

ENHANCED MARKETING PLAN FOR WENSHA SPA CENTER: A CASE IN PASAY CITY, METRO MANILA

**KIM ANJELO A. CAPTAN¹, WILLIAM GERARD B. BULABOS²,
MARIA ANGELA MAZO³, DR. ERNESTO C. MANDIGMA JR. ⁴**

<https://orcid.org/0000-0002-6631-3240>¹, <https://orcid.org/0000-0001-6438-2464>²,

<https://orcid.org/0000-0001-5281-5509>³, <https://orcid.org/0000-0002-1721-0026>⁴

kimanjelo@yahoo.com¹, liambulabos@yahoo.com², Ricaza.angela@yahoo.com³,

ecmandigma@dlsud.edu.ph/ bongdiamond1@yahoo.com⁴

De La Salle University – Dasmariñas

DBB-B City of Dasmariñas Cavite Philippines 4115

ABSTRACT

The marketing plan is an outline of the company's holistic marketing effort that used to focus on resources and plan for its growth and development. The marketing mix is the utmost ultimate concept of marketing that consists of the various set of controllable marketing tools where the firm utilized to make anticipated answers in the targeted market. The main purpose of this study is to assess and analyze the customer's satisfaction using the 8P's of the marketing mix. This study aimed to enhance the marketing strategies of Wensha Spa in Pasay City to improve competitiveness in the market. It determined the profile of the respondents in terms of age, gender, and educational attainment. It ascertained the significant difference in the assessment of the marketing strategy of the respondents when grouped according to profile. The investigation is quantitative using the descriptive method and survey questionnaire as the main tool distributed to the guests after proper validation and reliability testing using Cronbach Alpha. Ethical considerations and proper statistical tools were used, such as frequency, percentage, weighted mean, T-test, and F-Test. The findings help enhanced the 8p's marketing mix of Wensha Spa, which leads to guest satisfaction and makes it competitive, resulting from attaining more customers and gaining additional revenue. Based on the analysis, the researchers were able to come up with an enhanced marketing plan that will benefit and improve their current marketing strategies to further provide the needed satisfaction of their guests.

Keywords: Marketing Plan, 8ps' Marketing Mix, Quantitative Research, Philippines