



**STRATEGIC BUSINESS DECISION FOR ACHIEVING LONG-TERM SUCCESS
AND SUSTAINABILITY AMONG CARNIVAL BUSINESS**

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ABSTRACT

This study explores the strategic business decisions employed by carnival business owners in selected barangay's of Balayan, Batangas, with the aim of achieving long-term success and sustainability. Recognizing the unique challenges faced by mobile entertainment enterprises such as limited operational permanence, fluctuating customer demand, and regulatory constraints the research investigates how owners maintain competitiveness, solve operational problems, and develop actionable plans. Using a descriptive research design and survey questionnaires, data were gathered from thirty carnival owners, focusing on their demographic profiles and strategic approaches. Findings reveal that most respondents are male, aged 31–40, and high school graduates, earning between Php 10,001 and Php 15,000 monthly. Respondents generally agreed that maintaining competitiveness, problem-solving, and planning are essential to business longevity. However, statistical analysis showed no significant difference in strategic decision-making when demographic profiles were considered.

The study also presents a business plan framework tailored to the carnival industry, emphasizing inclusive design, rotational staffing incentives, and customer-focused innovations. Grounded in theories of strategic flexibility, sustainability integration, and competitive advantage, the research underscores the importance of adaptive strategies in

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INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue II

October 2025

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



dynamic environments. The findings contribute to academic discourse on micro-enterprise resilience and offer practical guidance for carnival operators seeking to enhance operational efficiency and financial stability. Ultimately, the study advocates for context-aware, inclusive, and forward-looking business practices that align with both local realities and broader sustainability goals.

Keywords: *Strategic Decision-Making, Sustainability, Carnival Industry, Operational Challenges, Adaptive Strategies*



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