

# The Growth Challenges of Small and Medium Food Enterprise through Promotional Warfare



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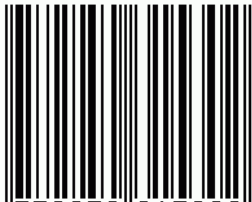
# The Growth Challenges of Small and Medium Food Enterprise through Promotional Warfare

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## Introduction

Promotion attributes such as strategies, tactics and the like are very useful in business. They lessen transaction costs in the firm's marketing and offering of its products or services to the market. These business identifiers include the techniques of the trader as used in his commerce, be it called firm, corporate name or business name, tag lines. It also includes the innovative ways and Internet domain name. All of these business identifiers serve to soften the search and patronage whether it is through the traditional transactions or through the internet by clearly pointing out the identity and allowing for the assessment of the business (Buffa, 2015).

Promotion Mix strategies that can be used by a company in promoting a product are numerous. Companies just have to choose the applicable promotion strategies for their customers. There are eight components of the promotion mix that companies may use. These are word of the mouth marketing, interactive marketing, events and experiences, personal selling, direct marketing, public relation, sales promotions, and advertising. These attributes should be chosen carefully because they would be attached to the business in the long run, to be

In 2012, there were 2,673 outlets in the 100% home delivery/ takeaway subsector, and just fewer than 63 million transactions. However, outlets and transactions grew at robust compound annual rates of 18.6% and 7.0% respectively, between 2008 and 2012. This subsector is expected to remain the leading area of outlet and transaction growth within Philippine consumer foodservice until 2017. A typical outlet earned US\$117,246 in 2012, or US\$4.98 per transaction.

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Locations. The majority of the Philippine's foodservice sector is represented by retail and standalone locations in terms of sales (US\$4.1 billion and US\$3.9 billion, respectively) and outlets in 2012. The retail format has supported overall outlet growth in the industry, due to the expansion of shopping malls. However, travel locations saw the greatest expansion in terms of value sales and outlet growth from 2008 to 2012.

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I also thank my caring, loving, and supportive mother, **Estella**. Her encouragement when the times got rough are much appreciated and duly noted.

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The **Almighty Father**, from whom we owe everything.

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## AUTHOR'S PROFILE



**Jose Mari S. Uy** graduated his Doctorate degree in Business Administration in AMA University in Quezon City graduate school and awarded as Best in Dissertation he currently holds the position of Assistant Professor II and teaching presently at Quezon City University and a member of the Academic Council, before entering into academics he holds various position in the private industry he started from operator to Production Supervisor to Marketing Manager to Assistant Plant Manager.



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## ABSTRACT

Promotional strategy and warfare is the most important thing to be done during the process of coming up with a business idea and starting a business and maintaining it. The business owner and manager as well has to come up with marketable promotional strategy. These attributes are very useful in business because they lessen transaction costs and improve their income the firm's marketing and offering of its products or services to the market.

Specifically, the study sought answers to the questions: 1. How frequent do the respondents effectively market their products and services through promotion?. 2. How the respondents assess the effectiveness of growth challenges of small food enterprise through promotional warfare in the NCR? 3. Is there a significant between the assessment of the respondents on the effectiveness of the growth challenges of small and medium enterprise through promotional warfare when they are grouped according to profile? 4. What are the ways on how to apply promotional warfare attributes to contribute in enhancing the marketability of small and medium food service business? 5. How may the findings be analyzed in developing and improving the application of the aforementioned promotional warfare attributes?

The study aimed to know the impact of promotional warfare on the marketability of food service businesses as a basis for developing a guide for business strategy. Specifically, it aimed for the following objectives: 1. To know the profiles of the respondents of their age, gender, civil status, and educational attainment. 2. To know how frequent the respondents effectively market their products and services to promotions. 3. To assess the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare. 4. To find out the significant difference between the assessment of the respondents on the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare when they are grouped according to profile. 5. To find out the ways on how to apply promotional warfare attributes to contribute in enhancing the marketability of food service business.

6. To develop and improve the application on how may the findings be analyzed in developing and improving the application of the aforementioned promotional warfare attributes?

The Purposive method was applied in this study. A structured questionnaire was used as the primary instrument and 120 business owners as respondents. Interviews at random with owners, managers, observations were made during the visits in the selected food service business. The statistical instruments used to present, analyze and interpret the data are

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percentage, weighted mean, Likert scale, ranking, and t-test using the computed and tabulated t-values.

The most considerable conclusions were as follows: 1. The owners have their own perception when it comes to promotional warfare.

Majority of the respondents prefer to improve their facilities and security measures, being friendly and being courteous. 2. Majority of the owners agreed that speed up services and attend to customer's needs. 3. There is a significant difference between the perception of owners and owners in terms of gender. 4. The business owners have their own perceptions when it comes to the improvement of and updating their equipments for the betterment of their business.

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## LITERATURE

Food is a simple need. The industry which transactions with arranging food items/ products discusses to the food service industry. The food service industry is and will continuously linger in great request because of its genre. These industries comprise of restaurants, fast foods, school and hospital cafeterias, catering operations, food carts and food trucks, restaurants, carinderias and food parks mostly give to the food service industry". Fast food" generally denotes to the kind of restaurants that sell quick, inexpensive take-out food or dine in. During a moderately brief period of time, the fast food industry has helped convert not only diet, but also setting, economy, workforce and general values the taste of food and the groundwork of it. The strange growth of the fast food industry has been passionate by fundamental modifications in society as well as carenderias. The entire involvement of purchasing fast food has become so routine and sometimes it connect to every individuals preference, that it is now taken for granted. Another transformation amongst a restaurant and fast food is, restaurants deal meals that are cooked already, set and ready to be eaten at the premises whereas fast food frequently offers pre-cooked meals or serves meals that are cooked easily and easily to choose on a variety of viands ready to eat. The customers may eat inside the store or they can order their food to go. In fast foods just like carinderia one frequently pays earlier eating unlike in full service restaurants they eat first before they pay. Like every other country, the food industry has succeeded very well in the

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Philippines. Filipinos love to eat and that is the reason why because of their taste they are a lot of restaurants and fast foods spread in the cities just as well as carinderia for fast ordering for dine in or for take out. The Filipino foods include dishes and cooking procedures from China, Spain, Mexico, United States, India and more recently from further abroad. However, what makes them Filipino is the history and society that are introduced and adapted from the different cultures and enhance them with different flavors. Filipino food and chefs are considered one of the best in the world. It is hardly surprising that Filipino food is often labeled as somewhat strange like "balut". These restaurants and fast foods can be local or international food chains. Philippine foods are a unique mixture of eastern and western cuisines which anyone reflect the Philippines history. Carinderia is a food stall with a small seating area and is located in the market or at the roadside. In the Philippines, these food stall are popular, serving Filipino favorite dishes at the very affordable price. This is one of the things that is fixed in the Filipino culture. Previous studies also indicated that the consumers are able to make perceptions about a place based on building layout. For them, the brand identity and retail design would contribute largely to the assessment of a retail location. Any facet of visual attributes associated with a store or shop would contribute to the perception of the brand of the business. The identity and design of a business draws customers because it affects some aspect of the self-concept of the customers. It is very clear that consumers make judgments about the availability and quality of merchandise and service offered based merely on the exterior of a business. This serves as rare opportunity for designers to tell the retailers and store owners on the concepts of the surrounding environment that are also important to their customer base. The results of this research showed that the consumers can assess a business by just looking at the exterior alone. But the exterior, posters, store displays could be relevant only once the customers actually visit the stores. There should

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be something that will lure in the customers even if the business is not yet visible. This is where the names, slogan, logo, and brand name. Even if these attributes are two-dimensional only, customers may already view these even from afar, or in the websites of the company. So even if without visiting the stores, the marketability could be assessed already through these visual attributes.

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## METHODOLOGY

The researcher employed the Purposive Method of research in gathering the needed data because this method of research is an adequate and accurate interpretation fact-finding study. The researcher deemed it wise to use purposive method, which is suited for this study since it Analyzed the nature of the prevailing practices and conditions in the food service businesses. According to Manuel (2016) as cited by Esquerra (2018). Descriptive method is used to assess the existing conditions. It answers the question, “what is?” And emphasis and describes with what quality exist such as the present situation practices, conditions, or any systematically the circumstances of interest accurately and based on facts (Cruz, 2015). Since this study is about the growth challenges of small and medium food enterprise through promotional warfare in NCR, the descriptive type of method of research is the appropriate method to use in the analysis of offering recommendations based for this findings.

There is no substantial modification between the interviewees, of business owners/ managers on the impact of attributes on marketability of their businesses through promotional warfare.

**T test** was used because the respondents were larger than 30. T-test is a statistical test to define whether two populace means are dissimilar when the changes are known and the sample

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size is large. The test statistics are expected to have a standard supply and nuisance parameters such as standard deviation that should be known for an accurate z-test to be accomplished.

The study aims to know the importance of growth challenges of small and medium food enterprise through promotional warfare on the marketability of food service businesses as a basis for improving and developing a business promotion.

Specifically, it aimed to attain the following objectives:

1. Is there a significance to the respondents with regards to age, gender, civil status and educational attainment?
2. Is there a significance to the respondents effectively market their products and services through promotion?
3. Is there an effectiveness of the growth challenges of small and medium food enterprise through promotional warfare?
4. Is there a significance to difference between the assessment of the respondents on the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare when they are grouped according to profile?
5. Is there ways on applying promotional warfare attributes to contribute in enhancing the marketability of food service business?
6. Is there a significance to improve the application on how the findings be analyzed in developing and improving the application of the aforementioned promotional warfare attribute?

## RESULT

This study aimed to know how the criteria for choosing that promotional warfare helped the respondents in promoting and improving their products and services. It sought to determine the growth challenges of small and medium food enterprises through promotional warfare during the year 2018.

Precisely, it pursued answers to the succeeding questions:

1. How frequent do the respondents effectively market their products and services through promotion?
2. How do the respondents assess the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare in the NCR?
3. Is there an important change between the assessment of the respondents on the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare when they are grouped according to profile?
4. What are the ways on how to apply promotional warfare attributes to contribute in enhancing the marketability of small and medium food service business?
5. How may the findings be analyzed in developing and improving the application of the aforementioned promotional warfare attributes?



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In conducting this study, the researcher utilized purposive method of research because it is an investigative study.

The respondents were 120 business owners of food service businesses. The profile of the interviewee's was looked into such as age, gender, civil status and educational attainment.

The researcher used small food enterprise in the whole NCR using purposive sampling and choose 10 business owners of food service businesses or a total of 120 respondents to answer the questionnaire.

The researcher gathered the needed through the following instruments the questionnaire and interview.

In the preparation of the instrument, the researcher read literature related his study. He prepared the initial draft of the questionnaire based on his readings. He presented the draft to his adviser, who in turn made the necessary corrections, exclusions, and additions. The researcher considered all the suggestions when he revised the draft of the questionnaire.

The draft questionnaire was validated by trial respondents and his adviser. In the administration and retrieval of the instrument, the researcher sought the approval of the respondents to float the questionnaires. Having found the questionnaires valid and reliable, copies were distributed to the respondents.

The statistical tools used were frequency and percentage distribution, weighted mean, Likert's scale, t-test and Anova.

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## DISCUSSION AND ANALYSIS

This chapter offerings the immediate of the study. It includes the conclusions gathered from the informations, the conclusions drawn from these findings and recommendations offered in the light of the findings and conclusions. It presents the answers to the questions posted in the statement of the problem, which is hereby restated.

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## CONCLUSION

Established on the immediate of results from the data gathered, the following decisions were drawn:

1. Majority of the owners/managers came from younger generation or from early 30's.
2. Majority of the respondents were female.
3. There were more than 50 percent respondents who were married.
4. More than one- half of the business owners were with college degree.
5. The respondents often market effectively their product through promotion.
6. The respondents often market effectively their product and services through promotional warfare.
7. The male respondents find the promotional warfare effective for the growth challenges of small and medium enterprise than female.
8. Age grouping of respondents affects their assessment on the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare.

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9. The civil status affects the assessment on the effectiveness of the growth challenges of small and medium food enterprise through promotional warfare.

10. The result that there is statistically significant difference signifies that there is main effect on the educational attainment to effective growth challenges of small and medium food enterprise promotional warfare.

11. The primordial concern of the respondents was security and safety of the area.

12. Being friendly can improve the promotional warfare of the business.