

**MARKETING STRATEGY OF SMALL-SCALE FOOD BUSINESS IN
DIGOS CITY, DAVAO DEL SUR**

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**THESIS SUBMITTED TO THE FACULTY OF INSTITUTE OF
BUSINESS EDUCATION AND GOVERNANCE, DAVAO
DEL SUR STATE COLLEGE, MATTI, DIGOS CITY,
IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE
DEGREE OF**

**BACHELOR OF SCIENCE IN AGRIBUSINESS
Enterprise Management**

JUNE 2024

ABSTRACT

YANA, RICA C. Davao Del Sur State College (DSSC) – Institute of Business Education and Governance, Mati, Digos City. June, 2024. **"MARKETING STRATEGY OF SMALL-SCALE FOOD BUSINESS IN DIGOS CITY, DAVAO DEL SUR"** Undergraduate Thesis.

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The study focused only on marketing strategies of small food business in Digos City Davao del sur. Most of the small-scale food business owners were aged 31-50 years old, female, married and completed high school level. Most of the respondents operate small scale food business with 5 years and below, had more than 31 customer per day, sell food in restaurant, and had income of Php 50,001 and above. Branding was observed to be effective in persuading a customer to eat at the food business, the logo was creative enough to attract customers, the name of the food business name of the store helps to attract more customers, store has unique features that attract more customers, and the business increase the competitive advantage of the business operation. The production and services, made customer were committed to come back because of the good customer services, the food presentation attracts more customers, customers were satisfied on the food they eat which are affordable, and the customer have met their expectations in your store was observed in the

food business The visual merchandising creative marketing strategies of the small-scale food business in terms of attracting customers, creating a good feedback on the business, helping the business to differentiate itself from other competitors, enhancing the store image, having lighting and appropriate music played helps you, for your customers to spend more time at your store was sometimes observed in the food business.

Keywords: Marketing Strategies, Small-Scale Food Business, Branding, Product and Services, Promotion,