

**PROFITABILITY ANALYSIS OF FAMILY-OWNED
DRUGSTORES IN DASMARIÑAS, CAVITE**

COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES

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ABSTRACT

FELEO, MA. CECILLE CATAJAY, **Profitability Analysis of Family-Owned Drugstores in Dasmariñas, Cavite**, B. S. Thesis, Bachelor of Science in Economics major in Development Economics, Cavite State University, Indang, Cavite, March 2000. Adviser Ms. Normida M. Malabanan.

The study was conducted to determine the characteristics of the drugstore; described the marketing practices of the business; determine the profitability of the different family-owned drugstore; ascertain the relationship between selected variables and profit; and identify the problem encountered by the respondents.

Sixteen barangays of Dasmariñas, Cavite including Zone 1, 2 and 4, Salitran, Salawag, Sampalok, Paliparan, Burol, San Mateo, Emmanuel, Sta. Maria, Fatima, Sta. Cruz, Antonio de Padua, St. Peter, Sta. Lucia were selected as the study areas. This study had a total of 28 respondents.

The years of operation started in 1975 up to 1999 with an initial capital ranging from P 100,000 to P 500,000. Majority of the respondents are still new in the drugstore business with an initial capital of P 100,000.

Forty-three percent of the total respondents used as a source of capital is their personal savings, 29 percent get their capital from banks and 29 percent used both personal savings and loans from banks.

The profitability of the family -owned drugstores in Dasmariñas, Cavite had a profit ranged of P 17,780 to P 139,000 with an average of P 40,292.43.

Marketing practices employed by the different family-owned drugstore in Dasmariñas, Cavite. It includes types of drugs, price of drugs, place of sale, supplier of the products, sales distribution and terms of sale.

It was also revealed the there were 10 types of drugs, these were antibiotics, cough and cold preparations, vitamins, general nutrients, analgesics, tuberculostics, antacids and antiseptic ulcerates, anti-asthmatics, anti-anemic and topical corticosteriods with a price ranged from P 0.50 to 102.50 per tablet/capsule and P 32.50 to P 502.00 per bottle.

Sales volume have been found the only variables to have significant relationship to the profitability of the drugstore while some other variables such as place of sale, sales distribution and educational attainment had no significant relationship to the profitability of the drugstore.

Profitability of the drugstore depend largely on the amount of capital invested to the drugstore business.

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