

THE DIFFICULTIES ENCOUNTERED IN EXPANDING FAMILY-OPERATED BUSINESS

ABSTRACT

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This study investigates the challenges encountered by family-operated businesses in Quezon City during business expansion. As these enterprises seek growth, they often face a unique set of obstacles, including succession planning, financial limitations, and internal conflicts. These issues can hinder long-term sustainability and limit competitiveness in the market. The study aims to identify and quantify the most common barriers faced by these businesses in order to propose strategies that promote sustainable expansion. A descriptive research design was used, with data gathered through a structured survey questionnaire. The study involved 25 family business respondents selected from Quezon City. The survey assessed various factors that affect expansion, including operational, financial, and management-related challenges. The findings revealed that 56% of the respondents were male, and 40% were aged 41 and above. Among the identified challenges, operational difficulties emerged as the most significant (weighted mean = 3.46), followed by market competition (weighted mean = 3.26) and experience-related challenges (weighted mean = 3.18). These results indicate that internal business operations and external market pressures are primary barriers to expansion for family-run enterprises. The study provides important insights into the struggles of family-operated businesses attempting to expand in a competitive environment. Understanding these difficulties allows for the development of targeted strategies, such as improving operational systems, succession planning, and competitive positioning. The findings contribute to strengthening management practices that support the growth and sustainability of family businesses in Quezon City.

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