

**SUPPLY CHAIN OF SMALL VEGETABLE FARMS IN  
TANZA AND NAIC, CAVITE**

**THESIS**

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## ABSTRACT

**DOMINGO, MIGUELITO A., OBALAN, FERANGELIE R., NOVELO JR., AVELINO S. Supply Chain of Small Vegetable Farms in Tanza and Naic, Cavite:** Undergraduate Thesis. Bachelor of Science in Business Management Cavite State University, Indang, Cavite June 2019. Adviser: Professor Rowena R. Noceda.

This study was conducted from February to April 2019 in Tanza and Naic, Cavite to trace the flow of the vegetables in Tanza and Naic, Cavite: (1) determine the socio-demographic profile of the key players in supply chain management of vegetable; (2) describe the profile of vegetable farm; (3) determine the supply chain management of vegetable in terms of product flow, value flow and information flow; and (4) identify the problems encountered in the supply chain management of vegetable.

Frequency count, mean and percentage were used to present the information on the various aspects of the supply chain management of vegetables such as socio-demographic profile of key players; profile of vegetable farms; roles played by the key players; sources of inputs of vegetables growers; volume of production of vegetable and stages of vegetable in terms of distribution. Open ended question was used to present the problem encountered by the participants.

The result showed that the flows of vegetables were traced from growers up to end consumer. Based on the study conducted on a 100 percent of the farmers' harvest vegetables there were five percent who did not reach towards the intermediaries who are the wholesalers and retailers. The five percent were consumed by the pest, *pamamarako*, and the vegetables eaten by the farmers. While the 95 percent reach through the intermediaries was reduced by 15 percent because the vegetables they took from the farmers was not immediately purchased and was only damaged upon delivering and displaying of the vegetables while selling. So the 80 percent directly reached the consumers. This is the reason why the vegetables become expensive when it reaches the consumers due to the reducing and

damaging of vegetables during the process of the supply chain. It simply means that not all the 100 percent of is reaching the end consumer because while they vegetables are being delivered it is unavoidable that it can be damaged and rotten.

And lastly, the problem *pamamarako* and bad weather such as drought, typhoon and heavy rain are usually the farmer's problem which caused for the decreased of their production and insufficient supply. While the intermediaries and retailers problem is low supply due to the problem of the farmers. Since they got their vegetables from the farmers due to these issues the consumer was affected. The consumer's greatest concern is the quality of the vegetables.

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# **SUPPLY CHAIN OF SMALL VEGETABLE FARMS IN NAIC AND TANZA, CAVITE**

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## **INTRODUCTION**

A supply chain is the connected network of individuals, organizations, resources, activities and technologies involved in the production and sale of a product or service (Muray, 2014). As cited in Investopedia (2012), supply chain starts with the delivery of raw materials from a supplier to manufacturer, and ends with delivery of the finished product or service to end consumer. Supply chain oversees each touch point of a company's product or service, from initial creation to final sale. It represents the management of the entire set of production, manufacturing, transportations, distribution and marketing activities by which a consumer is supplied with a desired product (SuoxiangJiji, 2016). This encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers (Daneshjo, 2016).

There are several studies about supply chain in vegetable farms especially in India. There were numerous studies about flow of vegetable farms because it could help them improve their infrastructure since they are one of the largest producers of