

Abstract

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This study determined the economic status of street food vendors in Naga City and specifically answered the following questions: 1) What is the profile of respondents in terms of personal and business profiles; 2) What are the selling strategies utilized by the street food vendors to improve their sales?; and 3) What are the economic benefits of their business to their family in terms of education and standard of living.

The study used the descriptive-evaluative method. There were 30 respondents composed of street foods vendors from all ages. A questionnaire was formulated and used as a major tool in gathering data. The data gathered were analyzed and treated through the use of statistical tool such as percentage, ranking and weighted mean.

The major findings were: along the profile, Gotobest has two branches. The first one can be found along Barlin Street near the Naga City Metropolitan Cathedral and the other one can be found along Panganiban Drive, just near the historic Plaza Quezon. Along the number of employees, each brand has only 5 and below employees on a regular basis but also hires during important peak seasons. Along the capacity per store, there were 31 to 40 seats available per store. Along the location type, only one branch is permanently located near the Naga City Metropolitan Cathedral while the other located along Panganiban Drive, Naga City just very near Plaza Quezon is ambulant or not permanent.

For the products of Gotobest, products offered were pancit canton, Goto plain/Goto with egg/ Goto with Rabut, Lomi, Miki Bihon, and tokwa't baboy. The pancit canton with meat and vegetables: the customer ranked 3rd with a weighted mean of 3.60, goto plain/ goto with egg/goto with rabut: the customer ranked it 5th with a weighted mean of 3.20, lomi with egg and vegetables toppings: the customer ranked it 4th with a weighted mean of 3.70, miki bihon with meat and vegetables toppings: the customer

ranked it 2nd with a weighted mean of 3.50, and tokwa't baboy with white onion and chili: the customer ranked it 1st with a weighted mean of 4.20.

Services offered by Gotobest are delivery catering service, dining service, buffet, and plated service. The delivery: the respondent ranked it 5th with a weighted mean of 1.00, catering; the respondent ranked it 3rd with a weighted mean of 2.30, dining: the respondent ranked it 4th with a weighted mean of 2.70, Buffet: the respondent ranked it 2nd with a weighted mean of 2.2, and plated Service: the respondent ranked it 1st with a weighted mean of 3.20.

In conclusion, the respondents observed that there are five products offered by Gotobest and each product was ranked differently based on observation. The respondent observed there are five services offered by Gotobest and each service was ranked differently based on observation. For the personnel, the use proper uniform-ranked 4th with a weighted mean of 1.40, b) The personnel are hospitable- ranked 2nd with a weighted mean of 2.70, c) The personnel are clean/ good looking- ranked 2nd with a weighted mean of 2.70, d) personnel are educated about hygiene and sanitation-ranked 1st with a weighted mean of 2.76, and e) Personnel have proper hygiene-ranked 3rd with a weighted mean of 2.60. When it comes to place, the environment is free from any harmful bacteria/ chemicals-ranked 5th with a weighted mean of 2.70, the place has proper sanitation-ranked 4th with a weighted mean of 3.10, the place is free from any insects/pests-ranked 3rd with a weighted mean of 3.23, the place is cleaned regularly and properly-ranked 1st with a weighted mean of 4.20 and the ambiance of place is comfortable- ranked 2nd with a weighted mean of 3.80.

When it comes to equipment/ materials: cooking equipment operating temperatures are low enough that the existing room ventilation can compensate for the heat generated by the equipment without creating unsafe or hazardous conditions in the kitchen-this ranked 4th with a weighted mean of 3.60, cooking apparatus is equipped with an air purifying system of baffles, filters, etc. that effectively removes all toxic gases, smoke, grease, vapors, and heat from the air released by the equipment-ranked 5th with a weighted mean of 2.86, cooking equipment is installed in accordance of with manufacturers' recommendations: ranked 6th with a weighted mean of 2.60, the equipments and materials are maintained regularly and properly- ranked 1st with a weighted mean of 3.36, and the equipments and materials are properly sanitized, ranked 2nd with a weighted mean of 2.70 when it comes to handling of foods. Handling of foods: the foods are

frozen properly-ranked 2nd with a weighted means of 3.36, the meat and vegetables are separated to avoid cross contamination-ranked 5th with a weighted mean of 2.63, the foods are cooked to proper temperature-ranked 3rd with a weighted mean of 3.43, always thaw food in the refrigerator. Never defrost food at room temperature on the counterpart-ranked 4th with a weighted mean of 3.23, and always marinate food in the refrigerator, not on the counterpart. Discard leftover marinades that have been used with raw meat, poultry or seafood- Ranked 1st with a weighted mean of 4.80. There are only 2 branches of Gotobest in Naga-1 permanent and 1 ambulant. There are only 5 and below employees in Gotobest. The location type of Gotobest-one is permanent and the other one is ambulant.

The result shows that the personnel do not use proper uniform, hospitable/ good looking, educated with hygiene and sanitation, and that the personnel have proper hygiene. The respondents said they complied when it comes to place because the result shows that the environment is free from any harmful bacteria/chemicals/insects and pests. It has proper sanitation and the place is cleaned regularly and properly. The respondents highly complied that the ambiance of place is comfortable. The result shows that the equipment/materials were highly complied when it comes to its sanitation and proper ventilation with the kitchen area. It has moderately complied when it comes to the sanitation of equipments. The results shows that handling of foods were highly complied when it comes to freezing the food properly and marinating the food into the refrigerator, discarding the leftovers marinades that have been used with raw meat, poultry or seafood. Cooking the food with right temperature is complied.

It is recommended that Gotobest should add up 1 more branch to meet the needs of the increasing population, 1 or more employees in order to make service faster and expand the capacity of dining area. It is also recommended that adding more products is better so that the customers can try new dishes. When it comes to the services offered it is also recommended to maintain the services offered. When it comes to personnel, it is recommended that crew should have proper uniform so that customers can identify them as an employee of an establishment. It is also recommended that the owner should choose a place where it is totally free from any insects and chemicals. Equipment and utensils must be sanitized properly at all times so that it will be free from any contamination. In handling of food, proper handling practices of foods should be in place including servicing.