

**FINANCIAL MANAGEMENT PRACTICES AND PROFITABILITY
OF PRIVATE FUNERAL SERVICES IN
THE CITY OF DASMARIÑAS**

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ABSTRACT

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The study was conducted to determine the financial management practices and profitability of private funeral services in the City of Dasmariñas. It aimed to determine the following: (1) socio-demographic characteristics of the owners of private funeral services in the City of Dasmariñas in terms of age and educational attainment; (2) business characteristics of private funeral services in the City of Dasmariñas in terms of form of ownership, years of operation, and initial capitalization; (3) determine the degree of perceived implementation of financial management practices executed by owners of private funeral services in the City of Dasmariñas in the areas of cash management, accounts receivable management, inventory management, and financial reporting analysis; (4) profitability of the private funeral services in the City of Dasmariñas; (5) significant relationships between the socio-demographic characteristics of the owners of private funeral services and the profitability of the private funeral services in the City of Dasmariñas; (6) significant relationships between business characteristics of private funeral services and the profitability of the private funeral services in the City of Dasmariñas; (7) significant relationships between the degree of perceived implementation of financial management practices executed by the owners of private funeral services and the profitability of private funeral services in the City of Dasmariñas; and (8) problems encountered by the owners of the private funeral services that may affect their financial management practices.

The participants of the study were 11 owners of private funeral services in the City of Dasmariñas with ages ranged from 21 to 65 years old, mostly measures college level or college graduate and their business are for service in at least 15 years.

Five-point Likert scale was used to determine the degree of perceived implementation of financial management practices of private funeral services. In determining the relationship between the socio-demographic characteristics of owners and business characteristics to the profitability of private funeral services, Spearman rank correlation, point biserial correlation coefficient and contingency coefficient were used.

The owners of the private funeral services always accomplish/practice the indicated financial management practices. The profitability of the private funeral services was determined by computing the gross profit ratio, net profit ratio and return on investments. Gross profit ratio of private funeral services ranged from 50 to 78 percent and considered to be above average profitable with 65 percent average ratio. Return on investment ranged from 22 to 1280 percent and the average ratio of 347 percent falls under above average profitable. Based on the ratios used, private funeral services in the City of Dasmariñas for the year 2017 are highly profitable.

Age of owner and initial capitalization of private funeral services have significant relationship to the profitability, while the results showed that the financial management practices of does not have a relationship with their profitability.

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