

ENTREPRENEURIAL SUSTAINABILITY OF SAMPLED MICRO ENTERPRISES IN QUEZON CITY: A BASIS FOR DEVELOPING STRATEGIC ENTREPRENEURIAL MODEL

ABSTRACT

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This study explores the entrepreneurial sustainability of micro food enterprises in Novaliches, Quezon City, by examining their performance in marketing, management and personnel, financial, and operational domains. These enterprises, deeply embedded in Filipino culinary traditions and known for offering affordable, home-cooked meals, are integral to the local urban economy through job creation and accessible dining options. However, despite their crucial role, they encounter significant challenges such as limited capital, escalating operational expenses, and inadequate formal business management skills. These obstacles pose serious threats to their long-term viability and growth prospects. Grounded in the Business Feasibility theories of Proboningrum (2020) and Artanti (2023), this study utilized a descriptive-quantitative research design. Structured questionnaires were administered to owners and employees across ten micro food enterprises in Novaliches, Quezon City. The gathered data were analyzed through frequency distribution, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test to identify patterns, measure central tendencies, and examine significant differences among groups. The findings indicate that most micro food enterprises have been in operation for 2 to 3 years, starting with an initial capital below ₱15, 000, employing up to three workers, and earning between ₱15, 001 and ₱20, 000 monthly. Their overall sustainability was rated as “Sustainable,” with key strengths identified in affordable pricing, advantageous location, friendly customer service, and streamlined operations. However, weaknesses were noted in financial planning, equitable employee compensation, and equipment maintenance. Statistical tests showed no significant differences in sustainability based on business duration or initial capital, highlighting the potential influence of external factors and strategic management. Owners also cited challenges including managing customer complaints, inventory control, adapting to food trends, unclear business direction, and resistance to innovation. To overcome these challenges, the study recommends a strategic framework focused on enhancing the growth and resilience of micro food enterprises. This framework emphasizes sound management practices, targeted marketing strategies, effective financial oversight, and streamlined operations. It also advocates for improved access to capital, ongoing business training, strengthened employee motivation, utilization of digital marketing tools, and robust customer feedback systems. By reinforcing these key areas, small businesses can boost their competitiveness, achieve sustainable growth, and make a stronger contribution to the local economy. The study ultimately highlights the necessity of comprehensive and strategic support to equip micro enterprises for the evolving demands of today’s business landscape.

RECOMMENDED CITATION

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