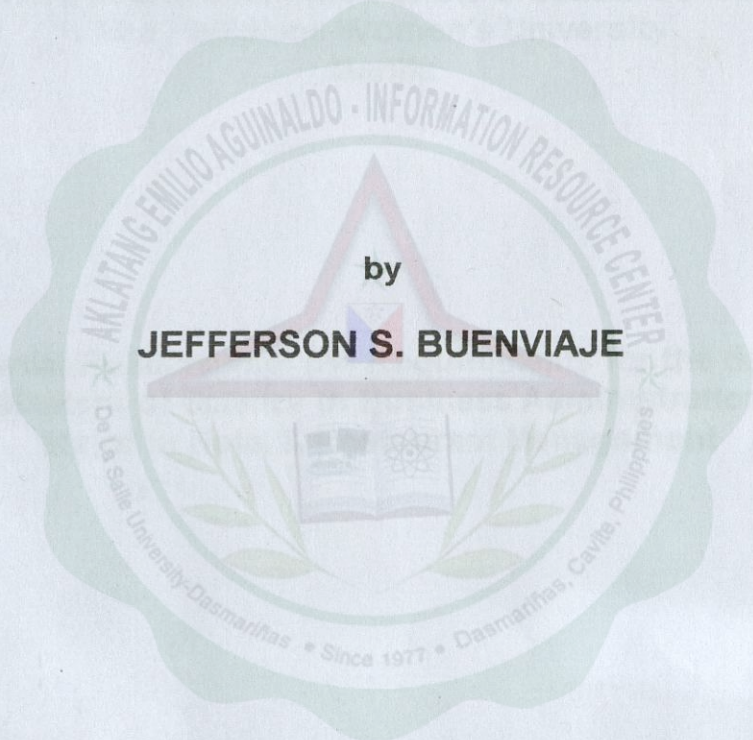


**A MARKETING MIX STRATEGY FOR VIEWSITE
RESTAURANT SEAFOOD INIHAW
IN THE CITY OF TAGAYTAY**

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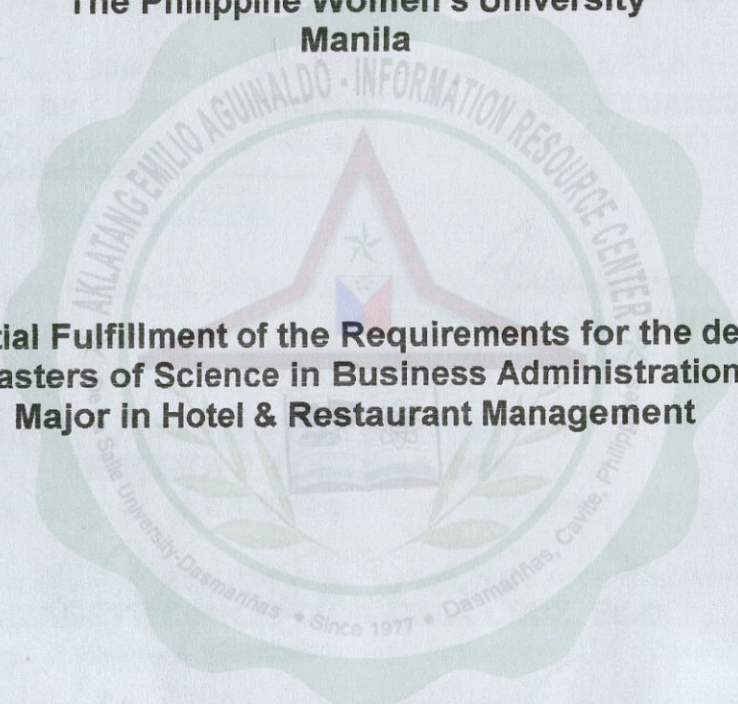
by
JEFFERSON S. BUENVIAJE

**The Graduate School
The Philippine Women's University System
Taft Ave., Manila
September 2004**

**A MARKETING MIX STRATEGY FOR VIEWSITE
RESTAURANT SEAFOOD INIHAW
IN THE CITY OF TAGAYTAY**

OSII
**A Case Paper Analysis
Presented to
The Faculty Committee of the Graduate School
The Philippine Women's University
Manila**

**In Partial Fulfillment of the Requirements for the degree
Masters of Science in Business Administration
Major in Hotel & Restaurant Management**



By

JEFFERSON S. BUENVIAJE

September 2004

THE PHILIPPINE WOMEN'S UNIVERSITY

EXECUTIVE SUMMARY

Viewsite Restaurant Seafood Inihaw started its business operations in 1989 when Yolanda A. Marasigan opened her own food business following her resignation at Taal Vista Lodge and established the Viewsite Restaurant Seafood Inihaw. With the help of a soft drink company, opened her little food kiosk on a small patch of land on the site of the first restaurant. With favorable return on investment and continued profits, Marasigan reinvested by constructing her second Viewsite Restaurant which opened in October 10, 2003 at Tagaytay City. As a new player in the foodservice business in the city, Viewsite Restaurant Seafood Inihaw aims to be the premiere and first class restaurant in Tagaytay.

From the initial sixteen tables, it grew to service the minimum 500 persons traveling along the road of Tagaytay during weekdays and the figures doubled during weekends. They are famous in the freshness of its seafood products and the "lutong bahay" way of cooking their product menu. The restaurant likewise delivers quality service and customer convenience. That is why people keep coming back to the place for their dining pleasure.

Unfortunately, the competitively, the competitive environment within Tagaytay has become intense nowadays. Old and new players in foodservice business continuously rise within the proximity which hampers the growth of the Viewsite Restaurant Seafood Inihaw. The restaurant is experiencing low sales

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TABLE OF CONTENT

recently most especially during weekdays. This is attributed to stiff competition within the area wherein all of the food businesses are looking for potential market. Competitors resulted to a more aggressive marketing campaign to attract relevant market. The company's lack of focus on marketing efforts hinders them to capture more market to boost its sales. The company now must try to sell with applicable marketing principles to win in the competitive and global arena of food business. The restaurant must establish connection with its target to become successful and create a more competitive advantage compared to its rivals.

To address the abovementioned problem, the researcher recommends two alternative courses of action name: (1) Intensify promotional mix strategy through implementation of advertising and sale promotion campaign; and (2) Intensify distribution strategy through strengthening the selection of hospitality distribution channels.

METHODOLOGY

Research Design	27
Data Gathering Procedure	29
Scope and Limitation	29

THE PHILIPPINE WOMEN'S UNIVERSITY

TABLE OF CONTENT

	Page
APPROVAL SHEET	i
ACKNOWLEDGMENT	ii
EXECUTIVE SUMMARY	iii
Chapter	33
1 THE PROBLEM AND ITS BACKGROUND	44
Introduction	1
Background of the Study	3
Definition of Terms	6
2 REVIEW OF RELATED LITERATURE	53
The Tourism & Food Business in Tagaytay	8
Marketing Principle	9
Building Competitive Advantage	11
Promotional Mix Planning	14
Hospitality Distribution Mix	22
3 METHODOLOGY	
Research Design	27
Data Gathering Procedure	29
Scope and Limitations	29

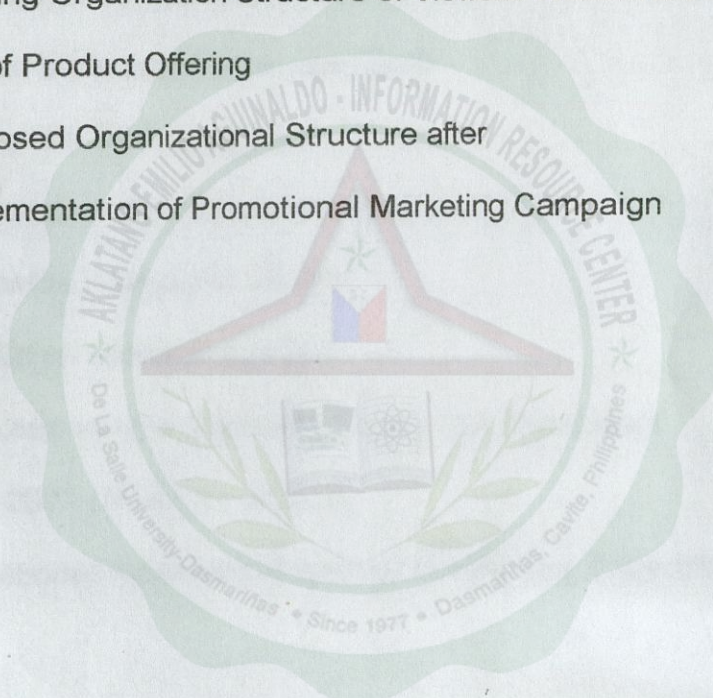
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	Significance of the Study	30
4	PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	
	Time Content	32
	Point of View	32
	Statement of the Problem	33
	Objectives	33
	Areas of Consideration (SWOT Analysis)	33
	Alternative Courses of Actions	44
	Decision Matrix	48
5	RECOMMENDATION	
	Action Plan	51
	Implementation of Action Plan	53
	BIBLIOGRAPHY	78
	CURRICULUM VITAE	79

THE PHILIPPINE WOMEN'S UNIVERSITY

LIST OF APPENDICES

Appendix	Page
A Comprehensive Case of Viewsite Restaurant Seafood Inihaw	54
B Existing Organization Structure of Viewsite Restaurant	58
C List of Product Offering	65
D Proposed Organizational Structure after Implementation of Promotional Marketing Campaign	65



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LIST OF EXHIBITS

THE PROBLEM AND ITS BACKGROUND

Exhibits		Page
	Introduction	
1	Balance Sheet Statement for year 2003 of Viewsite Restaurant Seafood Inihaw	66
2	Income Statement fro the year 2003 of Viewsite Restaurant Seafood Inihaw	67
3	Comparative Monthly sales for the year 2003	68
4	Qualitative Analysis of ACA1	69
5	Qualitative Analysis of ACA 2	73
6	Projected Income Statement for the next three years 2004-2007 (ACA 1 vs. ACA 2)	74
7	Promotional Activities & Projected Budget and Expenditures	76