

**OPERATIONAL STRATEGIES OF FUNERAL HOMES
IN CITIES OF CAVITE**

THESIS

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ABSTRACT

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The study aimed to describe and analyze the operational strategies employed by funeral homes in cities of Cavite. Specifically, it aimed to; identify the business profile of funeral homes in terms of years of operation, type of ownership, location, number of funerals with or without branches and number of employees; determine the basic operations of funeral homes in terms of mortuary services and preparation services; describe the operational strategies employed by funeral homes in terms of service quality, service flexibility and cost reduction strategy; identify the problems encountered by owner/managers of funeral home business and compare the significant difference of operational strategies when funeral homes are grouped according to business profile.

Descriptive statistical tools were used in analyzing the data gathered. Frequency count, mean, percentage and rank were used to determine and describe the business profile, basic operations and problems encountered by funeral homes in cities of Cavite. Likert scale was used to interpret the operational strategies employed by funeral home business. The difference of operational strategies when funeral homes are grouped according to business profile was determined through Kruskal wallis test.

The study revealed that all operational strategy was being employed by the funeral industry. Most highly implemented funeral homes are service quality. Since the service provided by the funeral homes always meet the customer's expectation. The researcher concluded that service quality has a marginal significance on the location of funeral homes. Since it has a probability value lower to the level of

confidence. Also, cost reduction strategy has a marginal significant in the type of ownership of the funeral home business.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGEMENT.....	vii
ABSTRACT.....	xi
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvi
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	3
Hypothesis.....	4
Significance of the Study.....	4
Time and Place of the Study.....	5
Scope and Limitation of the Study.....	5
Operational Definition of Terms.....	6
Conceptual Framework.....	7
REVIEW OF RELATED LITERATURE.....	8
METHODOLOGY.....	17
Research Design.....	17
Sources of Data.....	17
Participants of the Study.....	17
Sampling Technique.....	18
Data Gathered.....	19
Statistical Treatment of Data.....	20
RESULTS AND DISCUSSION.....	21
Business profile of funeral homes in cities of Cavite.....	21

Basic operation of funeral homes in cities of Cavite.....	24
Operational strategies employed by funeral homes in cities of Cavite.....	26
Problems encountered by funeral home operations.....	30
Significant difference of operational strategies when funeral homes are grouped according to business profile.....	32
SUMMARY, CONCLUSION AND RECOMMENDATION.....	35
Summary.....	35
Conclusion.....	36
Recommendation.....	37
REFERENCES.....	38
APPENDICES.....	40

LIST OF TABLES

Table		Page
1	List of Funeral Homes in areas of Cavite from DTI Trece.....	18
2	Description of business profile by the participants.....	22
3	Basic operations that the respondents employed.....	25
4	Operational strategies employed by funeral home business.....	27
5	Breakdown of operational strategies employed by funeral home business.....	28
6	Common problems encountered by funeral home operations.....	31
7	Significant difference on the operational strategy when funeral homes are grouped according to business profile.....	33
8	Significant difference of service quality when grouped according to location.....	34
9	Significant difference of cost reduction strategy when grouped according to the type of ownership.....	34

LIST OF APPENDICES

Appendix		Page
1	Likert Scale of the level of implementation of operational strategies employed by funeral homes.....	41
1	Request for Adviser and Technical Critic.....	43
2	Title Approval Sheet.....	45
3	Approval Sheet.....	47
4	Permit Letter.....	49
5	Research Instrument.....	51
6	Certification from Ethics Review Board.....	57
7	Pre-Test.....	59
8	Statistical Data.....	62
9	Request for Oral Review.....	82

OPERATIONAL STRATEGIES OF FUNERAL HOMES IN CITIES OF CAVITE

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INTRODUCTION

Funeral homes are growing and becoming a suitable tradition around many parts of the country. People are accepting of it because in some ways, "a funeral home is a noncommercial response to death" (Habing, 2010). Also, it is referred to as mortuaries, morgues, funeral parlors or final resting houses that are a segment of the wide "death industry". On the other hand, funeral industry refers to companies and organizations that provide services related to death this includes funeral homes, coffins, crematoria, cemeteries and headstones. It is involved in the processes of funeralizing the "body" by offering services to the body. Funeral services segment is involved in funeral ceremonial activities of casket making, florist, transport and cremation (Kiragu, 2015).

Every business needs a strategy, specifically an operation strategy. Operation strategy in service business is necessary to specify the policies and plans for using the organization's resources to support its long-term competitive strategy. The operations strategy must be aligned with the company's business strategy and enable the company to achieve its long-term plan. According to the study of Brown