

JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY (MOLO), INC.
BUSINESS DEPARTMENT
Molo, Iloilo City

STATUS OF INTERNET CAFÉ BUSINESS IN MOLO, ILOILO CITY

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Molo, Iloilo City

In Partial Fulfillment
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Methods of Research

By

Dangan, Karla S.
Padernal, Jessie P.
Piñano, Shanna Marie A.
Piojo, Roldan Jr. G.
Poblacion, Molin A.
Sabando, Jo Ketch L.
Sambajon, Christonie N.
Sevilleno, Kim Joseph T.

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Abstract

This descriptive study aimed at looking into the status of Internet Café Business in Molo, Iloilo City. The study likewise aimed at ascertaining the business profile of Internet Café Business in Molo, Iloilo City according to its (a) location, (b) relative location, (c) life span, (d) kind of services offered, (e) servicing hours, (f) charging rate and (g) kinds of facilities. Also ascertained was the market segmentation of Internet Café Business in Molo, Iloilo City based on the (a) age of clients, (b) place of residence, (c) occupation, (d) level of education, (e) number of hours spent, (f) kinds of services usually availed and (g) degree of satisfaction. Moreover, the financial status of Internet Café Business in Molo, Iloilo City was also ascertained based on the

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(a) self-rated financial status and (b) plan for expansion. The sample was determined using purposive sampling technique. The statistical tools used in this study include percentage, frequency and ranking. The research revealed that operating an Internet Café is a profitable venture. Most of the Internet Cafés are located near the schools and they operate daily. The services usually availed by clients are printing, internet surfing and computer gaming. Majority of the clients are adolescents and a non-working professionals who spent 1-2 hours a day in internet surfing though most of them are only fairly satisfied with the services offered to them.