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**A FEASIBILITY STUDY ON THE ESTABLISHMENT OF A CAMPUS
GOURMET RESTAURANT AT ASIAN INSTITUTE
OF MARITIME STUDIES***

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Executive Summary

The study was conducted to determine the feasibility of establishing a campus gourmet restaurant at Asian Institute of Maritime Studies (AIMS) – College of Business (CB) Building. The study has five components: the marketing study, management study, technical study, financial study and socio-economic study. The specific objectives of the study are to determine the nature of competition; to determine the marketing strategies that will be applied; to determine the technical feasibility of the study; to determine the financial requirement of the establishment; to determine the viability of the restaurant; and, to determine the most applicable organizational structure.

The market projection of the proposed business is based on the surveys conducted by the proponents. Projection of demand and supply and sales for the first five years of operation is based on the population growth, market acceptability to supply and other factors. The study is viable and feasible for the target population is willing and capable of availing the products and services.

The products to be offered are beef tapa cured, sweet cured pork, Filipino sausage, hotdog and fried milkfish all served with garlic rice and fried egg. Other meal products are chopsuey, vegetable stew, spicy pork, shrimps, taro leaves and coconut milk stew, string beans and squash in coconut milk, jackfruit in coconut milk, chicken adobo, pork steak, chicken teriyaki, pork menudo and beef caldereta all served with steamed rice. The sandwiches are ham and egg sandwich, hotdog sandwich and hamburger. The two pasta mania products are spaghetti carbonara and classic spaghetti. The beverages are iced tea, pineapple juice, and mango juice.

Campus gourmet restaurant is a corporation which will handle the management of the business. At present, the business has the total of 10 employees. Through an organized organizational structure, there will be as smooth operations of the business and also based on the technical know-how of the manager, therefore, the business is feasible in this aspect. The initial investment

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of Campus Gourmet Restaurant is P 15,000,000.00 which is from the owner's investment to establish the proposed business. There is no other capital aside from the owner's investment.

PEJ link: <https://ejournals.ph/article.php?id=10415>

**A FEASIBILITY STUDY ON ESTABLISHING A RESORT IN
CAMIGUIN ISLAND***

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Executive Summary

The study was conducted to determine the feasibility of establishing Macao Cold Spring Resort in Barangay Tupsan Pequeño, Mahinog, Camiguin Island. The study has five components: the marketing study, management study, technical study, financial study and socio-economic study. The specific objectives of the study are to determine the opportunities of the business; to determine the form of business ownership to be adopted; to verify the forms of raw materials needed to produce and operate the business; to establish the capital needed for the start of the operations; to know the assumptions needed to be formulated to form the basis for the preparation of the financial statements; and, to figure out if the business will provide benefit to the society, economy, and to the environment.

The resort is a sole proprietorship of Mr. Maximo Gerino W. Paderanga. The total land area of the project site is 9,577 square meters. The cost of the resort is P95,000,000.00 subject to obligatory adjustments. In the event that additional capital will have to be invested, the proponent's siblings will help in financing the additional expenses for the construction of the resort. The proponent is also open to other alternative means of financing such as borrowing funds from the banking institution to help defray the cost of construction of the resort.

Developments will include a parking lot, rooms, basketball court, kiddie pool, spa, garden, function hall, gym, souvenir shop, and an entertainment bar and restaurant. The resort will have a manpower complement of 19 employees for the entire operation. The management will give compensation and benefits to all the employees and will take care of the interest of its vital assets to ensure the success of the company. The management will comply with all the state requirements which include the Mayor's Permit, real estate taxes and others. Along with these expenses is the amusement tax that is required by the local government.

The resort will create new job opportunities especially to the residents of Mahinog, Camiguin. It will also comply with the laws of the government regarding the salaries of its employees.

As a recreational business, the resort can provide the needs of Filipinos of their relaxation and enjoyment. Lastly, the development of the resort does not

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intend to destroy the environment. It is created to develop and further utilize the resources available in the locality of Mahinog, Camiguin Island.

PEJ link: <https://ejournals.ph/article.php?id=10416>

**CORRELATION OF JOB-RELATED PROBLEMS AND JOB PERFORMANCE
OF EMPLOYEES AT MERCURY FREIGHT INTERNATIONAL INC.
IN PARAÑAQUE CITY**

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Abstract

Freight forwarding is a very demanding work. The clients that a freight forwarding company serves want their goods to arrive on time. Everyday, employees of said companies have to answer the queries of the impatient clients, which wouldn't want to hear the word "delayed". To be able to answer such queries, employees need to be updated with the movement of goods. This involves coordinating with various distribution channel participants. Aside from this, the employees also have to ensure that every move of the goods have to be properly documented and liquidated. It can really cause a lot of stress that can bog them down. The researchers are a witness to such situations. Hence, they have embarked in this endeavor to study if there is a relationship between job-related problems and job performance.

Keywords: job-related problems; job performance; Mercury Freight International

PEJ link: <https://ejournals.ph/article.php?id=10417>

PERPLEXITIES ENCOUNTERED BY SELECTED THIRD PARTY LOGISTICS COMPANIES IN PARAÑAQUE CITY

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Abstract

Logistics management is one of the most challenging tasks in a business entity's operation. Large amount of assets and hardware are needed in coordinating the works of those involve in supplying the needed input of the company. This can bear a lot of cost that is why hiring the services of a Third Party Logistics (3PL) provider is an option that would minimize such cost. These service providers are composed of Logistics experts. However, no matter how sophisticated these 3PLs in their processes, they still experience problems. In this study, the perplexities encountered by the selected 3PLs in Parañaque City were explored.

Keywords: perplexities; third party logistics; logistics management

PEJ link: <https://ejournals.ph/article.php?id=10418>

**AN ANALYSIS OF THE EXPERIENCES OF GUESTS IN DIFFERENT TYPES
OF HOTELS IN METRO MANILA**

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Abstract

Hotels are a place of relaxation and bliss. They offer a lot of amenities and mesmerizing views. In Metro Manila, there is an abundance of hotels which provides a comforting place for local and foreign tourist. These hotels do differ in the class of services they provide and this is manifested by their star rating. Given such notion, an analysis on the hotel guests' experiences in different types of hotel in Metro Manila was conducted in this study.

Keywords: analysis; experiences; hotels; guests; Metro Manila

PEJ link: <https://ejournals.ph/article.php?id=10419>

**EXTENT OF RETENTION AND MARKETING STRATEGIES AS PERCEIVED
BY FIRST, SECOND AND THIRD YEAR HRM STUDENTS OF
AIMS FOR THE SCHOOL YEARS 2009-2012**

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Abstract

Hotel and Restaurant Management (HRM) is, undoubtedly, one of the most popular career choices in the Philippines. Asian Institute of Maritime Studies (AIMS) is just one of the Higher Education Institutions (HEIs) offering Bachelor's Degree program in HRM. Encouraging students to take up the program is one thing, keeping them in the program is another thing. This is a serious challenge, particularly with AIMS since their program is still young compared to the well-established HRM programs of other HEIs. It is in such circumstance that this study was conducted to determine the extent of retention and marketing strategies of AIMS as perceived by the First, Second and Third year HRM students of Academic Year 2009 to 2012.

Keywords: retention; marketing strategies; HRM

PEJ link: <https://ejournals.ph/article.php?id=10426>

**PERCEPTION OF RESIDENTS AND TOURISTS ON THE ECONOMIC,
SOCIAL AND ENVIRONMENTAL ASPECTS OF LOCAL
TOURISM IN NASUGBU, BATANGAS**

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Abstract

With the increasing interconnectedness of nations, tourism is on the rise. In the Philippines, it is considered as one of the major industries contributing to its unprecedented economic growth. The influx of tourist from around the world has increased the country's foreign currency reserves, created jobs and benefited business enterprises. Interestingly, the ripple effect of tourism activity is not limited to economic aspect as it extends to social and environmental aspects of a country. It is in such notion that this study was conducted to determine the perception of residents and tourist on the economic, social and environmental aspects of local tourism in Nasugbu, Batangas.

Keywords: Tourism, Economic, Social, Environmental, Nasugbu.

PEJ link: <https://ejournals.ph/article.php?id=10421>

**EMPLOYEE INFORMATION SYSTEM: IMPROVING QUALITY CONTROL OF
EMPLOYEE RECORDS**

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Abstract

Asian Institute of Maritime Studies (AIMS) is one of the institutions that looks forward to the innovation and maximization of facilities and equipment in order to give quality service to its customers and create a productive workplace for its employees. However, its Human Resource Management Office (HRMO) still uses the manual process of keeping employee and applicant record. As time passes by, AIMS is growing, specifically in its number of employees. Thus, the researchers have conducted a study that developed an Employee Information System that is aimed at improving the HRMO processes.

Keywords: Employee; HRMO; Quality Control

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LIBRARY TRANSACTION MONITORING SYSTEM

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Abstract

In this age of computerization, business firms, organizations, and other institutions are adopting new technologies to gain global competitiveness. A digital information system suits the needs of an organization in providing a well-organized, effective and speedy procedures compared to a traditional manual system. In this study, the problems encountered by the Library Department of the Asian Institute of Maritime Studies (AIMS) were looked into and a computer-aided Library Transaction Monitoring System was proposed.

Keywords: Library; Computerization; Monitoring System

PEJ link: <https://ejournals.ph/article.php?id=10423>

**STUDENTS RECORD INFORMATION SYSTEM (SRIS)
AIMS-CeSS Department**

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Abstract

Student Records Information System (SRIS) is a computer application that deals with the collection, organization, storage, generation and publication of recorded information. SRIS provide capabilities for entering student information, building student record and managing other student-related data of the school. Furthermore, it allows the quick flow and accessibility of information. In this study, the development of an SRIS in AIMS, particularly at the Center for Student Services (CeSS) Department was explored.

Keywords: SRIS; computer application; student data

PEJ link: <https://ejournals.ph/article.php?id=10424>

**CORRELATION OF JOB RELATED PROBLEMS AND JOB PERFORMANCE
OF EMPLOYEES IN SELECTED BANKS OF PASAY CITY
AND LAS PIÑAS CITY**

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Abstract

One of the possible careers that a Business Administration graduate can have is in the Banking Industry. A job in such industry does not excuse anyone from encountering problems related to co-workers, work environment and even in the duties and responsibilities and expectations of the individual. These work related problems may affect the performance of the individual which can be evident in his/her task specific behavior or non-task specific behavior. Advance information to such circumstances is of big help to aspiring Business Administration Students. It is in such notion that this study was conducted to determine the job related problems and job performance of employees in selected banks located in the City of Pasay and Las Piñas.

Keywords: job related problems; job performance; correlation; banks

PEJ link: <https://ejournals.ph/article.php?id=10425>