

SUSTAINABLE MARKETING STRATEGIES OF SMALL ENTERPRISES FOOD AND BEVERAGE BUSINESSES IN NOVA STOP, NOVALICHES QUEZON CITY: A GUIDE FOR MARKETING PLAN

ABSTRACT

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This study investigates the sustainable marketing strategies utilized by small food and beverage enterprises in Nova Stop, Novaliches, Quezon City, and proposes a marketing plan to support environmentally responsible business practices. As consumer awareness of sustainability continues to rise, food and beverage businesses face increasing pressure to adopt eco-conscious initiatives while remaining profitable. The research aims to assess current practices, identify gaps, and recommend strategies that align sustainability with long-term business viability. A descriptive-correlational research design was employed. The study focused on four establishments—Sphynx Diner, Chill Bar, 31st Street, and Jairah—using survey questionnaires and documentary analysis. A total of 20 respondents, including 4 owners and 16 employees, were selected through purposive sampling. Statistical tools such as weighted mean, Pearson-r correlation, and ranking were used to evaluate the relationship between years of operation and the implementation of sustainability practices, as well as to identify existing challenges. Findings revealed that the participating businesses showed a degree of commitment to sustainability, particularly through the use of fresh ingredients, fair pricing, and ethical labor practices. However, notable deficiencies were observed in areas such as organic product offerings, sustainability-centered promotions, employee training on eco-practices, and the use of digital technology for green marketing. Most businesses had been operating for 4 to 6 years and employed between 5 and 10 workers, indicating potential for scalable improvements. Barriers to comprehensive sustainable marketing included high operational costs, limited availability of eco-friendly suppliers, and a lack of expertise in sustainability practices. The study recommends practical and cost-effective strategies such as bulk purchasing, collaboration with local suppliers, implementation of sustainability training programs, and enhanced use of digital marketing platforms. The proposed marketing plan integrates environmentally responsible initiatives with profit-oriented objectives, aiming to embed sustainability into daily operations. The study concludes that while a foundational effort exists, a more structured, inclusive, and innovative approach is essential to meet evolving customer expectations and environmental standards.

RECOMMENDED CITATION

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