

ASSESSING THE OPERATIONAL ASPECT OF SELLING MICRO ENTERPRISE IN NOVALICHES BAYAN, QUEZON CITY

ABSTRACT

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This study examined the operational aspects of micro enterprises engaged in selling within Novaliches Bayan, Quezon City. As small businesses continue to adapt to a rapidly changing market environment, The research explored the challenges, opportunities, and strategies that contribute to their sustainability and growth. A quantitative research design was employed using a survey questionnaire administered to 50 small business owners across various sectors in Novaliches. The instrument focused on operational strategies, workforce management, and market adaptation. Respondents represented a balanced gender distribution and varied business tenures, ranging from less than a year to over five years. The analysis showed that while gender representation among respondents were equal, their experiences varied notably based on business tenure. The main operational challenges identified were workforce management and market competition. Time management was also cited as a concern but considered less critical. Findings further revealed that business owners are adopting strategic measures to manage human resources and address competitive pressures effectively. The results suggest that micro enterprises in Quezon City actively assess and refine their operations to remain competitive. Workforce management and competitor analysis are central to their success, while time management issues appear secondary. Moreover, the use of digital marketing tools and government support programs emerged as key drivers of adaptability and growth. These findings highlight the importance of continuous strategic planning and supportive policies to strengthen the resilience of small businesses in an evolving market.

RECOMMENDED CITATION

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