



**De La Salle University - Dasmariñas**  
**GRADUATE PROGRAM**

**FACTORS THAT AFFECT THE STAYING POWER OF FOOD  
AND BEVERAGE BUSINESSES IN TAGAYTAY**

**A Thesis**

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## ABSTRACT

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The purpose of this study was to identify the factors that affect the staying power of food and beverage businesses in Tagaytay. Specifically, it determined: 1) the entrepreneurial qualities of food and beverage business owners; 2) the business profile of food and beverage establishments; 3) the staying power of food and beverage businesses measured by net income and number of years of business operation; 4) the relationship of entrepreneurial qualities and business profile on the staying power; 5) the significant differences between the business profile of food and beverage establishments when classified according to entrepreneurial qualities; and 6) the effect of entrepreneurial qualities and business profile on staying power.

This paper utilized the descriptive approach in gathering the entrepreneurial qualities and business profile that affect the staying power of food and beverage businesses.

It covered <sup>3</sup>30 (out of the 32) food and beverage business establishments already operating for more than three years. <sup>3</sup>The time period for the study was from 2006 to 2008. <sup>4</sup>The survey questionnaire respondents comprised of 18 entrepreneurs and 12 managers. <sup>4</sup>



This research proved that the predominant quality of food and beverage business owners are needed for achievement. Majority of the food and beverage businesses are not franchised, originated in Tagaytay, small business enterprises with assets ranging from PHP 3.01 to PHP 15 million, small businesses with employees ranging from 10 to 99, and are corporations.

The results of the Pearson's R showed that internal locus of control and asset size were significantly related to net income. It also recorded that entrepreneurial options and the number of employees were significantly related to number of years of business operation.

Using one-way Anova, findings showed that there is a significant difference between the number of employees and tolerance for ambiguity. Moreover, the difference between the forms of business organization and risk taking / innovativeness was also significant.

As shown by the multiple regression analysis, internal locus of control and forms of business organization exert a positive significant effect on net income. Risk taking / innovativeness exert a negative but statistically significant effect on net income. Furthermore, the number of employees exerts a positive significant effect on years of business operation. Entrepreneurial options and asset size exert a negative but statistically significant effect on years of business operation.

<sup>3)</sup> Results suggested that aspiring entrepreneurs should have internal locus of control since this had been recognized as the main attributes of entrepreneurial qualities of food and beverage business owners in Tagaytay in



relation to staying power. They can also make innovations in coming up with goods that are homegrown, with a touch of originality.

It is also recommended that local governments of tourist destinations should encourage and support endeavors that are non-franchised and engage in a corporate form of business organization since these bring positive impact on staying power. ✓





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