



## S.H.L. LEARNING RESOURCE CENTER

### COMPILATION OF UNDERGRADUATE THESES ABSTRACTS BS in BUSINESS AND COMPUTER MANAGEMENT

2010-2015

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SUBJECT	THESES NO.	AUTHOR/S	TITLE	ABSTRACT
AUTO REPAIR SHOP	BSBCM/ 50 / 2010	Capuno, Kathleen Ghaile C. ; Castillo, Aizel Anne T. ; Garcia, Mark Randrei D.; Ilagan, Jemeline M.; Melo, Princess L.; Mendoza, Ramer M.	The Business of Auto Repair Shops in Batangas City	This study discussed the relationship on the profile of the auto repair business as to initial capital, length of business operations, business structure and number of employees to the effectiveness of the services rendered. It also tackled the strategies proposed to the auto repair shop for its services to be improved. Descriptive correlation method was used in order to test the relationship of the profile of the business. A questionnaire coupled with interview as gathering instrument was used. It was concluded that majority of the auto repair shop business in Batangas City were relatively new with a small amount of initial capital with single proprietorship type of business structure with relatively few employees. Most of the customers were satisfied about the effectiveness of the services with regards to their previous experience, price of the service, availability of the service and quality of the service. The effectiveness of the services rendered was not significantly related to their profile variables . The proposed improvement strategies was formulated to make the services being offered by auto repair shop business even more effective.

BAKESHOP BUSINESS	BSBCM/ 65/ 2012	Cuasay, Marjorie M.; Moit, Janine G.; Umandap, Paul John S.; Viaña, Mary Joy B.	Bakeshop Business in Batangas City: An Assessment	<p>The study discussed the status of the bakeshop business in Batangas City in terms of form of business ownership, legal requirements, location. Initial capitalization, number of years in operation, number of workers, monthly income, facilities and equipments, sources of funds and personnel requirements. It included common problems encountered in the business in terms of organization and management, technical operation and production, marketing and financial aspects. The respondents were the 40 owners/managers of the registered bakeshops in Batangas City. The study used descriptive method of research. Results revealed that respondents were all registered and generally owned by sole proprietors located along the high-way. Majority invested a small initial capitalization which came from personal savings. Most of them were newly established with a profitable monthly income and limited number of workers to run the business. The most common problems encountered in the operation of the business were less number of workers to be done, high cost of operation, high price of supplies or ingredients and heavy overhead expense. Owners may invest more for the business expansion and development. The business may look for competent and dedicated number of workers to give quality services to the customers. Moreover, they may provide incentives and good salary bonuses to their workers. Owners should advertise more about the business through distribution of flyers and leaflets. They may also exercise the word-of-mouth marketing.</p>
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<p>CAR DEALERS ; MARKETING STRATEGIES</p>	<p>BSBCM/ 64/ 2012</p>	<p>Bugarin, Karen Ann G.; Carandang, Hannah Mae E.; Magno, Mhel A.; Matira, Patrick Vincent M.; Villaluz, Brandon M.</p>	<p>Marketing Strategies Employed by Used Car Dealers: Its Sustainable Competitive Advantage</p>	<p>This study determined the Marketing Strategies employed by Used Car Dealers: It's Sustainable Competitive Advantage. It showed the profile of the business in terms of years of operation, number of employees, type of business organization, initial capitalization, volumes of cars being sold by the business and Quarterly Sales Performance. The marketing strategies employed, effectiveness of marketing strategies and marketing problems encountered by the respondents were also discussed. Results revealed that majority of car dealers were operating for 4 to 6 years, with 1 to 2 workers. Majority of the car business were entity owned and managed by one person only. It required high capitalization, volumes of cars being sold by the business ranges from 5 and below per month, its quarterly sales performance ranges from Php 500,000 and above. The 4P's in marketing strategies were practiced by the business. The marketing strategies were effective as assessed by used car dealers. The most common problem observed was high capitalization among used car business shops. Car Enthusiasts may conduct a seminar regarding how to venture in a car dealership. Used car business shops or owners may utilize more strategies in terms of 4P's. Considering the place and purchasing power of the customers would be an easy way to get closer to them. Car owners or dealers may initiate a loan on banks and other lending institutions that offers low interest rates. Future researchers may explore and do similar studies on other variables not covered by this paper.</p>
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CAR WASH BUSINESS	BSBCM/ 51 / 2010	Florendo, Princess Nesza S. ; Villalobos, Paulina R.; De Sagun, Kathyrine B.; Lamanilao, Chrisjan M.; Lim, Wilson N. ; Rosas, Kristoffer M.	Problems Encountered by Car Wash Business in Batangas City	The study is a descriptive-correlational research as it attempted to know the present condition of a given phenomenon. It assessed the profile and the common problems encountered through the use of a researcher-constructed questionnaire. Statistical tools such as frequency count, ranking and weighted mean, and Pearson R were used. Specifically , the researcher sought answers to the questions about the profile of the carwash business in terms of initial business capital, length of existence, services offered and number of employees. The common problems carwash owners encounter in their operation and management , the significant relationship between the common problems and the profile of the business. It was revealed that majority of the carwash industries understudy worked with a starting capital of 201,000-250,000 pesos, have been in the business for 4-6 years, conduct full service carwash and has seven to nine employees. The major problems encountered were unsatisfactory water drainage system, lack of advertisement to promote the business and poor employee-customer relations. The common strategies proposed by the researchers to lessen the common problems include considering strategic location, placing the carwash near the sewage system and encouraging clients and customers to acquire their services frequently through giving comemorative items during special occassions, giving out pamphlets about their business, giving discounts for their frequent patrons, handling out some business stickers can be placed in client's vehicles and marketing via internet.
CERAGEM BUSINESS; MASSAGE THERAPY	BSBCM/ 53/ 2010	Abanco, Pewee H.; Ayap, Andhrea J.; Membrot, Abigael D.; Nohay, Harry D.; Quinzon, Val C.; Solis, Joshua C.	The Ceragem Business in Lipa City	This study discussed the services provided by Ceragem to improve the health condition of their clients/customers and the perception of the clients/customers on health benefits rendered by Ceragem and the profile of the Ceragem business in terms of capital,years of operation, type of ownership, number of employees and average number of clients per day. The respondents is composed of selected fifty (50) regular clients of Ceragem attending the full body massage for a maximum of ten days. The descriptive normative method of research was employed in the study. The researchers concluded that the business started witha capital ranging from 800,001-1,600,00. Operating for almost six months. The services provided were thermal massage intended for the heart which avoids dry skin around the mouth, nose bleeding, chest pain and heart palpitation. Thermal massage for the stomach, lungs, eyes, ears, kidney and for abdominal part of the body. The health benefits rendered by Ceragem was perceived to be effectively satisfying and ensured healthier living for its customers/clients and the business was able to provide a satisfactory high quality service in diversified health care.

CISCO CURRICULUM ; PROGRAM ASSESSMENT	BSBCM/ 72/ 2015	An, Imelda L.; Macatangay, Luisa P.; Silang, Anna Korina M.; Casao, Andrea Jane P.; Hernandez, Shiela Mariz V.; Suayan, Monica M.; Sulit, Zandria Muriel M.	CISCO Curriculum as Used by CCS of Lyceum of the Philippines University- Batangas: An Assessment	The study focused on the CISCO Curriculum as used by CCS of Lyceum of the Philippines University- Batangas. Specifically, it assessed the level of effectiveness of the CISCO Curriculum in terms of functionality, reliability, usability, efficiency, maintainability and portability; identified the problems encountered in the implementation of CISCO Curriculum; and tested the significant relationship between the level of effectiveness of CISCO Curriculum and the problems. The researchers gathered relevant facts through informal interviews from some MIS (Management Information System) staff and professors who taught CISCO courses for initial information. Through patterned and modified questionnaires, the study's main data gathering instruments was devised and administered among the student respondents. The study revealed that the respondents considered the functionality, reliability, usability, efficiency, maintainability and portability of the CISCO Curriculum as used by the CCS of LPU-B as effective. Likewise, the respondents considered all these indicators as slight problems. Lastly, the assessment of the effectiveness of the CISCO Curriculum was related with the problems encountered. In view of these, the researchers recommended that the management may continue to use the updated CISCO Curriculum for their networking subjects, the faculty concerned may adopt suitable strategies to minimize slight problems encountered, the BSBCM program may adopt the CISCO Curriculum for more innovative learning outcomes, and future research may be conducted to further validate the study's results using other variables.
CUSTOMER SATISFACTION ; SM DEPARTMENT STORE	BSBCM/ 67/ 2014	Agulo, Anna Margarita M.; Agno, Katrina M.; Andres Jr., Alex C.; Rugay, Valerie G.; Umali, Marco A.; An, Dr. Imelda L.	Customer Satisfaction on the Quality Service of SM Department Store in Batangas City	The researcher assessed the satisfaction of the customers of SM Departments Store in terms of their quality services. A total of 100 respondents were involved in a descriptive research. The results showed that the customers were satisfied on the quality of service of SM Department Store. Thus, management may continuously provide orientation and training to employees in customer relations and services to meet the full satisfaction of the customers.

DIRECT SELLING ; BUSINESS ESTABLISHMENT	BSBCM/ 63/ 2012	Balmes, Jeszel O.; Ebor, Ma. Luchille B.; Plata, Robelyn P.; Ramos, Jade L.	Effectiveness of Direct Selling Among Business Establishments in Batangas City	<p>This study determined the effectiveness of direct selling among business establishments in Batangas City. It described the profile of establishments using direct selling as to its type of business organization, initial capital, length of operation, number of direct sellers involved and the kinds of products sold. Researchers found out that direct selling establishments in Batangas City chose to manage a sole proprietor type of business organization with an initial capital of 50, 001 pesos and above. Majority of the business operation is within 6-10 years length of business with 250 direct sellers involved. Moreover, apparels are mostly sold. Direct selling as a marketing strategy was highly effective as assessed by business establishments and direct sellers and effective also as perceived by the customers. However, there was a highly significant difference between the direct sellers and customers assessment on its effectiveness. It was necessary that management of direct selling establishments in Batangas City conducted seminars for direct sellers for more profitable and booming business. Properly trained direct sellers contributed to its success and long term operation. Other merchandise, such as cosmetics, herbal products, jewelries and home products can be sold through appropriate promotions. Likewise, firms and direct sellers must both work cooperate with each other to develop the quality of products and services provided. Direct sellers may as well improve interaction to their potential consumers through continuous and healthy communication, actual presentation and demonstration of products. With this, a study of similar nature but of different setting in relation to effectiveness of direct selling may be performed by other researchers.</p>
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EATERY BUSINESS ; MARKETING STRATEGIES	BSBCM/ 69/ 2014	An, Imelda L.; Gega, Aira Clarissa R.; Atienza, Ken M.; Casas, Joan D.; Luche, Rosele Antonette M.	Marketing Strategies Using the 4P's Model for Eatery Business Near University Belt in Batangas City	This study investigated the Marketing Strategies using the 4P's Model for Eatery Business near University belt in Batangas City. The researchers used descriptive method with self-prepared survey questions validated and constructed as the major tool for data gathering. The respondents were the 20 owners of the eatery business from the Lyceum of the Philippines University, Batangas State University- Main Campus, and University of Batangas. The result revealed that majority of the eatery owners have an initial capital of Php 20,000 and below, operated for 10 years and above, sole proprietorship with 2-3 employees, with customers ranging from 100 and above a day, and earn an annual income of Php 100,000 and below. The owners prioritized their products preparation, also cleanliness of the place and the utensils, and entertaining and serving customers with a smile as a way of promotion. Common problems encountered were high capital investment, rapid changes in price value of ingredients and unorganized cash flow of business. A marketing strategy was formulated using the 4P's Model to improve the operation of the eatery business near University belt in Batangas City. The researchers recommended that other entrepreneurs may consider in venturing this type of business, looking into the benefits of reinforcing promotional strategies to attract potential customer.
FACIAL AND SKIN CARE BUSINESS	BSBCM/ 49 / 2010	Abrigo, Manuel Bryan M.; Manalo, Rachelle R.; Medina, Billy Ray N. ; Palas, Aidrick Neal M.	Problems Encountered by Facial and Skin Care Business in Batangas City	The study analyzed the problems encountered of Facial and Skin Care business in Batangas City, the relationship between the problems encountered in terms of profile of the business and profile of the respondents. Respondents were employees of 4 facial and skin care clinics. Researchers used set of questionnaires constructed by the researchers as the main tool in gathering data. Statistical tools used were frequency, percentage and weighted mean. Based on the significant findings, the following conclusions were drawn and formulated: majority of the facial and skin care business have invested large amount of capital. This kind of business needs many employees since it offers different kinds of services. Most of the employees working in this business ranged from nineteen to twenty-eight years old mostly female and single, were college graduate and underwent training given by the company. Majority of the problems encountered by the managers were high cost of advertisement, location of the business, attitudes of the employees, competition and high cost of space rental. The significant relationship between the profile of the business and problems encountered was found to be significant in terms of the number of employees while in terms of the relationship between profile of the employees and problems encountered in the facial and skin care business, it was found that the educational attainment of the employees was significant.

FOOD PROCESSING BUSINESS ; PROCESSED FOODS	BSBCM/ 60/ 2011	Talain, Beberlie A.; Alteza, Ruby Ann B.; Aporro, Lilibeth M.; Castillo, Mark Dhan D.; Romero, Sorza M.; Villanueva, Arenzel Marie M.	Venturing into Atchara Business: Contribution to Calacatchara Festival	This research ventured into atchara business and explored its contribution to Calacatchara Festival. It described the profile of atchara business in Calaca, Batangas as to its present capitalization, type of business organization and economic reward/ annual income, discussed promotional strategies and operational problems by atchara business owners in Calaca, Batangas and determined the significant relationship between the profile of the business and its promotional strategies and operational problems encountered. This study consisted of 30 respondents (10 registered owners and 2 employees of every registered atchara makers). These are based on the record of municipality of Calaca and their business are located in New Public Market, Puting Kahoy, De La Paz St., Marasigan St. Poblacion 1, Barangay 2, Barangay 5 Calaca, Batangas. The researchers used descriptive correlational in conducting this study venturing into Atchara Business: Contribution to Calacatchara Festival. The data were analyzed using frequency distribution, weighted mean, chi-square and pearson-r.
FRUIT BUSINESS	BSBCM/ 59/ 2011	Perez, Jonathan P.; Soledad, Marianne G.; Lipa, Krisitine Joyce C.; Ilao, Ma. Crisanta A.; Bagui, Michal C.	Viability of Dragon Fruit Business in San Juan, Batangas	The researchers determined the viability of Dragon Fruit Business in San Juan, Batangas. Specifically, it answered the following: determined the status of dragon fruit business in terms of present capitalization ; type of business organization, annual income, peak months of harvest, average monthly harvest, average monthly rotten dragon fruit, prefer product placement; identified the problems in operating the dragon fruit business; showed relationship between the status of dragon fruit business and the problems encountered and determined the viability of dragon fruit in the local fruit industry. It was found that Venturing in a dragon fruit business need a very minimal capitalization, a sole proprietorship business, annual income approximately ranging from P10,000-P12,000 a month depending on months were dragon fruits are planted. April, May and August were the peak months of harvest. A monthly average harvest of 400-599 and 600-799 pieces of dragon fruit, below 50 pieces of average monthly rotten dragon fruit and product preferences can be both retailing and wholesaling. The problems in the operation of dragon fruit business focused on lack capital for productivity and venturing into materials or equipments in propagating this local fruit business. The profile of the dragon fruit business was not significantly related to the problem encountered in the operating the business. This study dragon fruit business in the local fruit industry was viable.

FUNERAL BUSINESS	BSBCM/ 52/ 2010	Caranto, Carl Giordano; De Torres, Aprille; Laya, Chiero Kim Eliel; Ramirez, Daryll; Ramirez, Rebecca	Perception on the Problems Encountered by Funeral Business in Batangas City	<p>This research work identified the problems that were encountered by the respondents in funeral business in terms of business profile, capital, number of years in the business, type of ownership, number of employees, the perception of the respondents on the problems encountered in Funeral business relative to: marketing operation, product competition, marketing strategies and services offered. It also sought to answer if there is significant relationship between the profile of the business with the perception of the respondents on the problems encountered by the operation of the funeral business. The findings of the study revealed that most of the funeral business in Batangas City were engaged in a partnership type of ownership having 18 years in business which falls in 10 years and above bracket. Problems perceived to be encountered in funeral were mostly interpreted as moderately agreed. Competition under the umbrella of marketing operations was agreed to be a problem which resulted from customer preference and the unending additional request of customers. All of the problems enlisted under the services offered were rejected to be a problem. Funeral business owner claimed that the services they offer to the public were maintained to be of good quality because they always feel that they were entrusted to give a decent and formal burial to the dead giving the family a moment to be remembered forever. Most of the variables were considered to be highly significant and therefore, a decrease in such variables greatly affected the performance of the business in the four aspect considered. It was only in the marketing strategy that capital, number of years in business and number of employees were classified as not significant. This means that the overall performance of business in that aspect was not affected.</p>
HAIR SALON BUSINESS	BSBCM/ 68/ 2014	Untalan, Jochelle H.; Fetalvero, Felix Rigor M.; Lontoc, Ana Liza C.; Rivera, Mary Anne C.; Villanueva, Rei Marc D.; An, Dr. Imelda L.	Status, Problems and Prospects for Development of Selected Hair Salon Business in Batangas City	<p>This study assessed the status, problems and prospects for Development of selected Hair Salon Business in Batangas City. It employed descriptive design where 10 respondents (10 owners) from different Hair Salon Business in Batangas City were given survey questionnaire to obtain data. Among the three areas of hair salon operation, marketing needs more focus to carry out the business operation. Owners may formulate and implement marketing strategies that will create a large market share of customers availing hair salon services.</p>

HUMAN RESOURCE INFORMATION SYSTEM ; SERVICE DEVELOPMENT	BSBCM/ 74/ 2015	De Torres, Elaine B.; Acob, Geneica C.; Bautista, Janelle May A.; Celemin, Kimberly D.; Mendoza, Denvir D.; An, Imelda L.,Ph.D.	Human Resource Information System (HRIS) of Lyceum of the Philippines University - Batangas: Basis for Continuing Service Development	<p>The study acquired information about HRIS (Human Resource Information System) in the university. The system is an interacting database that aimed at generating and delivering human resource (HR) information and allowed users to automate some HR management functions such as modules for attendance and leave tracking, job and pay history, appraisal scores and review date tracking, benefits enrollment and tracking, succession management, training management and time logging. The objectives aimed to assess the HRIS in terms of planning, services, functionality, management and development; determine the effectiveness on HRIS; and propose an action plan or developmental strategy to enhance the effectiveness of the system. Researchers gathered relevant fact through informal interviews from the MIS (Management Information System) department to start up the study. They also conducted several researchers in many libraries to get familiarize with the study. The research mainly focused on the non-teaching staffs of the university who use the system more often which in result gave the researchers concrete information of the research. It was concluded that planning, services, functionality, management and development of Human Resource Information System (HRIS) in the Lyceum of the Philippines - Batangas were "Observed" by the respondents. While the planning, services, functionality, management and development of HRIS were "Effective". Proposed plan of action and recommendations were stated as well as for the future researchers and endeavors that may utilize the research study.</p>
INTERNET CAFÉ ; CUSTOMER SATISFACTION	BSBCM/ 71/ 2015	Gagalac, Charlene Joy M.; Cajayon, Stephanie M.; Dimaalihan, Dizelle L.; Dimayuga, Ivy C.; Laylo, Patrikk Dan Lord V.	Customer Satisfaction on the Services by the Internet Café in Lipa City: Basis for Enhancement	<p>This study determined the satisfaction of customers on the services provided by the internet café in Lipa City. Specifically, it described the demographic profile of customers in terms of age, gender, status, occupation and purpose of using the internet café; determined the level of customer satisfaction on the services provided by the Internet Café in the following aspects: physical layout, products and services, and staff; to identify the problems encountered by the customers in the services provided by the Internet Café; the significant relationship between the level of customer satisfaction and the problems encountered on the services provided by the Internet Café, and proposed a plan of action to enhance the level of customer satisfaction. A total of 280 respondents were involved in a descriptive research. The result showed that the customers of internet café in Lipa City were mostly in an age bracket of 16-20, the highest of frequency come from college students and the study was dominated by males. The respondents were satisfied with regards to the physical layout, products and services, and staff of the internet café. However, encountered moderate problems with regards to unavailability of comfort rooms, slow internet connection and doing work incorrectly of staffs. No significant relationship between customer satisfaction and problems encountered by the customers of internet café. The propose plan of action may be reviewed by the management for proper implementation.</p>

JUNK SHOP BUSINESS; WASTE MANAGEMENT	BSBCM/ 54/ 2010	Aguila, Marize Jannel A. ; Banuelos, Ma. Ana J. ; Culla, Marvin A.; Evangelista, Eric M.; Saito, Sheena V.; Tejano, Paolo A.	Operation of Junk Shop Business and its Contribution to the Waste Management in Batangas City	The study determined the prospects of junk shop business and gave the information about this business in terms of profitability and status in Batangas City. The study also gave the junk shop owners a deeper perception of the strengths and weaknesses of the business and provided the parameters as they strive to be more competitive in this enterprise. It answered the following : profile of the junk shops, problems encountered in the operation of the business, how the junk shop operations contribute to waste management in Batangas City and the significant relationship between problems encountered and their perceived contribution to waste management. The study used the descriptive correlation method as it dealt with the analysis of junk shop business in Batangas City. It was revealed that majority of the junk shop owners were sole proprietors with initial capital of less than 20,000, operating the business for less than 5 years. The major problems encountered were fluctuation of price of scrap materials, insufficient number of employees, poor standard of safety, lack of awareness on which thing is saleable or not, permanent customers and poor waste management. The business help in segregating of wastes by sorting according to biodegradable and nonbiodegradable which contribute in maintaining the cleanliness of the environment to avoid pollution in Batangas City. The problems encountered are not significantly related to the contributions of junk shops in the waste management in Batangas City.
LAUNDRY SHOP	BSBCM/ 55 /2010	Alcayde, Dim Ian D. ; Gonda, Kent Grant C.; Manibo, John Philip E.; Liwag, Jeffrey P.; Parena, John Karlo D.	The Laundry Shop Business in Batangas and Lipa City	The study determined the business situation of laundry shops in Batangas and Lipa City. The researchers used the descriptive-correlational method in order to determine the profile of customers in terms of age, sex, location, type of occupation, and social status. It also determined the relationship of two variables. A researcher-made questionnaire was also used to assess the problems encountered by customers of laundry shop businesses. It was concluded that most of the frequent patrons and the direct market laundry shop industries were young single male students, ages 20 years old and below, usually from neighboring towns of Batangas and Lipa City living in dormitories and apartments near educational institutions. The customers encountered in the areas of employees attitude towards customer, lack of proper training and shops that dont have any delivery service and services having added charges. The profile of laundry shop customers were not significantly related to their assessment regarding the problems they encounter. Even though the laundry shops in Batangas and Lipa City provided quality service to their customers, there were still rooms for improvement on their services.

MARKETING PRACTICES ; PRINTING BUSINESS	BSBCM/ 56 /2011	Ramos, Kenneth M.; Ramos, Frenzy Allen D.; De Robles, Justine Kaye S.; Alegre, Jefferson A.	Best Marketing Practices for Commercial Printing Business	The study determined the Best Marketing Practices for Commercial Printing Business. It also showed the promotional strategies and problems of commercial printing business and their profile in terms of present capitalization, number of years in operation, type of business organization, number of personnel employed and profitability. The promotional strategies and problems encountered in the business of commercial printing were discussed. There were 16 respondents (4 owners and 3 employees of each) from the 4 commercial printing business in Lipa City. The study utilized the descriptive method of research in order to gather and determine the needed information. The data were analyzed using frequency and weighted mean.
MARKETING STRATEGIES; GOWN RENTAL BUSINESS	BSBCM/ 57/ 2011	Agojo, Kimberly B.; Coloma, Jakemar C.; Lacay, Harlene Mae G.; Landicho, Ronaly M.; Laraya, Liezel L.	Discovering Selected Gown Rental Business in Batangas: Its Status, Marketing Strategies and Problems	This study discussed the status, marketing strategies and problems of selected Gown Rental Business in Batangas, as it presented the status in terms of present capital, type of business organization, number of employees, gowns most in demand, month most in demand, gown preferences of the customers and average rental fee. It also revealed the relationship between the status of gown rental business and marketing strategies and problems encountered and further proposed marketing strategies for the business to be competitive.
OPERATIONAL PRACTICES ; CALL CENTER	BSBCM/ 73/ 2015	Dalangin, Michelle Joy P.; Dimaano, Jaymark D.; Evangelista, Necy Joy R.; Magsombol, Jill Princess V.; Vicerat, Jennika U.	Operational Practices of Call Centers in Batangas and Lipa City	The researchers assessed the operational practices of call centers in Batangas and Lipa City. Specifically, it described the profile of the call center in terms of its name, address, type of ownership, length of operation, business operation, total number of employees, and educational qualification of employees; determined the operational practices of call centers in Batangas and Lipa City with respect to: organizational; management, technical operation, financial management, and marketing services, and tested difference of operational practices when grouped according to profile variable. The researchers utilized the descriptive method in order to gather and determine the needed information and data. The respondents of this research were the 70 employees of call center in Batangas and Lipa City. The result showed that the operational practices of call centers in Batangas and Lipa City were good when it comes to its organizational ,management, meanwhile, they were not that active in the technical operation, financial management, and marketing services. Thus,it was recommended that the management can do some research to have an idea on how to have improvements in the technical, financial, and marketing aspects of the company. There should always be proper maintenance to ensure that all the equipment is in good condition to avoid unnecessary delay in the operation. Top management should have consistent training to its employees to ensure that they have the skill and knowledge in dealing with the customers and future research can be conducted with different variable for the improvement of the study.

PET SHOP BUSINESS	BSBCM/48/2010	Atienza, Juan Nico B.; Navarro, John Jesty R.; Atienza, Leonardo M.; Corpuz, Jomer D.; Velarde, John Kenneth	Pet Shop Business in Batangas City	This study revealed the status of the different pet shop business in Batangas City in terms of profile of the petshop business, present capitalization, years of operation, most common pet sold and number of employees, common practices to sustain the operation; problems encountered in operation of their business, and what strategies may be suggested to enhance the market of pet shop business in Batangas. The descriptive form of research was used to assess the status of pet shop industries in Batangas City thru survey instrument as main tool for the collection of data. Focused group discussion was also employed to substantiate the data gathered. Findings revealed that by and large, the petshop business in Batangas City started with a working capital of Php 750,000.00, they have been operating for 10-12 years, and domestic animals are their main attraction as far as sales generation is concerned. Common practices used by the respondents were regular feeding of pets, canvassing of low-priced, high quality pet food, and giving of discounts, promos, etc. to improve sales. The most immediate and prominent problem that needs to be given attention is strategic location of the business specially if you are to start your business.
RECRUITMENT PRACTICES ; DIRECT SELLING	BSBCM/ 70/ 2014	Mia, Michelle Marby H.; Berberabe, Justin Derrick M.; Galeon, Maritess C.; Panganiban, Kelly Jamaica V.; Salazar, April Rose R.	Recruitment Practices of Direct Selling Business in Lemery Batangas	This study identified the problems in the recruitment practices utilized by direct sellers in Lemery, Batangas which served as a guide to prepare effective measure to address the problems and improve the recruitment business. With the use of descriptive method of research in order to gather date, the results showed that most of direct selling business in Lemery, Batangas used brochures, invited people to visit the business, explained income flow of a direct seller. It was recommended that entrepreneurs who want to start in direct selling business should create demand for other products by using social media and including the benefits and income flow of a direct seller.
SUGARCANE PRODUCTION	BSBCM/ 58/ 2011	Torino, Mary Rose S.; Ilagan, John Vince Patrick T.; Juroguas, Marlene R.; Ortega, Maricel M.; Rosales, Jhoanne G.	Factors Affecting the Sugarcane Production in Ibaan, Batangas	This study discovered the factors affecting the Sugarcane Production in Ibaan, Batangas. This consisted 95 respondents (5 owners 90 employees) from different sugarcane business in Ibaan, Batangas. The researchers used descriptive correlational in conducting this study to determine the status of the business and the common problems encountered. The data were analyzed using frequency, weighted mean and eta <sup>2</sup> . The study aims to determine the Factors Affecting the Sugarcane Production in Ibaan, Batangas. It tested the relationship between the problems encountered affecting the factors of the business production and the profile of the sugarcane business as to present capitalization, number of years in operation, type of ownership, number of personnel employed, frequency of delivery to sugarcane refinery, peek months of harvest and land area cultivated.

TAMARIND BUSINESS; MARKETING STRATEGIES	BSBCM/ 61/ 2011	Gutierrez, Rhea Ley M.; Arguelles, Glenverly Maranatha C.; Mandigma, Arvin R.; Ricablanca, Joseph Bryant L.	Determining Relationships on Tamarind Business: Problems and Effectiveness of Marketing Strategies	This study determined the status and relationships of Tamarind Business, its problems and effectiveness of marketing strategies. It consisted of 24 respondents (12 owners and 12 employees) from different tamarind business in Lobo, Batangas. The researchers used descriptive correlational method and data were analyzed using percentage distribution, weighted mean and pearson r. The focus of this study determined the relationship of tamarind business to its problems and effectiveness of marketing strategies. This study described the status of tamarind business in Lobo Batangas, in terms of present capitalization and length of business operation, the marketing strategies utilized by the respondents and showed the relationships between the status of the tamarind business and the marketing strategies being used. Lastly, it discussed the problems encountered in venturing into this kind of business.
WATER BUSINESS	BSBCM/ 66/ 2014	Macatangay, Ashlyn P.; Bautista, Ebinson A.; Francisco, Arlene Sarah B.; Magsino, Anne Rose P.; Sarmiento, Sheela Mae G.; An, Imelda L. PhD	Operational Performance of Purified Water Business in Batangas City: Basis of an Enhanced Business Operation Initiatives	The researchers assessed the operational performance of Purified Water Business in Batangas City. The respondents of this study were the owners/managers of purified Water Business in Batangas City who invested, organized, put up and managed the business. The results revealed that Purified Water Business in Batangas City had a good operational performance in terms of marketing, management, technical, and financial aspects. It was recommended that the management of Purified Water Business may consider the business operation initiatives to improve operational performance.
WI-FI CONNECTION SERVICES; WIRELESS FIDELITY ; WI - FI TECHNOLOGY	BSBCM/ 62/ 2012	Blanca, Niña Katherina A.; Catibog, Kay Cielo E.; Hernandez, Venus P.; Ramos, Jomar C.; Ramos, Warren D.	Wi-Fi Connection Services in Lyceum of the Philippines University as Perceived by the LPU Students	The researchers determined the perception of students regarding Wi-Fi connection services of LPU. The users of Wi-Fi on-campus were mostly in second and third year level with an age bracket of 15-20 years old, the highest number of frequencies comes from the college of CITHM and the study was dominated by female students. Students perceived that the use of Wi-Fi services in LPU was essential since they can have a high level of internet using Wi-Fi connection in LPU is the restriction of browsing other sites because it is blocked by the web filter. The proposed measures were designed to improve the Wi-Fi connection services at LPU. In the light of conclusion drawn from the findings of the study, it was recommended to encourage students from other colleges to use Wi-Fi connection services of LPU, increasing the bandwidth of a network to enhance Wi-Fi signal and speed likewise, provide more power outlets and access areas where Wi-Fi users can easily connect, removal of Service Set Identifier and limit the number of websites blocked by web filter so that users can access other information needed in their research work.