

**COMPETITIVENESS AND LABOR PRODUCTIVITY OF CONCESSIONAIRES
AT CAVITE STATE UNIVERSITY-MAIN CAMPUS**

THESIS

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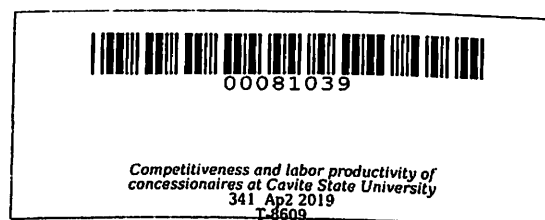
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**COMPETITIVENESS AND LABOR PRODUCTIVITY OF CONCESSIONAIRES AT
CAVITE STATE UNIVERSITY – MAIN CAMPUS**

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ABSTRACT

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The study was conducted at the Cavite State University, Indang, Cavite. The participants were the concessionaires in the university and the study used convenience sampling technique.

The study aimed to determine the socio-demographic characteristics of concessionaires of Cavite State University – Main Campus in terms of: (a) age; (b) sex; (c) civil status; and (d) educational attainment; determine the business profile; determine the level of competitiveness in terms of sales performance; determine the level labor productivity in terms of manpower productivity performance; determine the significant relationship between socio-demographic characteristics and sales performance; determine the significant relationship between business profile and sales performance; and to determine the significant relationship between the sales performance and manpower productivity performance of concessionaires in Cavite State University – Main Campus.

The data were analyzed using descriptive analytical tools such as frequency count, weighted mean, percentage and ranking for sales performance and manpower productivity performance. Chi-square test was also utilized to determine the relationship between competitiveness and labor productivity in terms of sales performance and manpower productivity performance, the relationship between socio-demographic characteristics and sales performance and relationship between business profile and sales performance of concessionaires.

Results of the study showed that majority of the participants belonged to the middle age group of 41 to 50 years old and most of the participants were female.

Majority of the participants were married and most of the participants were college graduates.

Majority of the concessionaires were on the food type of business, most of the concessionaires were sole proprietorship and had been operating for 5 years and below. Majority of the concessionaires uses mark-up as their basis of pricing and most of the concessionaires offer discounts and incentives to students as their regular customers. Majority of the concessionaires operates 4 days per week (Monday – Thursday) with less than 12 hours of operations.

The study also revealed that concessionaires had an overall mean of P56, 986 of sales performance that results to majority of concessionaires are above average performers in terms of sales performance. In terms of manpower productivity performance there is an overall mean of P31, 880 making the concessionaires as high performers.

The results revealed that civil status was significant, while sex and education attainment are highly significant to sales performance. Results also revealed that basis of pricing and operation hours are significant to sales performance. It was also found that there is a significant relationship between the sales performance and manpower productivity performance. However, it was also found out that there is no significant relationship between the socio-demographic characteristics and competitiveness in terms of sales performance of the concessionaires when it comes to age. Results also revealed that there is no significant relationship between concessionaires' business profile and sales performance when it comes to form of business ownership, type of business, marketing practices, total years of operation, and numbers of days of operation.

The study also revealed that majority of the concessionaires' encountered problems regarding stiff competition with other business establishments and limited numbers of customers.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	vi
ABSTRACT.....	xii
LIST OF TABLES.....	xvi
LIST OF FIGURES.....	xvii
LIST OF APPENDICES.....	xviii
INTRODUCTION.....	1
Statement of the Problem.....	2
Objectives of the Study.....	3
Hypotheses of the Study	3
Significance of the Study.....	4
Time and Place of the Study.....	5
Scope and Limitations of the Study.....	5
Definitions of Terms.....	5
Conceptual Framework of the Study.....	7
REVIEW OF RELATED LITERATURE.....	9
METHODOLOGY.....	17
Research Design.....	17
Sources of Data.....	17
Participants of the Study.....	17
Sampling Technique.....	18
Data Gathered.....	18
Statistical Treatment of Data.....	22
RESULTS AND DISCUSSION.....	24

Socio-Demographic Characteristics of Concessionaires.....	24
Business Profile of Concessionaires.....	27
Location and Layout of Concessionaires.....	34
Sales Performance of Concessionaires' Business.....	38
Manpower Productivity Performance of Concessionaires' Business.....	39
Relationship Between the Socio-Demographic Characteristics and Competitiveness in terms of Sales Performance.....	40
Relationship Between the Business Profile and Competitiveness in terms of Sales Performance.....	42
Relationship Between the Sales Performance and Manpower Productivity Performance.....	44
Problems Encountered of Concessionaires.....	45
SUMMARY, CONCLUSION AND RECOMMENDATION.....	48
Summary.....	48
Conclusion.....	50
Recommendations.....	50
REFERENCES.....	53
APPENDICES.....	56

LIST OF TABLES

Table	Page
1 Total number of concessionaires in Cavite State University – Main Campus.....	18
2 Categories of concessionaires' business in terms of sales performance.....	19
3 Categories of concessionaires' business in terms of manpower productivity performance.....	20
4 Socio-demographic characteristics of concessionaires.....	26
5 Business profile of concessionaires.....	32
6 Estimated numbers of customers of concessionaires per day.....	33
7 Sales performance of concessionaires' business.....	38
8 Manpower productivity performance of concessionaires' business.....	39
9 Relationship between socio-demographic characteristics and competitiveness in terms of sales performance.....	41
10 Relationship between business profile and competitiveness in terms of sales performance.....	42
11 Relationship between sales performance and manpower productivity performance.....	45
12 Problems encountered by concessionaires' business.....	46

LIST OF FIGURES

Figure		Page
1	Conceptual framework of the study.....	8
2	Cavite State University – Main Campus site development map.....	68
3	Location and layout of <i>Saluysoy</i>	69
4	Location and layout of Marketing Area.....	70
5	Location and layout of University Mall.....	71

LIST OF APPENDICES

Appendix		Page
1	Study survey questionnaires.....	57
2	List of concessionaires.....	63
3	Location map and layout.....	67
4	Permit letters.....	74
5	Routing slip.....	78
6	Request letter for adviser and technical critic.....	80
7	Title approval sheet.....	82
8	Request letter for oral review.....	84
9	Approval sheet.....	87
10	Certification from the ethics review board.....	89
11	Certification from the english critic.....	91
12	Certification from the statistician.....	93

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INTRODUCTION

Today most Filipinos are not earning enough at work for their personal luxuries and to satisfy the needs of the family, so the idea is to put up a business so that they can earn extra profit.

The former president of Cavite State University and former Commissioner of the Commission on Higher Education, Dr. Ruperto Sangalang initiated a project that enables the university to generate income and also to help other people and concessionaires establish their business inside the university.

The establishment of Entrepreneurial Center (EC) gave an opportunity to people who wanted to put up their own business. On the report of Reyes (2013) on the Gazette, the External Business affairs (EBA) relocated business establishment to provide more rooms for CvSUans and maximize the use of the Entrepreneurial Center (EC). And now the Cavite State University established three (3) locations for the concessionaires where they can put up their business and these locations are: Marketing, Saluysoy and the University Mall (U-Mall).