

**BUSINESS PRACTICES AND OPERATIONS PERFORMANCE
OF LIGHTS AND SOUNDS SERVICES IN CAVITE**

THESIS

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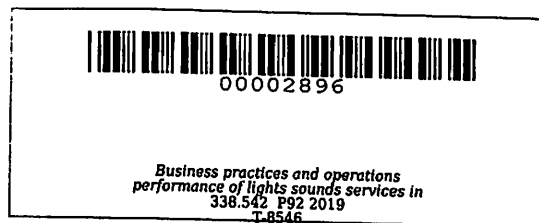
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OF LIGHTS AND SOUNDS SERVICES IN CAVITE**

**Undergraduate Thesis
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ABSTRACT

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The study on the business practices and operations performance of lights and sounds services was conducted in Cavite. Specifically, the study aimed to: describe the business profile of the lights and sounds services in terms of form of ownership, years in operation, number of employees and operating capital; describe the socio-demographic profile of business owners in terms of sex, age, educational attainment and years of experience in the business; identify the application level of business practices of lights and sounds services in terms of manpower, machine, method and money; determine the perceived level of operations performance in terms of quality of services, cost of operations, speed of operations and flexibility of services; determine the significant difference in operations performance of lights and sounds services when grouped in demographic profile in terms of quality of services, cost of operations, speed of operations and flexibility of services.

A total of 59 out of 63 companies participated to fulfil the data that the researchers need for the study of light and sounds services in Cavite. The procedure of data gathering was done through online questionnaire using Google form.

Descriptive and comparative statistical tool such as frequency count, percentage, mean, range and standard deviation were used in the analysis of data. The significant difference of operations performance based on socio-demographic profile of the owners was assessed with the use of Mann-Whitney and Kruskal wallis.

The lights and sounds services in Cavite have been operating their business from 1 to 30 years with an average of 15 years. The number of employees ranged from 2 to 70.

Majority of the organizations implemented a very high level application when it comes to manpower practices. Therefore the lights and sound services in Cavite were careful in terms of picking employees before hiring, in order to give effective and quality services to the customers.

Majority of the organizations implemented a very high level application when it comes to machine practices. This meant that most of the participants used high quality equipment for good performance of lights and sounds effects.

Majority of the organizations implemented a very high level application when it comes to method practices. This finding proved that the lights and sounds services were organized and capable to manage their staff as well as the equipment before the setting up process.

Majority of the organizations implemented a high level application when it comes to money practices. This result only proved that every organization has their own style and procedure on how they managed their business income and expenses towards operations in terms of payment method, incentives and rental cost.

Majority of the organizations did a very high perceived level of operations performance in terms of quality of services, cost of operations, speed of operations and flexibility of services. This meant that the lights and sounds services in Cavite were well organized when it comes to providing a quality of service and equipment in order to satisfy their customers. The organizations provide enough budget for operations expenses such as worker's meal, labor cost and equipment and they were also aware on the importance of time management to implement the services on time with no interruptions.

Results revealed that there was no significant difference in operations performance of lights and sounds services in Cavite when the participants were grouped based on their socio-demographic profile in terms of sex, age, educational attainment and years of experience in the business. However, the results showed that speed of operations had a significant difference when it comes to years of experience of the owner.

The study recommends for the light and sounds services to maintain the speed of operation even the services is already effective for the operations. Having a long years of experience in the business when it comes to speed of operations may lead the business to make them feeling safe and comfortable, and the awareness of speed could decrease in terms of business growth. In addition, advance planning of strategies is also necessary to avoid poor performance, in order to be prepared and adapt the newest trend operation process the light and sounds industry.

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BUSINESS PRACTICES AND OPERATIONS PERFORMANCE OF LIGHTS AND SOUNDS SERVICES IN CAVITE

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INTRODUCTION

From the beginning where electronics and technologies were not yet in existence, event and occasions use a manual lighting and sound stuff. For the sake of lighting the stage or theatre, event directors use the sunlight, candles and oil lamps as Romans and Grecian times. They have a lot of techniques and skill on how the light functions to fit on the scene. For the sound effects, staff who belong to the organization were assigned to do a manual sound effects to bring rhythm, beats, harmonization sounds and intensity to the audience and also to stimulate the mood of the scenes.

According to Aleclaire (n.d.), utilization of lights and sound as practices for the shows began in 700 BC and was used in Greek theatre. Greek theatre were shaped in order to volume up the sound in each corner of the stage. The first gas stage lighting system was introduced on April 1, 1816 and it was installed at Chestnut Street theatre in Philadelphia. After a couple of years, a number of Western theatre adapted the system. The positioning of light that is called "mounting" have been established. Many centuries later theatres such as Shakespearean theatres used the natural light to flood in and illuminate the action on stage through a circular opening in the roof.