

**PROLIFERATION OF CONVENIENCE STORES AND FINANCIAL
SUSTAINABILITY OF SARI-SARI STORES IN CAVITE**

THESIS

**CZARINA JANE D. MONTERO
SHERWIN I. SANTIAGUEL**

College of Economics, Management and Development Studies

CAVITE STATE UNIVERSITY

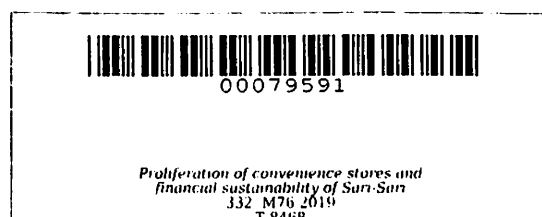
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IN CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
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**CZARINA JANE D. MONTERO
SHERWIN I. SANTIAGUEL
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ABSTRACT

MONTERO, CZARINA JANE D. and SANTIAGUEL, SHERWIN I. Proliferation of Convenience Stores and Financial Sustainability of Sari-sari Stores in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management. Cavite State University. April 2019. Adviser: Prof. Rowena R. Noceda.

The study was conducted from January to April 2019 to determine the effect of proliferation of convenience stores to the financial sustainability of sari-sari stores in Cavite. Specifically the study aimed to: identify the demographic profile of *sari-sari* store owners in Cavite; determine the business profile of the *sari-sari* stores in Cavite; determine the store attributes of convenience stores; determine the profitability of *sari-sari* stores in selected areas of Cavite; Determine the financial performance of *sari-sari* stores in selected areas of Cavite; and determine the effect of the proliferation of convenience stores to the financial sustainability of the *sari-sari* stores. Simple regression and descriptive statistical analysis was used to 100 participants.

Based on the results, 40 percent of the sari-sari store owners were middle aged; 66 percent were married; 80 percent were female; and only 19 percent were college graduates. Sari-sari stores were solely owned by an individual; 75 percent had been in operation for 4 to 14 years; 79 percent of sari-sari stores had no employee; 90 percent of the participants had declared that their capital was solely from personal savings. The sari-sari stores in Cavite had a gross profit margin, net profit margin, and operating profit margin of 29 percent, 36 percent, and 21 percent, respectively. The debt ratio, current ratio, and asset turnover ratio of the sari-sari stores were 0.05 percent, 0.12 percent, and 1.45 percent, respectively.

The proliferation of convenience stores only had a significant effect on the operating profit margin of the sari-sari stores.

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PROLIFERATION OF CONVENIENCE STORES AND FINANCIAL SUSTAINABILITY OF SARI-SARI STORES IN CAVITE

**Czarina Jane D. Montero
Sherwin I. Santiaguel**

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INTRODUCTION

The traditional retail stores in the country or commonly known as the *sari-sari* stores gained popularity and have contributed to the financial gain of the families running these microenterprises. In many instances, these small stores serve as the bread and butter of the families. Convenience on the part of the consumers has been the ultimate advantage that these enterprises offer. Residents had to walk a few blocks from home to the nearest *sari-sari* store to buy soaps and shampoos and other consumer goods before the convenience stores sprouted all over the country (Canivel, 2017).

Through time, as well as the changing landscape of the consumers, various commercialization and fast phasing lifestyle of the people, upgrade of the *sari-sari* stores in the form of convenience stores emerged. Convenience stores can be considered as competitors of *sari-sari* store because they are the bigger establishments that are selling the same commodities. People thought that what these businesses sell are healthier and cleaner than what the *sari-sari* stores offer and can be the reason for those businesses to become rivals (Salcedo, 2016).