



ABSTRACT

Name of Institution: De La Salle University - Dasmariñas

Address: Dasmariñas Cavite

Title: "Improving Barrio Fiesta Restaurant to Minimize 32% of their Sales Downfall to Compete with Fast Food Chains"

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Objective of the Study:

A. General

- To minimize, if not eliminate sales decrease by 90%.

B. Specific

- To maximize sales by 22%.
- To regain customers
- To be able to compete with fast food chains.

Scope and Coverage:

The study concentrates in Barrio Fiesta Restaurant at Brgy Times, Las Piñas City. The researchers also focused on how restaurants can compete with fast food chains.

Methodology:

The researchers used a descriptive normative method of research. The researchers also used data collecting devices; questionnaires in



particular and interview the key personnel of the said restaurant which is Mrs. Margie B. Paragas, the manager.

Major Findings:

The researchers discovered that it is better to have promotions among restaurants which is the fad today so as to compete with fast foodchains.

