



INFLUENCE OF SALES AND REVENUE OF SELECTED SMALL CARENDERIA IN NASUGBU, BATANGAS

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ABSTRACT

This study aimed to understand the Influence of Sales and Revenue of Selected Small Carenderia in Nasugbu, Batangas. It focuses on how various factors affect the sales performance and income generation of these small food businesses.

The participants in the study were, (30) Carenderias owners and manager using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. must be the owner or manager of a small carenderias in Nasugbu, Batangas. 2. The carenderias must have been in operation for at least six (6) months.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex and average daily income, the significance of influence of online reviews on purchasing decisions in terms of Pricing Strategies, Customer Service Quality, Menu Variety and Quality and Location Accessibility.

The study yielded the following findings: Most of the respondents are middle-aged adults, particularly those within the 35–44 age range. Majority of them were male, and most of carenderia owners earn between ₱2,501 and ₱4,000, showing a modest but steady income level. The four significance of the factors influencing sales and revenue of small carenderias

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are not significant variables. Despite this, a marketing plan can be crafted and developed to address these areas by focusing on strategies that strengthen the influence of sales and revenue of selected small carenderias in Nasugbu, Batangas. It highlights approaches that can improve customer attraction, retain loyal patrons, and enhance overall business performance.

Keywords: *Pricing Strategies, Customer Service Quality, Menu Variety and Quality and Location Accessibility*



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