

Micro Food Enterprise in Sorsogon City: An Assessment

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Abstract— This study aimed to assess the Micro Food Enterprises in Sorsogon City through the descriptive-survey method. A questionnaire was devised in gathering the primary data as reflected in the problem. The respondents are composed of 305 food micro enterprise owners in Sorsogon City. The statistical tools utilized were frequency, percentage, weighted mean, and ranking. From the findings, it was concluded that the micro food enterprises are mostly owned by single proprietors, have varied nature of enterprise, usually are processors/manufacturers and have less than 50 employees. The micro food enterprises always considered ownership, nature and type of enterprise, and employees in the operation. The lack of capitalization, low product quality and safety, food spoilage, and dishonest employees are the challenges met by the business owners in the micro food enterprise operation. Further, it was recommended that the micro food enterprises owners may attend business-related seminars and training to continually update the current operation. The business owners may continually improve the various systems and procedures through a constant review and audit. The problems encountered may be addressed by the business owners so as there will be a continuous operation. Future research similar to this topic may be conducted and in a wider coverage and with the inclusion of other variables not covered in the study. 3 cm is a worthy limit for the North Pacific dependent on chronicled perceptions (or 30 mm). The tsunameter changes to fast revealing mode, otherwise called occasion mode, when the amplitudes arrive at the limit esteem, which gives precise data about the torrent. This mode is held for in any event four hours.

Keywords— Micro-food enterprise, Sorsogon City, Assessment.

I. INTRODUCTION

A business enterprise is the undertaking of activities associated with the production, sale or distribution of products or services. A business enterprise can be operated as a sole proprietorship, partnership, corporation, limited liability company or other type of business association.

The concepts of enterprise and entrepreneurs are even older than written human history. They are, however

preserved in the Making of the Modern World database of historical economics documents to understand how new ventures call for initiative, creativity and risk taking (Landes, Mokyr, & Baumol, 2012).

Microeconomics policies and providing market access are important to the newly created markets. They need particular attention such as training to develop entrepreneurs to be able to take advantage of opportunities created by globalization. The role of micro enterprises, small and medium enterprises (MSMEs) are worldwide acknowledged for their unique contribution to economic development. Enterprises are receiving greater attention from policy makers and experts in developed and developing countries. New dynamic enterprises contribute to economic development in several ways: as an important channel to convert innovative ideas into economic opportunities, as the basis for competitiveness through the revitalization of social and productive networks, as a source of new employments, and to increase productivity (Parilla, 2013). There is no surprise that the political strategists have often thought that SMEs can become 'seed' of economic revival (Savlovski, 2011).

In developing countries, micro, small and medium enterprises (MSEs) are considered as the most important development agents in society. MSEs offer many millions of poor people around the world the possibility of earning money, training, work experience, and employment (Milagrosa, 2014). Further, enterprises serve as valuable partners of the large companies. These are being considered as engines of economic growth worldwide and include poverty alleviation.

Among the MSMEs, the micro food enterprise was greatly encouraged in the Philippines, the foods are in great demand anywhere in the market since it is one of the basic needs. This can be supported from the study of food SME in Cianjur Regency which was able to compete in the market better than non-food industry. Another thing that encouraged the performance of food industry was its better market share.

The Philippine government recognizes that entrepreneurship is very much alive in the Philippines.

MSMEs encourage economic development in rural and far-flung areas. They are valuable partners to big enterprises as suppliers and providers of support services. They serve as breeding ground for new entrepreneurs and large corporations. A strong MSME sector is, thus, an indication of a rich and growing economy (Senate Economic Planning Office, 2012). In addition, the Philippines also enacted R.A. No. 9178, a law that promotes the establishments of Barangay Micro Business enterprises, which serve as seedbeds of Filipino entrepreneurial talents, by giving them fiscal and non-fiscal incentives that will help them survive and grow into viable enterprises.

The DTI Sorsogon provincial office conducted the SME Roving Academy last 2013 as a continuous learning program for the development of MSMEs to make them competitive locally and internationally. They have provided six activities in the province, there are 230 investors from the MSMEs mostly from handicrafts and food sectors: 140 MSMEs from municipalities of Sorsogon.

Sorsogon City is currently blooming with several different industries, however the data on the status, nature, types and number of employees of micro and macro enterprises in Sorsogon City are excluded in this study. It is therefore, the responsibility of the researchers to continue studying on non-food enterprises to address the problems and enhance the status of the industry.

II. OBJECTIVES

The study aimed to assess the status and extent of operation of the Micro Food Enterprises in Sorsogon City for fiscal year 2019.

Specifically, it identified the status of Micro Food Enterprise in terms of ownership, nature of Enterprise, type of enterprise and employees; determine the extent on how these enterprises run along the identified variables; enumerate the challenges met by the micro food enterprises along the identified variables; and propose an action plan based on the results of this study.

III. METHODOLOGY

This study aimed to assess the status and extent of operation of the Micro Food Enterprise in Sorsogon City for fiscal year 2019. The study used the descriptive-survey method of research with questionnaire as the main instrument in gathering the data. Likewise, an unstructured interview and documentary analysis were utilized in validating the responses.

Similarly, the respondents were the registered 305 food micro enterprise owners derived from the office of the Department of Trade and Industry (DTI) located in Sorsogon City. The primary sources of data were the micro food enterprise in Sorsogon City. They were chosen using the purposive sampling as respondents of this study. The respondents were 305 micro food enterprises engaged in business at Sorsogon City.

The statistical tools utilized were frequency, percentage, weighted mean, and ranking. The frequency and percentage were used in presenting the status of food micro enterprise in terms of ownership, nature of enterprise, type of ownership, and employees. Similarly, the weighted mean was utilized in showing the extent in which the food enterprise is run along the identified variables. Then, the frequency and rank were used in identifying the challenges encountered by the business owners in the operation of food enterprise.

IV. RESULTS AND DISCUSSION

This chapter presents the analysis and interpretation of the data gathered from the respondents of the study. These are presented with the use of appropriate tables that are sequentially arranged to answer the problems in the study.

The presentation and analysis of the data are the status of micro food enterprises in terms of ownership, nature of enterprises, type of enterprise, and employees. It follows the extent in which the micro enterprises run along the identified variables and the challenges met by the micro enterprises along the identified variables.

Status of micro food enterprises in terms of ownership, nature of enterprise, type of enterprise, and employees.

This portion covers the status of micro food enterprises in terms of ownership, nature of enterprise, type of enterprise, and employees. The frequency and percentage are the statistical tools used in analyzing the data.

Ownership. It was revealed that 294 or 96% of the micro food enterprise are solely owned, one or 1% is owned by partners, and 10 or 3% of the food enterprise are owned by corporations. It means that almost food enterprises are managed by a single owner.

Further, it means that a sole proprietorship is the most basic form of business ownership, where there is one sole owner who is responsible for the business. It is not a legal entity that separates the owner from the business,

meaning that the owner is responsible for all of the debts and obligations of the business on a personal level. In exchange for that liability, the owner keeps all the profits gained from the business.

This implies that this form of business ownership is easy and inexpensive to create and has few government regulations, making it a more flexible type of ownership with complete control at the discretion of the owner. In addition, profits are taxed once, and there are some tax breaks available if the business is struggling. Sole proprietorships are often limited to the resources the owner can bring to the business. For these reasons, sole proprietorships are often most appropriate during the early stages of a business where the owner has little capital/resources to work with but has also few debts to pay.

The result is supported by the study of Small Business Administration (2018) where over 70 percent of US businesses are registered as sole proprietorship, and this is also supported by Smith 2020 that it is appropriate during early stages which has little capital or resources to work and with few debts to pay. The study of Dioneda (2017) and DTI Sorsogon City data also revealed that in terms of form of ownership, most of the micro enterprises in Sorsogon City were under sole proprietorship.

However, small enterprise requires specialist and counselling firms for growth, obliged to grow fast or quit and have a great probability in obtaining lower growth rates due to reduced levels of opportunities (Davidsson et.al., 2010).

Nature of Enterprise. The 305 food enterprises, 105 or 34% of the enterprises are sources or supplies, 101 or 33% of the enterprises are producers, and 99 or 33% of the enterprises are distributors. It can be seen from the data that there is equitable distribution of their nature as to its role in the industry.

It means that micro food enterprises of Sorsogon City were equally engaged in micro food sourcing or supplying, and micro food production or processing. The rests focused on micro food distribution or marketing which as a result, provides work for the Sorsogonans. This would imply that the Sorsogon City have rich and maintained natural and human resources as well as manifestations of resilient community. Also, according to Asian Development Bank, MSME's are manifestations of resilient economy (Philstar, 2014).

The results were supported by the study of Maqin & Hendri (2017) suppliers were companies or individuals who provided the sources needed by companies to produce certain goods and services. Developments in this supplier environment could greatly affect marketing activity whose manager needed to always review the material prices. This should be further maintained because the increase of raw material prices could affect the product's selling price. It would also ultimately reduce the marketing owned by the company.

Milagrosa (2014), added that those entrepreneurial traits such as education, families that has wealth, resources, personal connections, and trainings, lead to do more in lifting.

However, they need to upgrade in terms of distribution and marketing techniques and strategies. Marketing intermediaries were companies or individuals who helped to promote, sell and distribute its goods to the last customers. These last customers included intermediaries, distributors, marketing service institutions and financial intermediaries (Maqin et.al, 2017). Betonio (2014) also revealed that aside from financial skills, his studies on entrepreneurial competencies were found to have moderate competencies on time management skills, marketing management skills and technical skills.

Type of Enterprise. It can be asserted that there are 53 or 17% of the enterprises which are into retailing, 50 or 17% of the enterprises are involved in wholesaling, and 202 or 66% of the enterprises are doing processing.

It means that most of the micro food enterprises in Sorsogon City are engaged in food processing or manufacturing while the rest was focus on retailing and wholesaling. This would imply that people of Sorsogon used available resources and patronize their own products to produce or manufacture products then generate income as well as contribute to the local economy. Pili production and processing is another growing business of the area and entire province which can be further developed through interventions from LGUs and NGOs.

The result is supported by the study of UP ISSI-DILIMAN (2020) on the data from DTI, MSMEs last 2017 which accounted the top five industry sectors. They include the food service activities, manufacturing, wholesale, retail trade, and financial activities as manifestations of expected empowered competitive workforce in the domestic and global market accounted

for MSME's establishments from the communities coming from different provinces in the Philippines.

Employees. There are 295 or 97% of the enterprises that have employees of 50 and below and 10 or 3% of the enterprises with 51 to 100 employees. None of the enterprises have employees of more than 100. It means that most micro food enterprises in Sorsogon City have less than 50 as number of employees, and only 10 food enterprises exceeded to 51-100 number of employees.

On the study of Dioneda (2017) her micro businesses respondents in Sorsogon City have employees ranging from one to nine persons only. This is the number whom the owners can afford to hire for micro businesses considering their nature and type of business. However, her study did not directly focus on micro food enterprise.

This would imply that most of the micro food enterprises in Sorsogon City afford to hire only below 50 employees considering the nature and type of enterprise. This also imply that most of the MSMEs in Sorsogon City follow the minimum requirements as spelled out in the City Ordinance No. 08, s. 2013 or the tax ordinance under classification of business. Nevertheless, the said MSMEs still contributed to local job opportunities and develop employment.

On the other hand, several authors also argue that sale and employees' variations include different growth aspects, such as improvement in the process efficiency, assess growth, absolute growth of employees, sales for new clients and markets, profit variations and assets, and growth in price (Davidsson et al, 2010). In addition, specific sectorial indexes were also employed like number of seats in the restaurants.

Extent in which the Food Enterprise is run along ownership, nature of enterprise, type of enterprise, and employees.

This section encompasses the extent in which the food enterprise is run along ownership, nature of enterprise, type of enterprise, and employees. The weighted mean is the statistical tool utilized in the analysis of data.

Ownership. In terms of ownership, the food enterprise is sometimes involved in business education and training with weighted mean of 2.25. However, the making of systematic planning and monitoring and listing the financial expenses have weighted means of 2.98 and 3.00, respectively, which are described as always. Similarly, the conduct of regular meeting and feedback survey have weighted means of 2.93 and 2.83,

respectively, that are interpreted as always. Generally, the extent in which the food enterprise is run along ownership has an overall weighted of 2.80 which is described as always.

It means that the result in terms of business education and trainings does not directly affect the status of micro food enterprise. Making systematic planning and monitoring, listing of financial expenses, conducting regular meetings and conducting feedback survey are the skills which are mostly needed. This would imply that that the chosen industry guides to whatever type of education is needed. It also provides the basic knowledge and skills to hold the business for life.

The result is supported by the idea of Pande (2012) about being successful in business venture and economic development. The idea stated that success do not just happen, and it is the result of the combination of right environment, planning, effort and innovation.

Nature of Enterprise. In relation to nature of enterprise, the food enterprise always keeps a strong employer-employee relationship and maintains a close monitoring with the product quality and safety in the production with weighted means of 2.98 and 2.97, respectively. Also, they keep monitoring of the product quantity for distribution and ensure on time schedule of distribution/marketing with weighted means of 3.00 and 2.98, respectively. Then, the selection of the best marketing strategies has a weighted mean of 2.90, described as always. Generally, the extent in which the food enterprise is run has an overall weighted mean of 2.97 which is interpreted as always.

The above discussion means that all indicators on how the micro food enterprise runs along the nature of enterprise are all necessary. This would imply that everything can be reflected to the business owner, hence as such, one must need to be keen observant to hold the business for life. This also imply that micro food enterprises in Sorsogon City strictly obey the Philippine Republic Act No. 7394 which includes the Consumer Product Quality and Safety.

The result is supported by the study of Leitch & Harrison (2010) that managerial skills gave greater chances of progress and greater fulfilment in the economy. Accordingly, entrepreneurs are not the sole vectors since there are many other agents involved, such as clients, kin suppliers and other things to consider. Other important strategies for growth include joint ventures with suppliers. Evidence exists that exports by enterprises

and their internalization may enhance growth (Achtenhagen et al. 2010; Davidsson et al, 2010, Coad & Tamvada, 2012, Wakkee et al., 2015)

Type of Enterprise. Relative to type of enterprise, the selection of the food enterprise of types of foods to be operated and the conduct of internal innovation have weighted means of 2.98 and 2.69, respectively, which are described as always. Likewise, the making of external innovation by the food enterprise has a weighted mean of 2.68 that is also described as always. On the other hand, the provision of the food enterprise to promote the products and think of appropriate marketing strategies have weighted means of 2.26 and 2.39, respectively, which are interpreted as sometimes.

It means that micro food enterprise in Sorsogon City creates innovation easily and quickly. This would imply that owners are innovative and considered innovation and market structure as determinants of growth.

The result is supported by the study of Daunfeldt & Elert, (2013), who probed that there is a great probability that small innovating firms grow faster than big firms that shun innovations. In addition, You & Sun (2018) also added that innovative strategy like paying attention to trends and build from what was already being seen, as well as creating an improved service or product is important.

To support the enterprise, “The Sustainable Development Goals” (SDGs), the successor agenda to the Millennium Development Goals, which, in 2015, countries committed to pursue by 2030, includes a goal to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. Even the Philippine government has laid out in the 2017-2022 Philippine Development Plan (PDP) an entire chapter that identifies a goal to vigorously advance Science, Technology and Innovation (STI).

However, in the 2016 Global Innovation Index (GII) report, the Philippines has ranked 74 out of 128 economies in an overall measure of the innovation climate. Therefore, it is a huge challenge for the enterprise to do more.

Employees. In relation to employees, the food enterprise always secure documents and interview the applicants for the job with weighted mean of 2.92 and conducts the job orientation to the employees with weighted mean of 2.91. Similarly, they always hold training for newly hired employees with weighted mean of 2.92 and

provides appropriate salary rate with weighted mean of 3.00. Then, the giving of appropriate benefits has a weighted mean of 3.00 that in interpreted as always. Generally, the extent to which the food enterprise is run has an overall weighted mean of 2.95 that is described as always.

It means that all of micro food enterprise owner in Sorsogon City secures the necessary documents and interview regarding the application to background checks, conducts orientation to make them aware, holds training for newly hired to keep them dedicated, provided appropriate salary rate and gave appropriate benefits. Indeed, the implementation of compensation can affect employee motivation; improve safety, quality, creativity, innovation, and other outcomes in a successful workplace.

This would imply that micro food enterprise in Sorsogon City provided the stated wages and privileges as stated by DOLE in the Republic Act No. 11058 which was approved by President Duterte in 2018. Through this the employees are expected to do more and become more dedicated to their job.

Challenges Encountered by the Business owners in the operation of food enterprise.

This portion discusses the challenges met by the business owners in the operation of food enterprise along ownership, nature of enterprise, type of enterprise, and employees. The frequency and rank are used in analyzing the data.

Ownership. Relative to ownership, the lack of capitalization emerged as the topmost problem as identified by 295 business owners. It was followed by the limited access to financial institution for loans as noted by 281 enterprise owners in rank 2. Then, in rank 3 is the difficulty in securing the required permits with 275 business owners who picked it. Also, the strict government ordinances and high tax rates are in ranks 4 and 5 as identified by 256 and 223 enterprise owners, respectively.

In the same manner, the consumers’ inability to pay debts/credits on due date was regarded by 223 business owners as the 6th challenge met. It was followed by the limited knowledge acquired by the 187 owners to run the business in the 7th rank. Likewise, the lack of trainings and high cost of rentals are the 8th and 9th challenges encountered by 165 and 129 enterprise owners, correspondingly.

This means that when a company has low working capital, it can mean one of two things. In most cases, low working capital means that the business is just scraping by and barely has enough capital to cover its short-term expenses. In other cases, however, a business with a solid operating model that knows exactly how much money it needs to run smoothly may have low working capital because it has invested its excess cash to generate investment income or fund growth projects, thereby increasing the company's total value.

This would imply that business owners running out of money is a small business' biggest risk. Owners often know what funds are needed day to day but are unclear as to how much revenue is being generated, and the disconnection can be disastrous. Inexperience managing a business—or an unwillingness to delegate—can negatively impact small businesses, as can a poorly visualized business plan, which can lead to on-going problems once the firm is operational. Poorly planned or executed marketing campaigns or a lack of adequate marketing and publicity, are among the other issues that drag down small businesses.

The finding is partially supported by the study of Mehralizadeh & Sajady (2005), whose results showed that from the failure entrepreneurs' point of view, the following issues were important effects on their weak performance and failure of their business: weak managing technical skills, financial issues, planning and organizing of their business, economic issues, informal issues, weak managing conceptual skills, personnel skills, education and low training, and weak human relation. On the other hand, based on the successful entrepreneurs' point of view the following issues were important effects on their high performance in their business: suitable managing technical skills, selecting appropriate personnel with relevant skills, education and paying more attention to personnel training, application of management conceptual skills, financial issues, better human relation, recognize the economic situation, planning and organizing of their business and informal issues.

The study recent study of discussed effects of compensation. It mentioned that compensation influences the quality of the people who apply, the quality of those hired, the likelihood of job acceptance, the motivation and performance level of the workforce, and the quality of who stays in the company.

Nature of Enterprise. It can be asserted from the data that in terms of nature of enterprise, the low product

quality and safety was identified by 295 business owners as the foremost challenge met. It was succeeded by the limited budgetary allotment experienced by 278 enterprise owners in rank 2. In addition, the high labor costs were noted by 261 business owners which are in rank 3. Then, the lack of raw materials and high cost of supplies are identified as the 4th and 5th challenges met by 249 and 237 enterprise owners, respectively.

Moreover, the limited knowledge on marketing strategies is known as 6th problem by 221 business owners while the poor employer-employee relationship is noted by 187 enterprise owners that are in rank 7. On the other hand, the last two challenges met are the improper ecological solid waste management implementation and difficult transportation geographical conditions are identified by the 160 and 122 owners, respectively.

It means that the product is of satisfactory quality, if it satisfies the consumers/users. The consumer buys a product or service only if it suits his/her requirements. Therefore, consumers' requirements are first assessed by marketing department and then the quality decision is taken on the basis of the information collected. Although we have described the virtues of quality one basic question needs be answered: What is quality and who decided what quality?

It would imply that quality is the performance of the product as per the commitment made by the producer to the consumer. Such commitment may be explicit or implicit i.e. in terms of written contract or in terms of the quality management expectation of the average consumer of the product. The performance of the product is concerned with the ultimate function and service which the product must provide to the final consumer. A product is known as a quality product only when it satisfies various criteria for its functioning for the consumer. In addition to the physical criteria, there is also a service and time factor to quality. The same quality of physical performance should be available over a reasonable length of time. Hence, time is also unnecessary aspect of quality.

Thus, it can be said that the quality decision is based on various marketing considerations production constraints, manpower constraints and equipment or technology constraints. In this way the decision concerning quality are not in the hands of one functional manager, since this involves overall strategic decision for the running business of a corporation. Business owners must see to it that such strategic aims/objectives

and goals are achieved. In this case, all departments such as purchasing, production, warehousing and transport have made contribution so as to achieve the quality of products. So quality implementation is also a 'total organization effort'.

This finding is partially supported by Kannan (2017), who recommended that restaurateurs can enhance customer satisfaction by offering top notch and outwardly engaging foods at a suitable temperature. Likewise, restaurateurs ought to perceive that customers put a high incentive on solid and nutritious menu things reasonable to their wellbeing needs and that the sound food alternative significantly impacts rehash support. Foodservice analysts have frequently overlooked the food quality parts of restaurant experience, somewhat in light of the fact that they have perceived food as a focal attribute, however, focused their consideration more on fringe angles, for example, services and atmospherics. Subsequently, from an administrative viewpoint, it may be helpful to organize assets by concentrating on essential food quality properties alongside key traits of service and atmospherics, and market the restaurant needs.

Type of Enterprise. The data show that in relation to type enterprise, the food spoilage is seen by 286 business owners as the most critical challenge met, followed by strong business competition which is identified by 261 enterprise owners in rank 2. Meanwhile, the weak marketing strategies and poor business location are noted by 247 and 198 business owners respectively, which became the 3rd and 4th problems encountered. Then, the inability to pay debts/credits on due date came out as the last challenge met by 176 enterprise owners.

It means that food spoilage is a disagreeable change or departure from the food's normal state. Such a change can be detected with the senses of smell, taste, touch, or vision. Changes occurring in food depend upon the composition of food and the microorganisms present on it and result from chemical reactions relating to the metabolic activities of microorganisms as they grow in the food. Preventing or reducing food spoilage involves both keeping track of the food at home as well as storing it properly. Once the business owners know how to reduce food spoilage, they can reduce the amount of food that is wasted each year. Foods need to be stored at the proper temperature and in the right location, such as on a shelf in the refrigerator instead of on the door. Food wastes can be reduced by using foods that are just past their prime in creative ways.

This result is supported by Bourdichon & Rouzeau (2012) when they mentioned that one might be aware of relevant changes in the food process and its implications on spoilage. For example, a change of suppliers for raw materials with a natural occurring flora can have no consequence on the safety of the product but major ones on its quality. On the other hand, improving safety by a new bactericidal treatment can modify the ecological niche and therefore the possibility of spoilage, both type of and microorganisms of concern. The shelf life of a food product therefore needs continuous monitoring to verify that GMP/GHP does not vary from initial validation.

Employees. Relative to employees, the dishonesty of the employees emerged as the most challenge encountered by 291 business owners. It was succeeded by their inefficiency to perform tasks which is encountered by 279 enterprise owners placed as rank 2. Meanwhile, the lack of engagement of all levels of staff throughout the organization and poor safety of employees are met by 265 and 256 business owners, respectively, that are in 3rd and 4th in rank. Similarly, the poor employer-employee relationship is the least problem met by 265 enterprise owners which ended as the last in rank.

This means that many employees feel dissatisfied with their jobs at one point or another. Some employees leave their jobs for better opportunities, while others choose to stay and remain unhappy. Dissatisfied employees can negatively affect a company because they typically lack motivation, perform poorly and possess negative attitudes. These symptoms have a way of spreading to other employees, infecting entire departments and the company's bottom line. Managers who take the time to understand the reasons for job dissatisfaction can often find the right solutions to turn unhappy employees into motivated performers.

One of the primary reasons for job dissatisfaction results from companies with underpaid workers. Underpaid employees often must stretch their money further even for basic necessities. Not only must employees deal with stagnant wages but perhaps also the high cost of health insurance and rising costs for housing, utilities and food. The stress of paying bills with limited income causes many workers to feel dissatisfied with their jobs. Sometimes, employees just feel that they are underpaid when they may be paid fairly.

To avoid such problem, companies may conduct research on what other companies are paying for the same jobs and tell employees they will be getting raises

in the next budget. In other cases, the company may let the employees see the comparisons to know they are, in fact, paid market rates.

It would imply that a key reason on why an employee performs poorly in the workplace is poor management. Those with poor leadership skills tend to offer little feedback on employees' performances. Others, micromanage and dictate orders to employees instead of motivating them, causing a decrease in employee productivity. A business owner may conduct self-assessment of a micromanaging style. Often, it just means verifying if the work was done well. It is important to let the employees do the work well. Once something wrong surfaces, there is a need to step back and ask the employee of the necessary plans to tackle the task. Feedback is needed, or the work should be accomplished by the owner. The employees need to be guided on the best practices and let them enjoy the fulfilment that comes with accomplishment.

The finding is corroborated by Johnson (2018) that communication is the key to employee satisfaction, but employees say management do not listen to them. Few feel they have any opportunity to speak their mind, and those that do say the company never takes employees' ideas seriously anyway. In this scenario, the employees need to be often appreciated of their involvement. They are the ones "in the trenches," and they may truly have good ideas for improvements. Employees do not always need a raise to feel fulfilled. Knowing that management values their input, and shows it by implementing some of their ideas, can be just as fulfilling as a higher salary.

V. CONCLUSIONS

Based on the findings, the researchers concluded that, the micro food enterprises are mostly owned by single proprietors, have varied nature of enterprise, usually are processors/manufacturers and have less than 50 employees. In addition, the micro food enterprises always considered ownership, nature and type of enterprise, and employees in the operation. Moreover, the lack of capitalization, low product quality and safety, food spoilage, and dishonest employees are the challenges met by the business owners in the micro food enterprise operation.

VI. RECOMMENDATIONS

The researchers would like to recommend that, the micro food enterprises owners may attend business-related seminars and trainings to continually update the current operation. Also, the business owners may continually improve the various systems and procedures

through a constant review and audit. Furthermore, the problems encountered may be addressed by the business owners so as there will be a continuous operation. Lastly, future research similar to this topic may be conducted and in a wider coverage and with the inclusion of other variables not covered in the study.

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