



JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY
(Molo), Inc.
(formerly Iloilo Maritime Academy)
M.H Del Pilar St. Molo, Iloilo City
COLLEGE OF BUSINESS



**PROBLEMS ENCOUNTERED BY FAST-FOOD RESTAURANTS DURING PANDEMIC
AND THEIR STRATEGIES.**

A Research Paper Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University-Molo, Inc.
Iloilo City

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by

Lacuesta, Ralph Christian G.
Consular, Jomalca Anne O
Dasal, Reygil M.
Dumaniel, Rhona Mae D.
Espada, John Kenneth D.
Fetisan, Eula Dannah G.
Giner, Zyra V.
Jagunap, Jecyl Mae F.
Miague, Lenny Mae L.

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Abstract

The hospitality industry is very badly affected by the COVID-19 pandemic, because of the nature of the business which is always related to the travelling of people. The main purpose of this paper is to know the problems encountered by fast-food restaurants during this pandemic and their strategies. This descriptive research also aimed to determine the problem and strategy that the fast-food restaurants used. The questionnaires were distributed to the respondents through email, google docs, messaging or contacting the page. The major findings reveal that the most prevalent challenges that the restaurants encountered is "Low Sales Income". Varied strategies were likewise implored by them to keep their business going while complying with safety measures. The statistical tools used were frequency count and percentage to evaluate the results that were gathered from 38 fast-food restaurants in Iloilo City.