

**BUSINESS CONSTRAINTS AND OPPORTUNITIES AMONG  
ENTREPRENEURS IN SELECTED TOWNS OF CAVITE**

**THESIS**

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and Development Studies**

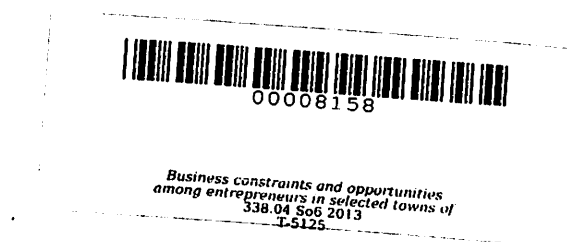
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## **ABSTRACT**

**SORIANO, SALINA KRISTIA M. Business Constraints and Opportunities among Entrepreneurs in Selected Towns of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management major in Financial Management. Cavite State University. October 2013. Adviser: Prof. Rowena R. Noceda.

This study was conducted to determine the business constraints and opportunities in men and women entrepreneurs in the selected towns of Cavite. Specifically, this study aimed to (1) describe the socio-demographic profile of men and women entrepreneurs in the selected towns of Cavite; (2) describe the business profile of men and women entrepreneurs in the selected towns of Cavite; (3) describe the business opportunities identified by entrepreneurs; (4) describe the business constraints identified by entrepreneurs; (5) determine if there is a significant difference in the business opportunities available for men and women entrepreneurs; (6) determine if there is a significant difference in the business constraints experienced by men and women entrepreneurs; and (7) come up with a policy recommendation on how to counter the entrepreneurs' constraints. The participants of this study were entrepreneurs engaged in a duly registered micro enterprise. One hundred respondents participated in the study - 46 men and 54 women. Purposive sampling was used to select the respondents and quota sampling to determine the number of participants. The researcher adopted the descriptive-comparative approach to research. In this study, survey questionnaire was utilized as the main research instrument. The statistical analyses employed were frequency, percentage, mean, and standard deviation, and Mann Whitney Test.

The findings of the study indicated that most of the respondents were married; college graduates and have a retail type of business. They have a monthly net income ranging from P1, 500 to P250, 000. Many belonged to the age group of 50-59 years old.

Results reveal that there was no significant difference in the business opportunities and constraints among men and women entrepreneurs in Imus, Bacoor, Rosario, and General Trias in Cavite. Furthermore, most of the business constraints being felt by these entrepreneurs were primarily financial in nature.

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# **BUSINESS CONSTRAINTS AND OPPORTUNITIES AMONG ENTREPRENEURS IN SELECTED TOWNS OF CAVITE**

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## **INTRODUCTION**

There are people, for one reason or another opted to build and manage their own business. Some are not simply contented of being an employee and there are those who just wanted to utilize the resources they have to start their own venture and make a living. These people are what we call the entrepreneurs. They take the risk of entering entrepreneurial activities for they believe they can earn much more from it, not to mention that they are the boss of themselves within this kind of set up. That is why entrepreneurship is receiving more attention in the area of business research (Davidsson & Wiklund, 2000).

In today's start-ups and its new varieties, entrepreneurship is considered not only as a means of contributing to employment and social and political stability, but as supremacy for innovation and competition (Sarri & Trihopoulou, 2005). There is a growing belief that entrepreneurship, innovation and new risks provide necessary fuel for