

NATIVE CANDY BUSINESS
ITS MARKETABILITY AND TECHNICALITY

488000

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TABLE OF CONTENTS

	Page
PRELIMINARIES	
Title Page	i
Approval Sheet	ii
Dedication	iii
Acknowledgment	iv
Table Of Contents	v
List Of Tables	vii
List Of Figures	viii
CHAPTER	
I - INTRODUCTION	
Background of the Study	1
Statement of the Problem	2
Statement of Objectives	3
Statement of Hypotheses	3
Significance of the Study	3
Scope and Delimitation	4
Definition of Terms	5
II - REVIEW OF RELATED LITERATURE	
Local Studies	6
III - METHODOLOGY	
Research Setting	9
The Subject	10

CHAPTER	Page
The Research Technique	18
Statistical Tool	19
IV – PRESENTATION, ANALYSIS AND INTERPRETATION	23
Hypotheses Testing	33
V – SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	
The problem	35
Hypotheses	35
Methodology	36
Findings	36
Conclusions	39
Recommendations	40
BIBLIOGRAPHY	43
APPENDIX A	45
B	49
RESUME	51

LIST OF TABLES

TABLE	Page
I-a Respondents according to Sex (Manufacturers)	11
I-b Respondents according to Sex (Distributors)	12
II-a Respondents according to Age (Manufacturers)	13
II-b Respondents according to Age (Distributors)	14
III Respondents according to Educational Attainment (Manufacturers)	15
IV Respondents according to the Types of Candies being Manufactured and Sold	16
V-a Respondents according to the Volume of Products being Manufactured	17
V-b Respondents according to to the Volume of Products being Sold	18
VI Respondents according to the Techniques being used in the Promotion of the Products	23
VII Respondents according to Problems encountered in their Business	24
VIII Respondents according to to the Place where they can obtain a regular Supply of Raw Materials	25

LIST OF FIGURES

FIGURES	Page
I - Number of Respondents by Sex	21
II - Number of Respondents by Age	22



Chapter 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter will summarize the study made by the researchers. This will also show the findings, conclusions, and recommendations of the authors on the basis of the data and information gathered.

THE PROBLEM

The study was made by the researchers to answer the following problems:

- 1) What are the techniques being used in promoting and advertising native candy products?
- 2) What are the problems encountered by native candy business?
- 3) Where can a business obtain regular supply of raw materials?
- 4) What are the process of making candies?

HYPOTHESES

The stated hypotheses below were tested by the researchers.

- 1) There is no significance knowing the techniques being used in promoting and advertising native candy products.

- 2) There is no need determining the problems encountered by native candy business.
- 3) There is no need knowing the place where a business can obtain a regular supply of raw materials.
- 4) There is no need knowing the process of making candies.

METHODOLOGY

The authors used the Descriptive Method in the survey conducted. Questionnaires were used as tool in gathering informations and random sampling method was applied. In the interpretation of data, tables and graphical illustrations were made by the researchers.

FINDINGS

On the data gathered and analyzed by the researchers, the study revealed the following findings.

Specific Problem No. 1. What are the techniques being used in promoting and advertising native candy products?

Based from Table 6 made by the authors which were gathered from the respondents' answer, the following techniques were being used in advertising the native candy products:

- 1) giving good quality of products.
- 2) Giving cash discounts.

Specific Problem No. 2. What are the problems being encountered by native candy business?

Findings revealed that the following are the problems encountered by native candy business?

- 1) Financial Problems
- 2) Seasonal Fruits

Specific Problem No. 3. Where can a business obtain a regular supply of the major and intensive raw materials?

According to the data gathered, findings showed the processing places where the business can obtain regular supply of raw materials:

- 1) Within the location of the business.
- 2) Manila.

Specific Problem No. 4. What are the process of making native candies?

Findings disclosed the following steps in making native candies:

- 1) Preparation of the material and ingredients.
- 2) Mixing

- 3) Cooking
- 4) Pouring
- 5) Molding
- 6) Slicing
- 7) Wrapping

HYPOTHESIS TESTING

Hypothesis No. 1. There is no significance knowing the techniques being used in promoting and advertising the products.

Knowing the techniques being used in promoting and advertising native candy products is necessary for they help the owners of the business increase the number of patrons of the products making the product in demand.

Hypothesis No. 2. There is no need determining the problems encountered by native candy business.

Determining the problems encountered by native candy business is of great importance to the side of the manufacturer in terms of decision making. It will help them to decide which of the possible alternative will serve as solutions to the problems that may be faced by the business.

Hypothesis No. 3. There is no need knowing the place where the business can obtain regular supply of raw materials (major and intensive).

It is very important to know the place where the business can obtain regular supply of raw materials. In this case, smooth and continuous flow of production can be expected.

Hypothesis No. 4. There is no need knowing the process of making candies.

Knowing the process of making candies is the most important aspect for it serves as guide or pattern for the manufacturers in producing the products.