



ABSTRACT

The study assessed the marketing plan of the Tus' Clay Pots & Skillets and Neill's Kitchen using a descriptive research design. The researchers used the 7Ps Marketing Mix to assess the establishments marketing plan. The questionnaires served as the research instrument for collecting data. The mean were used in this study as the statistical technique. Based on the findings, both restaurants had flaws in their own respective marketing plans. One hundred respondents for each restaurant were surveyed in this study. The results of the study were used to improve the marketing plan of the two restaurants.

