

**MARKETING PRACTICES OF SWEET POTATO RETAILERS
IN SELECTED AREAS OF CAVITE**

THESIS

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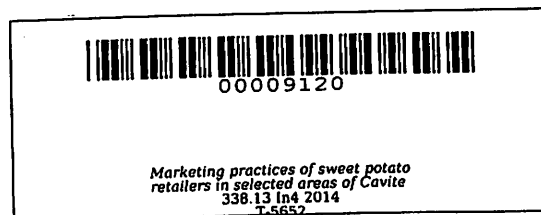
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**MARKETING PRACTICES OF SWEET POTATO RETAILERS
IN SELECTED AREAS OF CAVITE**

Undergraduate Thesis
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ABSTRACT

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The study was conducted for the purpose of determining the marketing practices of sweet potato retailers in selected town and cities of Cavite. Specifically, the study aimed to: (1) describe the socio-economic characteristics of sweet potato retailers in selected upland towns of Cavite; (2) describe the characteristics of the sweet potato retailing business in the study areas; (3) determine the average volume of sweet potato being handled by the retailers per week; (4) identify the marketing practices employed by sweet potato retailers and; (5) determine the problems encountered by the sweet potato retailers in buying and selling sweet potato.

The study was conducted in public markets of selected town and cities of Cavite namely; Silang, Tagaytay City, Trece Martires City, Imus City and Dasmarinas City. A total of 100 sweet potato retailers were the sources of information for this study.

Descriptive type of analysis was used. The desired information were collected through personal interview with the sweet potato retailers. Data were analyzed using frequency counts, percentages, means, ranges and ranks.

Findings show that sweet potato retailers were mostly married and were still relatively young with an average age of 43 years. Their experiences in retailing business were generally not quite long having an average of 10 years.

The market outlets for sweet potato sold by retailers include final consumers, sellers of sweet potato by-products, retailers, and restaurant owners with final consumer as the main and most common outlet.

The sweet potato retailers accept only cash as payment for their product. The average price for sweet potato was PhP35 per kilogram. Sweet potato is regularly sold by the retailers.

There were several problems encountered by the sweet potato retailers but the most commonly encountered problem was the irregularity of purchase of sweet potato by the buyers.

The sweet potato retailers should find ways by which they can increase their income from sweet potato. They could try to buy sweet potato directly from the farm instead of from wholesalers or other retailers in order to increase their net income. They should also select those varieties of sweet potato that are highly preferred by the buyers and those that do not get spoiled easily. They should try to always keep themselves informed of the market condition for sweet potato particularly the supply, demand and price of the product.

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INTRODUCTION

Sweet potato is an important staple food in many countries, particularly the resource poor farmers and the urban poor.

Progressive research on sweet potatoes brings out the fact that sweet potatoes have so many unique nutritional benefits to offer. Sweet potato is a supreme source of beta-carotene and vitamin A. In studies from Africa, sweet potatoes were found to contain between 100 – 1,600 micrograms of vitamin A in every 3.5 ounces, enough to meet 35% of all vitamin A needs. Sweet potato ranked as the fourth most important subsistence crop after rice, corn and cassava.

In the Philippines, sweet potato is cultivated and being marketed as a basic staple food. It plays a major role in realizing the goal of staple self-sufficiency in the country.

The production of sweet potato is mainly geared to satisfying the demand for direct human food consumption, rather than for processing. The majority of sweet potato