

SUSTAINABILITY STRATEGIES OF BARANGAY MICRO BUSINESS ENTERPRISE FOOD PARK STALLS IN VALENZUELA CITY: A BASIS FOR A PROPOSED DEVELOPMENT PLAN

ABSTRACT

AUTHORS

Dania Abella
Cleodhale Bartolome
Mica Dumilon
Jecil Mae Gloria
Edrian Ornopia
Jahanie Pagsidan

RESEARCH ADVISER

Reynold Bangalisan, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

KEYWORDS

*barangay micro business
enterprise; sustainability
strategies; food park;
valenzuela city; pricing
strategy; production process*

ARTICLE ID

AASGBCPJMR-B24239

This study investigates the sustainability strategies employed by Barangay Micro Business Enterprises (BMBEs) operating food park stalls in Valenzuela City, focusing on marketing styles, promotional benefits, product quality, pricing strategies, and production processes. Anchored on Utami's (2023) Resource-Based Theory, the research underscores the importance of internal resources—such as food quality, innovation, and eco-conscious practices—as drivers of competitive advantage. The findings aim to inform a proposed development plan for enhancing the long-term viability of these microenterprises. A descriptive-quantitative research design was employed. Data were collected from 30 purposively selected respondents—comprising 10 food stall owners and 20 employees—from 10 stalls located at 608 MH Del Pilar Destino Food Park. Statistical tools, including frequency, percentage, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test, were used to analyze the data. Results showed that most vendors were male, single, aged 18–25, with less than one year of business operations and monthly incomes below ₱10, 000. Among the sustainability strategies assessed, the production process received the highest mean rating (3.35), while promotional benefits received the lowest (2.63). Statistical analysis revealed no significant differences in strategy implementation based on business duration, except for pricing strategy, which showed a significant variance ($p = 0.0029$). Key challenges included inadequate parking, high rental fees, and limited storage space. Based on these findings, a development plan was proposed to improve marketing visibility, enhance promotional strategies, optimize pricing models, and raise production standards. The study recommends capacity-building programs focused on financial literacy and marketing skills, enhanced branding through social media engagement, and the introduction of value meals to increase affordability. Additionally, collaboration with barangay officials is encouraged to address logistical concerns such as parking and sanitation. Overall, the study emphasizes the role of strategic and sustainable practices in supporting the growth and resilience of BMBEs in the competitive food service industry and proposes actionable steps to ensure long-term success.

RECOMMENDED CITATION

Abella, D., Bartolome, C., Dumilon, M., Gloria, J. M., Ornopia, E., & Pagsidan, J. (2025). Sustainability Strategies of Barangay Micro Business Enterprise Food Park Stalls in Valenzuela City: A Basis for a Proposed Development Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 117.