

ASSESSING THE PROFITABILITY OF FOOD STALLS AT BESTLINK COLLEGE OF THE PHILIPPINES FOOD COURT: A BASIS FOR SUSTAINABILITY

ABSTRACT

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Profitability is a key indicator of performance and long-term viability in food service operations. Food stalls at Bestlink College of the Philippines Food Court serve a diverse campus community by offering quick, affordable meals that reflect changing market trends and consumer preferences. Ensuring consistent profitability requires effective resource management, cost control, and the adoption of sustainable operational practices. This study assesses the factors influencing the profitability of these food stalls to inform strategies for maintaining financial health and service quality. This study employs a descriptive quantitative design to gather numerical data on profitability drivers and challenges. A structured questionnaire is administered to stall owners and managers, with items measured on Likert scales. Purposive sampling is used to select respondents who have detailed knowledge of daily operations and financial outcomes. Data analysis involves computing weighted means to determine average ratings for each factor and ranking items to identify the most critical issues affecting profitability. Findings revealed that menu innovation and customer preference were rated highest as drivers of revenue, with weekly featured items and unique food combinations attracting increased patronage. Cost control measures such as bulk purchasing and portion management also received strong support as means to maintain profit margins. Time-limited promotions and loyalty programs were implemented by several stalls and were associated with a noticeable uptick in repeat purchases. Conversely, challenges related to labor scheduling and fluctuating ingredient prices were identified as primary threats to sustained profitability. The study concluded that strategic menu differentiation and targeted promotions effectively boosted customer patronage and revenue at food stalls in the college food court. Cost management practices, particularly bulk procurement and precise portioning, were associated with improved profit margins. However, labor inefficiencies and variable supply costs undermined overall financial performance. As a result, stall operators who combined innovative offerings with disciplined cost controls achieved greater sustainability. Recommendations include leveraging sales data for demand forecasting, optimizing workforce scheduling, and negotiating stable supply contracts to mitigate price volatility.

RECOMMENDED CITATION

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