

Challenges encountered by women Entrepreneurs in managing Food Businesses

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Abstract— The primary purpose of this study is to identify the challenges of women entrepreneurs in running a food business. The researchers used a questionnaire checklist for collecting the data. It consisted of different variables such as the nature of the business, marketing knowledge, capital of the business and challenges encountered which are all related to running a business. The findings revealed that most of the respondents were engaged in eatery business, they have their own business stall and their start-up capital was low. Moreover, the respondents' used their own ideas to conceptualize the business. They utilized a distribution channel that is product direct to the consumer (end-user). To promote their product they prefer personal selling. Lack of resources was the most difficult challenge that the women entrepreneurs have encountered in starting a business.

Keywords— Challenges, food industry, start-up capital, strategy, women entrepreneur.

I. INTRODUCTION

Entrepreneurs are important players in any economy. "Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame, and continued growth opportunities and those who fail to suffer losses and become less prevalent in the markets"[1].

The researchers observed that there are different factors affecting the business making including Climate Condition. Climate conditions may affect your business in a number of ways. Unpredictable weather can impact directly on your business, for example by increasing the risk of water shortages or flooding. This can cause significant disruption to your business and make it more difficult to get insurance [2].

The researchers also observed that business owners handling meat processing products have encountered African Swine Fever or ASF, which brought a scare to a lot of customers in Cabanatuan City causing a low market on Meat Products specially Longganisa which is very popular in Cabanatuan City. According to Rappler-Ralf Rivas, "the National Meat Inspection Service (NMIS), ASF is a highly contagious viral disease that affects pigs, warthogs, and boars. It causes pigs to have a high fever and lose their appetite. It also causes hemorrhages in the skin and internal organs. Death is certain. Pigs die in a span of 2 to 10 days upon affliction. There is no known vaccine against ASF yet. Agriculture Secretary William Dar said 7 areas in two provinces in Luzon have been affected by ASF. These are Rizal - San Jose, Macabud, San Isidro, San Rafael, Mascalap, and Cupang in Antipolo, Bulacan – Guiguinto. According to the Food and Agriculture

Organization, ASF has severely affected China, Mongolia, Vietnam, Cambodia, some areas in South Korea, Laos, and Myanmar. ASF outbreaks have been detected in 32 provinces in China. Almost 1.2 million pigs there have been culled in an effort to halt the further spread of the disease"[3].

There are many misconceptions about entrepreneurs and businessmen. The entrepreneur is the market leader; it creates a new market and starts a new idea or concept. On the other hand, businessman plays as the market player who sets up the business with existing idea offering product or service.

"Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently. There has been a change in the role of women due to growth in education, urbanization, industrialization, and awareness of democratic values"[4].

Women often have skills and abilities that are useful in business and tend to be great at networking, and they possess inherent skills for negotiating to have the ability to multitask. Single mothers are often good at delegating and budgeting, skills that they rely on to manage their families [5].

One of the situations in Cabanatuan City is the noticeable growth of a business, and some of them are managed by women entrepreneurs. The aim of the research is to determine the challenges of starting a business in Cabanatuan City. The findings of this study will be useful to the citizens of Cabanatuan City and for the women entrepreneurs of the business or for the future women entrepreneurs in the City. With this study, the institution can determine the

effectiveness of women entrepreneurs in the field of business. Likewise, this study can help women entrepreneurs to improve their marketing strategy, selling techniques and to bring emphasis on women entrepreneurs making it in the field of business.

II. METHODOLOGY

This study utilized a descriptive research design with a questionnaire as the main data gathering tool. According to Dr. Y.P. Aggarwal (2008) as cited by [6] and [7] “descriptive research is devoted to the gathering of information about prevailing conditions or situations for the purpose of description and interpretation. This type of research design is not simply amassing and tabulating facts but includes proper analyses, interpretation, comparisons, identification of trends and relationships.”

The respondents of the study who were chosen purposively based on the researchers' criteria [8] were 30 women entrepreneurs involved in food industries.

III. RESULTS AND DISCUSSIONS

Table 1. Business Profile

	f	%
Kind of Business		
Food Processing	6	20.00
Eatery	10	33.33
Delicacies	5	16.67
Bakery	4	13.33
Others	5	16.67
Starting Capital		
Below 20,000	16	53.33
20,001 – 30,000	6	20.00
30,001 – 40,000	4	13.33
40,001 – 50,000	2	6.67
50,001 and above	2	6.67
Source of Capital		
Own Savings	21	70.00
Family Members	7	23.33
Loans	2	6.67

The women entrepreneurs were mostly engaged in an eatery with 33.33 percent the highest among the other kind of businesses. It is one of the most common and simple kinds of businesses in the Philippines. Filipinos are known to eat a lot, a great source of idea for entrepreneurs that open opportunity. Filipinos are constantly eating. Three meals a day just isn't enough, so they've added two meryendas [9]. Eatery the most rewarding right types of businesses to invest

in the Philippines as you serve hungry customers while turning a neat profit when managed properly [10].

In terms of the starting capital of the respondents, 53.33 percent were those who are on the bracket of below 20,000. This merely implies that with a lower capital aspiring entrepreneurs can start their own food business. The capital need is about P15,000 to open a small carinderia (eatery) or food kiosk. The money will go to two weeks' worth of inventory of food and ingredients, equipment and utensils, space rentals, and barangay permit fees. An entrepreneur may need a lower amount if he/she will do business in his/her own backyard or front yard (deduct P1,500 to P2,000 from the original estimate if this is the case) and if he/she will use his/her own existing kitchen utensils (deduct their brand-new cost). Assuming an income of P600 daily six days a week, an entrepreneur can expect to recover his/her investment by the second month [11].

The highest source of capital of the women entrepreneurs is from their own savings with 70 percent. The majority of the respondents are capable of starting their business using their own money. Twenty-three point thirty-three percent of the respondents were supported by family members while 6.67 percent availed loan.

Table 2. Conceptualization, Distribution, and Promotion of the Food Business

Conceptualization		
Personal Idea	18	60.00
Influence by family and friends	11	36.67
Attending trade fairs	0	00.00
Through agencies/institutions	0	00.00
Others	1	3.33
Distribution		
To retailers	1	3.33
To consumer	19	63.34
To distributors	9	30.00
Others	1	3.33
Promotion		
Personal Selling	18	60.00
Social Media	7	23.33
Signage, streamer, etc.	3	10.00
Others	2	6.67

Table 2 shows that 60 percent of the respondents inspired by their personal idea to start their business. They have the traits to be successful entrepreneurs. They think big and they are bold. They are not deterred by the big boys in the industry, they are not afraid to take a risk and they deal with day-to-

day battles [12]. The entrepreneur to consumers (end-user) is the highest with 63.34 percent among the distribution channel that the respondents used. Women entrepreneurs have their own business stalls.

As to the promotion, 60 percent of the respondents used personal selling to promote their product. This is a very effective way to use in business since it requires face to face encounter with the customer.

Table 3. Challenges in Running a Business

Challenges Encountered	f	%
Lack of financial fund	3	10.00
Competition	7	23.33
Lack of resources	13	43.34
Accessibility	2	6.67
Indebtedness	1	3.33
Others	4	13.33

The data shows the problems encountered by the women entrepreneurs in running their businesses. First in rank (43.34%) is a lack of resources. Since entrepreneurs create new products to market some require ingredients that are imported, uncommon and seasonal. Availability of the resources like meat, chicken, and seafood affected when diseases arise (African Swine flu, bird flu, red tide, etc.). Competition in business comes second (23.33%) as the problem encountered by the entrepreneurs. The food industry is a popular and open opportunity for an aspiring entrepreneur. The growth also raised competition in the industry. The foodservice industry in the Philippines is growing at a phenomenal rate and everyone wants a part of it [12].

Other factor ranked 3rd (13.33%) was also encountered by the respondents. It includes weather condition such as the rainy season. From a business perspective, weather can have a significant impact on the bottom line [13]. Lack of Financial Fund was ranked 4th (23.33%) by the respondents. Debt is common to all especially to a business owner for additional capital. Starting your own business often means getting into debt. You might have a little equity of your own for the setup, but chances are you'll also be using a loan, a credit card, or even a few investors [14].

Lastly, accessibility (6.67%) and Indebtedness (3.33%) were the last in rank and are the least challenges for women entrepreneurs.

Most of the respondents were engaged in the Eatery business. In terms of Start-up Capital, the lower fund is involved. Many of the respondents used their personal savings to open their businesses and used their own ideas to conceptualize the businesses.

The distribution channel that commonly used is product direct to the consumer (end-user). To promote the product respondents prefer personal selling. Lastly, the lack of resources is the problem that was most encountered by the respondents.

The results of this study may aid the researchers' ways of improving [15] their business and entrepreneurial skills. Lastly, a project feasibility study is recommended to identify [16] the potential market of the women entrepreneurs' in different industries in the country.

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IV. CONCLUSIONS

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