

## **Abstract**

Buendia, Jennelyn A., Cambusa, Maita Jane A., Caro, Kaysha Ayne T., Dezeda, Sunshine. "Petit Fours: New Sweets in Naga City". Mariners' Polytechnic College Panganiban Drive, Naga City.

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Adviser: Dr. Gladys G Rosales

The researchers focused the study on Petit fours which are being offered at coffee shops here in Naga City and how it is being patronized by the customers as a compliment to coffee and its taste as well as its appearance. Petit fours are small sizes of cake which are usually served as a dessert or a compliment to coffee.

The study aimed to determine if the Petit four are accepted as a new dessert. This aimed to answer the following questions: 1. what are the characteristics of Petit fours offered in terms of appearance, palatability, texture. 2. What are the factors that make Petit fours unique to be patronized by the customers: a. Icing used, Use of different flavors, design/ appearance, d. packaging 3. What are the marketing strategies to the increase the sales?

The study had 30 respondents of which, 24 were regular customers of Rafabels coffee shop and Caramel Bakeshop and 6 employees from Rafabels Coffee shop. The instrument used in gathering data was survey questionnaire.

It was found out that the characteristics of a good Petit Fours were: the shape of the cake is moderately intact and without cracks, the volume of the cake is light in weight in proportionate to size, the design used in the cake is appealing in the eyes of the customers, the colors used in the cakes are attractive and lively, the packaging used is unique and will attract customers. The ways and method of increasing sales include: creating new flavors, through advertisement like T.V, radio and newspaper, word of mouth and lastly by giving quality service and product. The factors that cause the petit fours to be patronized by the customers were the use of icing, use of

different flavor, the design appearance of the cake and packaging.

In summary, the most effective way to increase sales is through word of mouth. It is also the cheapest way to advertise the business. The appearance is the reason for being patronized. When it comes to the icing, chocolate icing was the highest and ranked number one. To increase the sales of Petit fours the establishment should develop a new flavor of cupcake. Use unique flavor like savory flavor and create a sili flavored icing. It is very Bicolano and it will also promote tourism in Bicol Region. Also not just unique flavors but also healthy flavors that will surely be appreciated even by the elderly or senior citizens. In terms of the decorations, use edible materials like edible flowers. Using those will surely be unique and attract customers who want different variations in Petit fours.