 3.85. Then, "our restaurant offered affordable products to our customers; our restaurant constantly improves the quality of food products offered; give customers option and suggestion in choosing food" got a weighted mean 3.7 and "give customers option and suggestion in choosing food" got a weighted mean 3.5. For further discussion, almost all items of the service strategy used by small-scale restaurant have descriptive interpretation fully applied except with this one product strategy, the "seasonal food promotions" that had a weighted mean 3.1 and was described as "moderately applied". On the other hand, the product strategy got an average

mean 3.68 (Fully Applied) that means that the small-scale restaurants in Loboc, Bohol were fully applied this following product strategies.

Table 3.3
Product Strategy in Small-scale Restaurants in the New Normal
n=20

Product Strategy	MEAN	DESCRIPTIVE INTERPRETATION	RANK
1. Seasonal food promotions.	3.10	Moderately Applied	6
2. Our restaurant offered healthy products.	3.95	Fully Applied	1
3. Our restaurant offered affordable products to our customers.	3.70	Fully Applied	4
4. Our restaurant constantly improves the quality of food products offered.	3.70	Fully Applied	4
5. There is flexibility on introduction of new products.	3.50	Fully Applied	5
6. Our restaurant uses customer review to enhance our product development.	3.90	Fully Applied	2
7. Our restaurant secure the quality of food packaging.	3.85	Fully Applied	3
8. Give customers option and suggestion in choosing food.	3.70	Fully Applied	4
Average Mean	3.68	Fully Applied	

INDICATORS:	Range	Description
	3.26 – 4.00	Fully Applied
	2.51 – 3.25	Moderately Applied
	1.76 – 2.50	Slightly Applied
	1.00 – 1.75	Not Applied

Pricing Strategy

A pricing strategy is a model or method used to establish the best price for a product or service. It helps you to choose prices to maximize profits and shareholder value while considering consumer and market demand. A pricing strategy considers segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst other. It is targeted at the defined customers and against competitor.

Table 3.4 presents the analysis of data on the pricing strategy in small-scale restaurants in Loboc, Bohol in the new normal. The data revealed that pricing strategy used by small-scale restaurant which “ensure that pricing policy used blends well with product value” got the highest rate, with a weighted mean 3.75 and was described as (fully applied) that become first in rank. It was followed by “our restaurant adjusts prices regularly to meet customer”; “our restaurant using time pricing when it changing season time, it depends on our ingredients use” with a weighted mean 3.55 and “the low pricing of food in our restaurant equates to quality of products produced”; “our restaurant set prices according to the firm’s objectives”; “seek customer perception when pricing new products” got a weighted mean 3.5. Also, “our restaurant has a bargaining pricing impression by pricing our product lower than our competitors” got a weighted mean 3.4; “our restaurant bases its pricing strategy on market survey and customer feedback” got a weighted mean 3.35; “our restaurant offers promotional pricing when holiday and end of season” got a weighted mean 3.3. On the other hand, all items under pricing strategy used by the owners of small-scale restaurant were all described as fully

applied. Moreover, the pricing strategy got the overall mean of 3.48 and was described as fully applied as it was categorically described by items above.

Table 3.4
Pricing Strategy in Small-Scale Restaurants in the New Normal
n=20

ITEMS	MEAN	DESCRIPTIVE INTERPRETATION	RANK
1.Our restaurant has a bargaining pricing impression by pricing our product lower than our competitors.	3.40	Fully Applied	4
2.The low pricing of food in our restaurant equates to quality of products produced.	3.50	Fully Applied	3
3.Our restaurant bases its pricing strategy on market survey and customer feedback	3.35	Fully Applied	5
4.Our restaurant adjusts prices regularly to meet customer.	3.55	Fully Applied	2
5.Our restaurant offers promotional pricing when holiday and end of season.	3.30	Fully Applied	6
6.Our restaurant using time pricing when it changing season time, it depends on our ingredients use.	3.55	Fully Applied	2
7.Our restaurant set prices according to the firm's objectives.	3.50	Fully Applied	3
8.Seek customer perception when pricing new products.	3.50	Fully Applied	3
9.Ensure that pricing policy used blends well with product value.	3.75	Fully Applied	1
Average Mean	3.48	Fully Applied	

INDICATORS:	Range	Description
	3.26 – 4.00	Fully Applied
	2.51 – 3.25	Moderately Applied
	1.76 – 2.50	Slightly Applied
	1.00 – 1.75	Not Applied

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with the summary of the study, discussion of findings, and conclusions drawn and recommendations made as an outgrowth of this study based on the gathered data, which were analyzed and interpreted in the preceding chapter.

Summary of Findings

The study was conducted in the town of Loboc, Bohol in the new normal environment. The main purpose of the study was to determine the level of the strategy employed by the small-scale restaurants in the new normal. Specifically, it sought to find out the profile of the respondents in terms of age, gender, and civil status; profile of small-scale restaurants in terms of no. of years in business operation and estimated monthly income; the level of strategy employed by the owners' small-scale restaurants in the town of Loboc, Bohol during the new normal in terms of marketing strategy, service strategy, product strategy, and the pricing strategy

The subjects of the study were composed of 20 owners of the small-scale restaurant located in the town of Loboc, Bohol. The descriptive survey method was employed with an aid of the questionnaire.

After the data were analyzed and interpreted the researchers came up with the following findings;

I. Demographic Profile of the Respondents

This study revealed that the twenty (20) respondents who are owners in small-scale restaurants in Loboc, Bohol were mostly belonged to 20-30 years old range. Majority of the respondents were female and married.

II. Profile of Small-Scale Restaurant

The small-scale restaurants in Loboc, Bohol were operated from 0-10 years that means that they were not operated more than a decade. With regards to the estimated monthly income in the new normal, majority of the respondents, stated that their small-scale restaurants have only 5,000-10,000 estimated income within the month in the new normal. It implies that in the new normal, diners become less compare on the time of no pandemic. It is because of protocols that given by the government and fear of covid-19 pandemic.

III. Marketing Strategy

In this study, it revealed that the marketing strategy got an overall weighted mean 3.67 that means the owners of the small-scale restaurants in Loboc, Bohol in the new normal had fully applied the following strategies: word of mouth, brand differentiation, budget friendly, covid-19 friendly, use techniques to bring new customers to the table, providing offers and happy hours, build relationship with your customers, and our restaurants offered food reservations.

IV. Service Strategy

In this study, it revealed that the service strategy got an overall weighted mean 3.86 that means the owners of the small-scale restaurants in Loboc, Bohol

in the new normal had fully applied the following strategies: reassure strict restaurant safety and sanitation measure, dealing with customers complaints and concerns, encourage effective communication between staff members, maintain hygiene and cleanliness, train employees for an excellent customer service, being attentive, efficient to the customers, know how to handle disruptive customers, double check the equipment of restaurants to improve the speed of service, always think of customer's safety, and assess the situation in terms of food complaints.

V. Product Strategy

In this study, it revealed that the product strategy, got an overall weighted mean 3.68 that means the owners of small-scale restaurants in Loboc, Bohol in the new normal had fully applied these following product strategies like they offered healthy products, our restaurants offered affordable products to our customers, our restaurant constantly improves the quality of food products offered, there is flexibility on introduction of new products, our restaurants uses customer review to enhance our product development, our restaurant secure the quality of food packaging, give customers option and suggestion in choosing food.

VI. Price Strategy

In this study, it revealed that the price strategy, got an overall weighted mean 3.48 that means the owners of the small-scale restaurants in Loboc, Bohol in the new normal had fully applied the following strategies: our restaurant has a bargaining pricing impression by pricing our product lower than our competitors, the low pricing of food in our restaurant equates to quality of products produced,

our restaurant bases its pricing strategy on market survey and customer feedback, our restaurant adjusts prices regularly to meet customer, our restaurant offer promotional pricing when holiday and end of season, our restaurant using time pricing when it changing season time, it depends on our ingredients use , our restaurant set prices according to the firm's objectives, seek customer perception when pricing new products, an ensure that pricing policy used blends well with product value.

Conclusions

Based on the findings of the study, the researchers come up with the following conclusions:

The small restaurant in Loboc, Bohol who had greatly affected by the Covid-19 pandemic make an efforts or strategies to adjust with the impact of pandemic during the new normal. They fully applied the service strategy that focus more on the services they provide to customers in order to achieve a good quality of service and provide satisfaction to customers in the new normal environment. Plus, they fully applied the product strategy and marketing strategy that focus on food promotion and food quality; the price strategy as an aid to achieve more customers and more income through adjusting product prices effectively. These strategies are a good solution to the owners of small-scale restaurants to recover, bring back the liveliness of their business, and to be competitive and sustainable with the changing environment.

Recommendations

Based on the data analysis and findings, the researchers arrived with the following recommendations.

1. They should expand their restaurant business for them to create another source of income and to achieve more opportunities regarding to their business.
2. Embrace digitalization in order to make fascinating marketing strategies to catch more attention to many people and give more information regarding their small-scale restaurants.
3. Provide food deliveries to gain more customers.
4. Attend a seminar that talks about reviving of business in the new normal environment in order to have learnings that can be apply to your business.
5. Do a further research in order to have more idea, discover new things, and determined the new trends and in making the business more unique, fascinating, and more profitable even in the facing of new environment.
6. Follow up study on the satisfaction of clients/customers to counter-check strategies applied/practiced.

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**APPENDIX A
LETTERS**



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.
Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLEGE OF TECHNOLOGY ALLIED AND SCIENCES (CTAS)

October 14, 2021

MARIETTA C. MACALOT, Ph. D.
Campus Director

Madam:

Good day!

The undersigned are fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, “ **STATUS OF THE STRATEGIES EMPLOYED IN THE SMALL-SCALE RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL**” as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study.

Thank you and more power.

Respectfully yours,

**JOLINA L. GALBAN
CRISTY T. RABAYA
JESSA C. REJAS**

Noted by:

MARIFEL G. LASCOÑA
Ph.D.
Thesis Adviser

Recommending Approval:

ARLEN B. GUDMALIN,
Dean

Approved by:
MARIETTA C. MACALOT, Ph.D
Campus Director



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 College of Technology and Allied Sciences
 Zamora, Bilar, Bohol



October 14, 2021

Thesis Committee Member

Date

Madam/Sir:

The undersigned has the honor to request your approval as member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE

STATUS OF THE STRATEGIES EMPLOYED IN THE SMALL-SCALE RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL

The candidate has been instructed to have consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS, PhD

Chairperson, DHMIT

CONFORM:

	Name of Faculty	Committee	Signature
1.	MARIFEL G. LASCOÑA	Adviser	_____
2.	KEVIN B. GASATAN	Statistician	_____
3.	HERSHEY LOU M. CABIG	Internal Expert	_____
4.	MANOLITO C. MACALOLOT,	EdD Editor	_____



APPENDIX B
COVER LETTER OF THE QUESTIONNAIRE

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Bilar Campus
Zamora, Bilar, Bohol

Dear Respondents,

Greetings in the name of the Lord!

We, a fourth-year college students of Bohol Island State University (BISU), taking up Bachelor of Science in Hospitality Management we would like to ask your permission to allow us to conduct a research study entitled, "**STATUS OF THE STRATEGIES EMPLOYED IN THE SMALL-SCALE RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL**".

To make the study successful, we the researchers humbly ask your cooperation to conduct a survey questionnaire in your restaurant. Rest assured in amid of pandemic we will follow the protocols and the data we will gather will remain absolutely confidential and to be used as an academic purpose only.

We believe that you are with us in our enthusiasm to finish this requirement as compliance for our grades and to develop as well-being. We hope for your positive response on this humble matter.

Your most favorable action is highly appreciated.

Respectfully yours,
GALBAN, JOLINA
RABAYA, CRISTY
REJAS, JESSA

**SURVEY QUESTIONNAIRE ON THE STRATEGIES OF SMALL-SCALE
RESTAURANTS IN LOBOC, BOHOL IN THE NEW NORMAL**

Name of Respondent (optional): _____

Direction: Please put check mark on space provided in this questionnaire.

1. Demographic profile of the respondents in terms of:

1.1 Personal Information

Age: () 20-30 () 31-40 () 41-50 () 51 and Above

Gender: () Male () Female

Civil Status: () Single () Married () Widow () Separated

2. Demographic profile of the small-scale restaurant in terms of:

2.1 No. of years in business operation

() 0-10 years

() 11-20 years

() 21-30 years

2.2 Estimated monthly income

() 5,000-10,000

() 11,000-15,000

() 16,000-20,000

() 21,000-25,000

() 26,000-30,000

() 31,000-50,000

3. **Direction:** Listed below are the strategies of small-scale restaurant in Loboc, Bohol in the New Normal. Please use the scale below to answer each question.

Fully Applied (FA) If you Always Practiced the strategies in New Normal.

Moderately Applied (MA) If you Sometimes Practiced the strategies in New Normal.

Slightly Applied (SA) If you Often Practiced to the strategies in New Normal.

Not Applied (NA) If you Never Practiced to the strategies in New Normal.

Marketing strategy	Fully Applied	Moderately Applied	Slightly Applied	Not Applied
1. Word of Mouth				
2. Brand Differentiation				
3. Budget Friendly				
4. Covid-19 Friendly				
5. Use techniques to bring new customers to the table				
6. Providing offers and Happy hours				
7. Build relationship with your customers				
8. Our restaurant offer food reservation				

Service strategy	Fully Applied	Moderately Applied	Slightly Applied	Not Applied
1.Reassure strict restaurant safety and sanitation measures.				
2.Deal with customers complaints and concerns.				
3.Encourage Effective Communication Between Staff Members.				
4.Maintain Hygiene and cleanliness in our restaurant.				
5.Train Employees for an excellent Customer Service.				
6.Be attentive and efficient to the customer.				
7.Know how to handle disruptive customers.				
8.Double Check the equipment of restaurant to improve the speed of service.				
9.Always thinks of the Customers Safety.				
10.Access the situation in terms of food complaints.				

Product Strategy	Fully Applied	Moderately Applied	Slightly Applied	Not Applied
1. Seasonal Food Promotions				
2. Our restaurant offered healthy products				
3. Our restaurant offer affordable products				
4. Our restaurant constantly improves the quality of products offered				
5. There is flexibility on new introduction of new products				
6. Our restaurant uses customer review to enhance our product development				
7. Our restaurant secure the quality of food packaging				
8. Give customers option and suggestion in choosing food.				

Price Strategy	Fully Applied	Moderately Applied	Slightly Applied	Not Applied
1.Our restaurant has a bargaining pricing impression by pricing our product lower than our competitors				
2.The low pricing of food in our restaurant equates to quality of products produced				
3.Our restaurant bases its pricing strategy on market survey and customer feedback				
4.Our restaurant adjusts prices regularly to meet customer				
5.Our restaurant offers promotional pricing when holiday and end of season				
6.Our restaurant using time pricing when its changing season time, it depends on our ingredients use.				
7.Our restaurant set prices according to the firm's objectives.				
8.Seek customer perception when pricing new products.				
9.Ensure that pricing policy used blends well with product value.				

APPENDIX C

RAW DATA

Demographic Profile of the Respondents

Respondent No.	Age	Gender	Civil Status
1	1	2	1
2	2	1	2
3	1	1	2
4	2	2	2
5	1	1	1
6	2	2	2
7	1	2	1
8	1	1	1
9	1	1	2
10	2	2	2
11	3	2	2
12	1	2	2
13	4	2	3
14	2	1	2
15	1	1	2
16	2	2	2
17	1	2	1
18	2	2	2
19	2	2	2
20	2	2	2

Legend:

AGE

1= 20-30

2= 31-40

3= 41-50

4= 51 and above

GENDER

1= Male

2= Female

CIVIL STATUS

1= Single

2= Married

3= Widow

4= Separated

Demographic Profile of Small-Scale Restaurant

No. of Small-Scale Restaurant	No. of years in Business Operation	Estimated Monthly Income
1	1	1
2	1	1
3	1	2
4	2	1
5	1	1
6	1	1
7	1	1
8	3	2
9	1	2
10	1	1
11	3	1
12	1	1
13	1	2
14	1	1
15	1	1
16	1	1
17	1	1
18	1	1
19	1	1
20	1	1

Legend:

NO. OF YEARS IN BUSINESS OPERATION
INCOME

1= 0-10 Years

2= 11-20 Years

3= 21-30 Years

ESTIMATED MONTHLY
INCOME

1= 5,000-10,000

2= 11,000-15,000

3= 16,000-20,000

4= 21,000-25,000

5= 26,000-30,000

6= 31,000-50,000

Level of the Strategy Employed by the Small-Scale Restaurant

Marketing Strategy	FA 4	MA 3	SA 2	NA 1	Average Weighted Mean
1.Word of mouth	16	3	1	0	3.75
2.Brand Differentiation	12	8	0	0	3.60
3.Budget friendly	13	6	1	0	3.55
4.Covid-19 friendly	17	3	0	0	3.85
5.Use techniques to bring new customers to the table	17	3	0	0	3.65
6.Providing offers and happy hours	11	7	2	0	3.45
7.Build relationship with your customers	18	1	1	0	3.85
8.Our restaurant offer food reservation	13	7	0	0	3.65

Service Strategy	FA 4	MA 3	SA 2	NA 1	Average Weighted Mean
1.Reassure strict restaurant safety and sanitation measures	18	1	1	0	3.85
2.Deal with customers complaints and concerns	16	4	0	0	3.80
3.Encourage effective communication between staff members	11	8	1	0	3.55
4.Maintain hygiene and cleanliness in our restaurant	19	1	0	0	3.95
5.Train employees for an excellent customer service	16	4	0	0	3.80
6.Be attentive and efficient to the customer	20	0	0	0	4.00
7.Know how to handle disruptive customers	18	2	0	0	3.90
8.Double check the equipment of restaurant to improve the speed of service	18	2	0	0	3.90
9.Always think of the customers safety	20	0	0	0	4.00
10.Access the situation in terms of food complaints	17	3	0	0	3.85

Product Strategy	FA 4	MA 3	SA 2	NA 1	Average Weighted Mean
1. Seasonal food promotions	3	16	1	0	3.10
2. Our restaurant offered healthy products	19	1	0	0	3.95
3. Our restaurant offer affordable products to the customer	14	6	0	0	3.70
4. Our restaurant constantly improves the quality of food products offered	14	6	0	0	3.70
5. There is flexibility on introduction of new products	11	9	0	0	3.50
6. Our restaurant uses customer review to enhance our product development	18	2	0	0	3.90
7. Our restaurant secure the quality of food packaging	18	1	1	0	3.85
8. Give customers option and suggestion in choosing food	14	6	0	0	3.70

Pricing Strategy	FA 4	MA 3	SA 2	NA 1	Average Weighted Mean
1. Our restaurant has a bargaining pricing impression by pricing our product lower than our competitor.	9	10	1	0	3.40
2. The low pricing of food in our restaurant equates to quality of products produced.	12	7	1	0	3.50
3. Our restaurant bases its pricing strategy on market survey and customer feedback.	7	13	0	0	3.35
4. Our restaurant adjusts price regularly to meet customer.	11	9	0	0	3.55
5. Our restaurant offers promotional pricing when holiday and end of season.	7	12	1	0	3.30
6. Our restaurant using time pricing when its changing season time, it depends on our ingredients use.	12	7	1	0	3.55
7. Our restaurant set prices according to the firm's objectives.	11	8	1	0	3.50
8. Seek customer perception when pricing new products.	11	8	1	0	3.50
9. Ensure that pricing policy used blends well with product value.	15	5	0	0	3.75

APPENDIX D Photo Documentation



RESEARCHER'S BIODATA

I. PERSONAL BACKGROUND

Name : Jolina L. Galban
Address : Tomoc, San Miguel, Bohol
Birthdate : August 11, 1999
Birthplace : Tomoc, San Miguel, Bohol
Civil Status : Single
Age : 22
Father's Name : Jose G. Galban
Mother's Name : Pilar L. Galban



II. EDUCATIONAL BACKGROUND

Elementary : Tomoc Elementary School
: Tomoc, San Miguel, Bohol
: S.Y. 2011-2012
Secondary Junior : Sebastian A. Jala Memorial High School
: Tomoc, San Miguel, Bohol

: S.Y. 2015-2016

Secondary Senior : Mahayag National High School

: Mahayag, San Miguel, Bohol

: S.Y. 2017-2018

College : Bohol Island State University Bilar Campus

: Zamora, Bilar, Bohol

III. ACHIEVEMENT

: Cookery NCII Holder

: Housekeeping NCII Holder

RESEARCHER'S BIODATA**I. PERSONAL BACKGROUND**

Name : Cristy T. Rabaya

Address : Anibongan, Sierra Bullones, Bohol

Birthdate : August 22, 2000

Birthplace : Anibongan, Sierra Bullones, Bohol

Civil Status : Single

Age : 21

Father's Name : Bartolome S. Rabaya

Mother's Name : Brenda T. Rabaya

**I. EDUCATIONAL BACKGROUND**

Elementary : Anibongan, Elementary School

: Anibongan, Sierra Bullones, Bohol

: S.Y. 2011-2012

Secondary Junior : Sierra Bullones Technical Vocational High School
: Poblacion, Sierra Bullones, Bohol
: S.Y. 2015-2016

Secondary Senior : Sierra Bullones Technical Vocational High School
: Poblacion, Sierra Bullones, Bohol
: S.Y. 2017-2018

College : Bohol Island State University Bilar Campus
: Zamora, Bilar, Bohol

II. ACHIEVEMENT

: Cookery NCII Holder
: Housekeeping NCII Holder
: Bread and Pastry NCII Holder

RESEARCHER'S BIODATA

III. PERSONAL BACKGROUND

Name : Jessa C. Rejas
Address : Upper Bonbon, Loboc, Bohol
Birthdate : July 07, 1999
Birthplace : Loboc, Bohol
Civil Status : Single
Age : 22
Father's Name : Amado H. Rejas
Mother's Name : Leonora C. Rejas



IV. EDUCATIONAL BACKGROUND

Elementary : Candabong Elementary School
: Candabong, Loboc, Bohol
: S.Y. 2010-2011
Secondary : Loboc National High School
: Bahian, Loboc, Bohol

: S.Y. 2014-2015

College : Bohol Island State University Bilar Campus

: Zamora, Bilar, Bohol

V. ACHIEVEMENT

: Cookery NCII Holder

: Housekeeping NCII Holder

: Bread & Pastry NCII Holder