



EVALUATING THE FACTORS INFLUENCING THE PROFITABILITY OF SELECTED MICRO-ENTERPRISES IN NATIPUAN, NASUGBU, BATANGAS

MA. LUCIA RIZZI

Dr. Francisco L. Calingasan Memorial Colleges Foundation Inc.

ABSTRACT

This study evaluates the profitability of selected micro-enterprises in Natipuan, Nasugbu, Batangas, focusing on key factors that influence their financial performance. The research explores the impact of market demand and customer base, pricing strategy, and cost management on the profitability of these enterprises. Additionally, the study assesses how local market dynamics and competitive forces shape business outcomes in the region. With micro-enterprises playing a crucial role in the local economy, understanding these variables is essential for improving their sustainability and growth.

The study uses a mixed-methods approach, combining financial data analysis with qualitative insights from interviews with business owners. It identifies challenges micro-enterprises face in adapting their pricing strategies to shifting market demand while controlling costs amid rising competition. Further research examines access to resources and support services, including financial capital, training, and development opportunities, as well as government and private-sector support services.

Results indicate that businesses with diversified customer bases and effective cost management strategies demonstrate higher profitability. However, limited access to financial capital and training resources hampers growth potential. The study recommends targeted support programs that enhance financial literacy, resource access, and operational efficiency for micro-enterprises. These findings provide valuable insights for local government and policymakers to foster a more supportive entrepreneurial environment.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VI, Issue II

November 2024

Available online at <https://www.instabrightgazette.com>



Keywords: *Profitability, Micro-enterprises, Market dynamics, Cost management, Financial Resources*



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
