How did Jollibee impacted the CNMI: To Reunite with Jollibee

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Persuasive Essay Draft

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Saipan is known for its beauty and array of daily sunsets. (Ian, 2014). Business here in the CNMI is an island of paradise that is created upon culture, tradition and delicious food. For instance, one of my favorite foods to eat is Apigigi, Kelaguen and Spam Mitsubishi with their black paste in the middle of the sushi (Cabrera, 2017). These type of food expands internationally from Asian countries such as: Japan, Korea, Philippines and China (CNMI Guide, 2018). This persuasive essay proposes a study about the development of Jollibee’s past business experience and the impacts it brought here in the CNMI. In the development from methodology, literature review and writing a research schedule of all the ideas I will be doing upon each time of the day.

The student researcher proposes a study observing statistics of the successes of the corporation of Jollibee, in comparison of McDonald's sales and marketing corporation here in the CNMI. An experiment will be created upon a single survey to friends, family, previous and future workers of Jollibee about their experience with the business. This also goes to McDonalds, so that the success of McDonald's could also benefit a higher chance to why Jollibee deserves a spot in the CNMI. The proposed questions will include “What are the main factors of the Jollibee locations had made it successful?” and “Do you think reintroducing Jollibee in the market would be a profitable venture?” Another way the students plans to gather information is interviewing president corporations or management(s) from the Jollibee Inc. in regards to what successes and challenges that each franchise location go through, and use those materials that they can provide to the student as a way to support in creating another return franchise of Jollibee International Corporation.

The student researcher plans to conduct the research, collect information in a span of seven to nine weeks, analyze data throughout those weeks, and write the report in approximately six weeks to eight weeks, however, as the results of each week comes in, I will continue to accept more results before the end of the Fall 2018 semester. In addition, the student researcher proposes the following schedule below. 

As the weeks goes by, the student researcher will be revising their research paper to enhance the writing and research quality through NMC tutoring sessions and peer reviews for their final draft. Throughout this research, the student researcher gathers academic sources and non-academic sources. The non-academic sources are Marianas Variety and Saipan Tribune. The academic sources that were accessed through Google Scholar, EBSCO, and online news articles. One of the literature sources is a journal titled, “Fast Competition in the Philippines”, where Jollibee is one of the best growing restaurant chains in the entire part of the Philippines, and statistics showing that Jollibee expansion through the asian countries has brought many JOY to their food lifestyle and community.

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In conclusion, the student researcher is persistent and hardworking that will continue to gather more information for the research projected, following by the planned literature review and will access in continuing to conduct interviews, experiments, surveys, and writing to experts. The student researcher believes that she can do this research project in a span of nine weeks weeks by all the sources the student researcher planned in this persuasive essay. From the student researcher own experience of Jollibee, the student researcher will be able to view other NMC students experiences and share her experience to create a new change for what Jollibee can offer in the CNMI. The student researcher would like to start the project as soon as possible in order to have enough time to make adjustments and corrections. Due to “its rapid growth, the company is now ready ready to expand with new concept restaurant to the rest of the world” and Jollibee is an adventure that gives people the feeling of “home” and for those who has not try it will have the chance to taste the return of Jollibee in the CNMI one day. With that being said, the student researcher believes that this project should be approved.

*References needs to be in Alphabetical order.*

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