DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND ENTREPRENEURSHIP
COLLEGE OF ECONOMICS AND MANAGEMENT
UNIVERSITY OF THE PHILIPPINES LOS BAÑOS

TITLE OF THE AGRIBUSINESS MANAGEMENT RESEARCH OR ENTREPRISE REPORT

FIRST M.I. DELA CRUZ
FIRST M.I. DELA CRUZ

Special Problem Report
BS AGRIBUSINESS MANAGEMENT AND ENTREPRENEURSHIP

Month Semester is Ending Year

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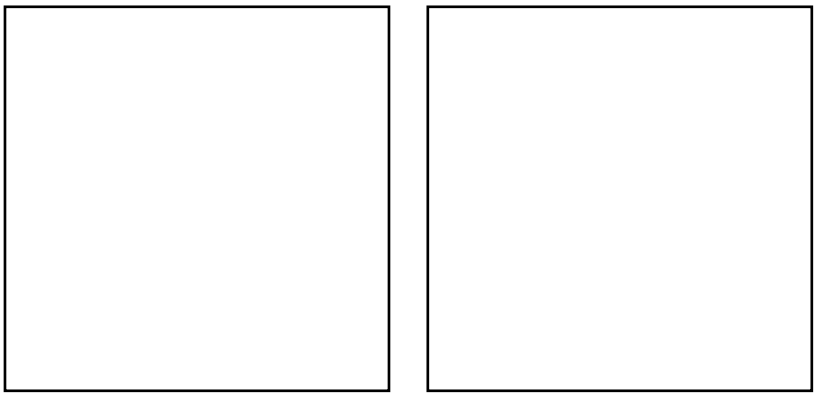

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Department of Agribusiness Management and Entrepreneurship

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First Name M.I. Last Name of Student
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College of Economics and Management
University of the Philippines Los Baños
College, Laguna, Philippines

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PANEL MEMBER NAME
Panel Member

Date signed

PANEL MEMBER NAME
Panel Member

Date signed

ADVISER NAME
Adviser

Date signed

DAME CHAIR NAME
Chair, DAME

Date signed

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College of Economics and Management
University of the Philippines Los Baños
College, Laguna, Philippines

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PANEL MEMBER NAME
Adviser

Date signed

ADVISER NAME
Adviser

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Chair, DAME

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mustard oil is popular in Nepal and currently being used as an oil treatment for hair. Seeing the similar value of Virgin Coconut Oil of the Philippines, CocoNaturals wants to assess the opportunity of entering the foreign market. You are assigned to conduct a market research to determine the acceptability of

coconut-oil as a substitute to mustard oil in the country of origin. Given the limited budget, you are only allowed to ask ten questions (excluding demographic profile), with three of them allocated to open-ends. Write the actual ten questions you will ask to the customers, label if they are open ended or closed ended.

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They will be evaluated in four criteria, each having equal weights.

TABLE OF CONTENTS

Page

TABLE OF CONTENTS ..... **VIII**

LIST OF TABLES ..... **IX**

LIST OF FIGURES ..... **X**

LIST OF APPENDICES ..... **XI**

INTRODUCTION **1**

Background of the Study 1
Research Problem 2
Objectives of the Study 2
Significance of The Study 3
Scope and Limitations of the Study 3

REVIEW OF RELATED LITERATURE **1**

Header 2 (Optima 14, Bold, Title Case) 1
Header 3 (Optima 12, Bold, Italic, Title Case) 1
Header 4 1
Theoretical Framework 2
Conceptual Framework 2

METHODOLOGY **4**

Research Design 4
Data Collection 4
Data Analysis 4
Analytical Framework 5

RESULTS AND DISCUSSION **6**

Demographic, Business, and Technological Profile 6
Demographic Profile of Respondents 6
Age. 6
Business Profile 6

SUMMARY & CONCLUSION **14**

RECOMMENDATIONS **15**

For Stakeholder One 15
For Stakeholder Two 15
For Stakeholder Three 15
For Further Studies 16

REFERENCES ..... ERROR! BOOKMARK NOT DEFINED.

APPENDICES **22**

LIST OF TABLES

Page
Table 1. Respondent's Profile....6
Table 2. Business Profile....7
Table 3. Competitor Analysis....12

LIST OF FIGURES

Page
Figure 1 Conceptual Framework....3
Figure 2. Analytical Framework....5
Figure 3. Series Comparison....8
Figure 4. Heat Map Scale....8
Figure 5. Pie Graph....9
Figure 6. Stacked Bars....9
Figure 7. Line Bar....10
Figure 8: Integration of Results....13

LIST OF APPENDICES

Page

Appendix A. Questionnaire 22

DEFINITION OF TERMS

Note	This uses tables. Please make borders visible first before removing the borders
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LIST OF ACRONYMS

NOTE	This uses tables. Please make borders visible first before removing the borders. Acronyms are aligned right while the definitions are aligned left
DOST	Department of Science and Technology
DAME	Department of Agribusiness Management and Entrepreneurship
UPLB	University of the Philippines Los Baños
PCAARRD	Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development

TITLE OF THE AGRIBUSINESS MANAGEMENT REPORT OR ENTERPRISE VENTURE REPORT

A Special Problem Report submitted in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Agribusiness Management and Entrepreneurship from the College of Economics and Management, University of the Philippines Los Baños, College, Laguna, Philippines, First/Second Semester 20##-20##. Prepared under the supervision of Name of Adviser.

FIRST NAME M.I. LAST NAME

INTRODUCTION

Background of the Study

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Research Problem

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Objectives of the Study

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Significance of The Study

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Scope and Limitations of the Study

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REVIEW OF RELATED LITERATURE

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Theoretical Framework

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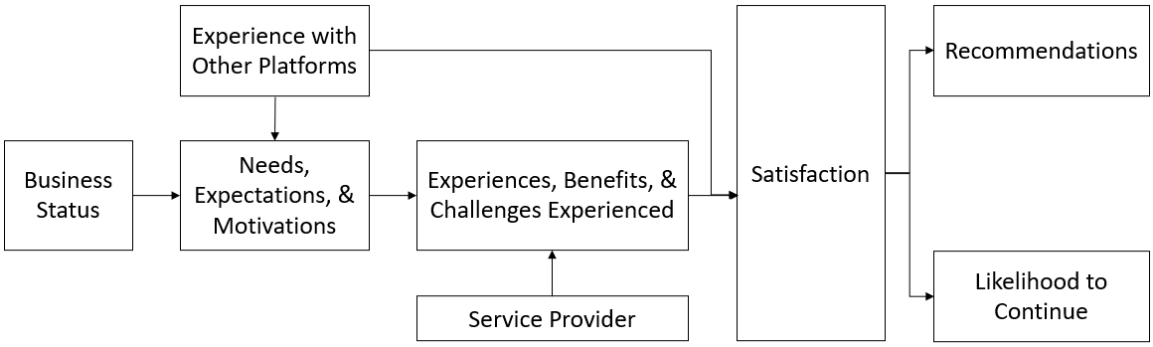
Figure 1

Conceptual Framework



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METHODOLOGY

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Data Collection

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Data Analysis

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Analytical Framework

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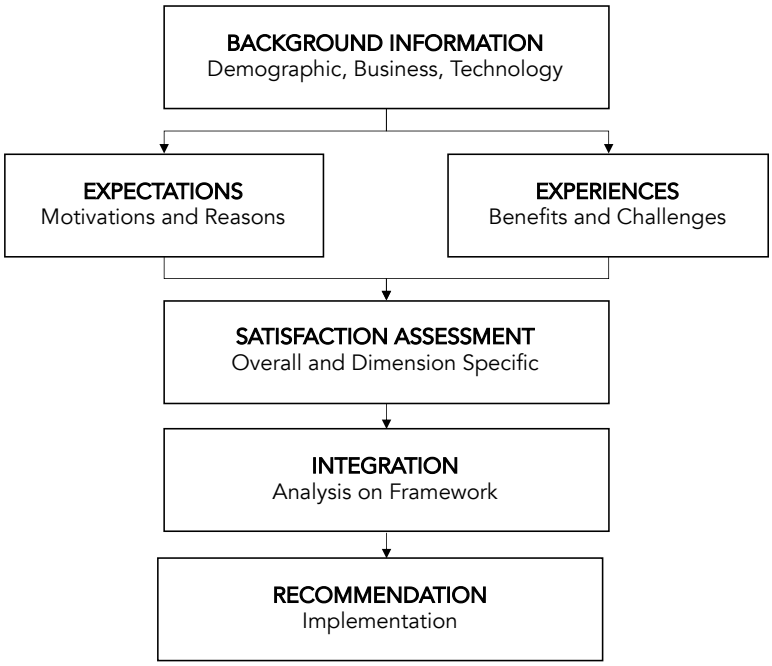
Figure 2

Analytical Framework



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RESULTS AND DISCUSSION

Demographic, Business, and Technological Profile

Demographic Profile of Respondents

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Table 1
Respondent's Profile

		No. of Respondents	Percentage
Age Distribution			
	21-30	4	40%
	31-40	3	30%
	41-50	2	20%
	51 up	1	10%
Gender			
	Male	7	70%
	Female	3	30%
Role in the Company			
	Owner/CEO	3	30%
	Managerial Position	7	70%
TOTAL		10	100%

Significant at

Business Profile

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Table 2

Business Profile

		No. of Respondents	Percentage
Business Location			
	Metro Manila	8	80%
	Greater Manila Area	2	20%
Number of Employees			
	Micro (<10)	1	10%
	Small (10-49)	1	10%
	Medium (50-249)	5	50%
	Large (>250)	0	0%
	Did not disclose	3	30%
Years of Operation			
	< 1 year	2	20%
	1-5 years	3	30%
	6-10 years	2	20%
	>10 years	2	20%
	Did not disclose	1	10%
TOTAL		n=10	100%

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Figure 3

Series Comparison

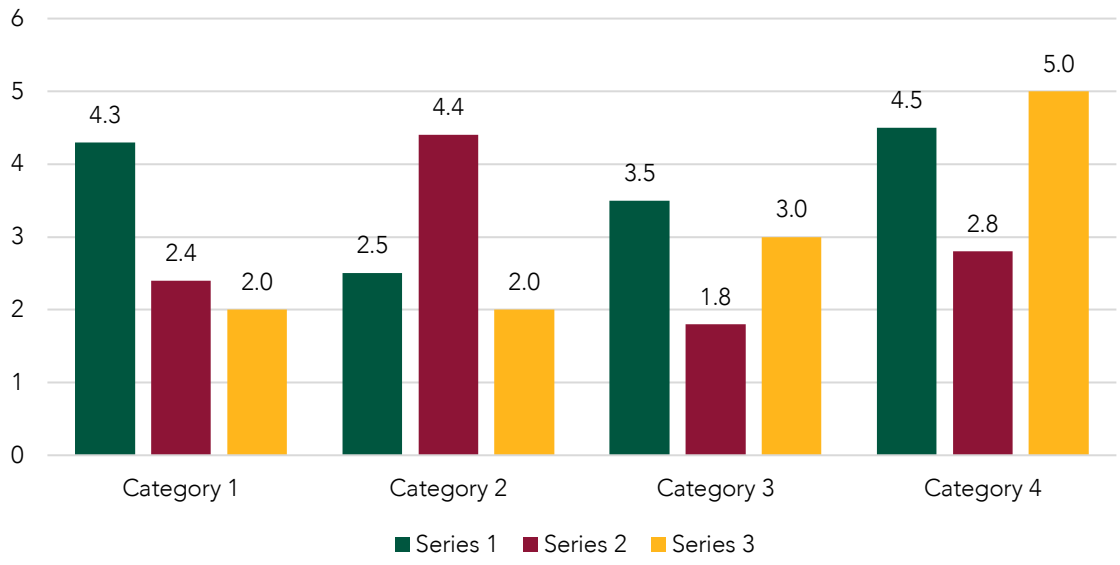

Figure 4

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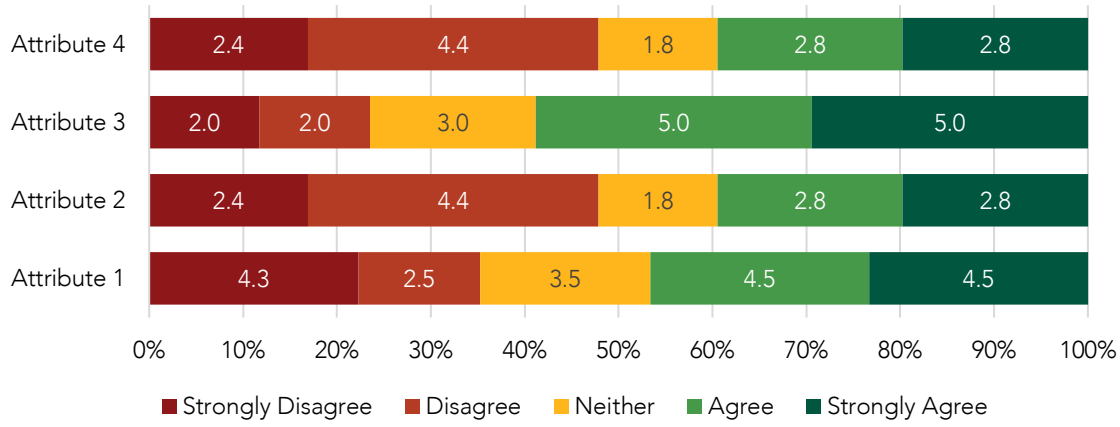


Figure 5

Source of Information

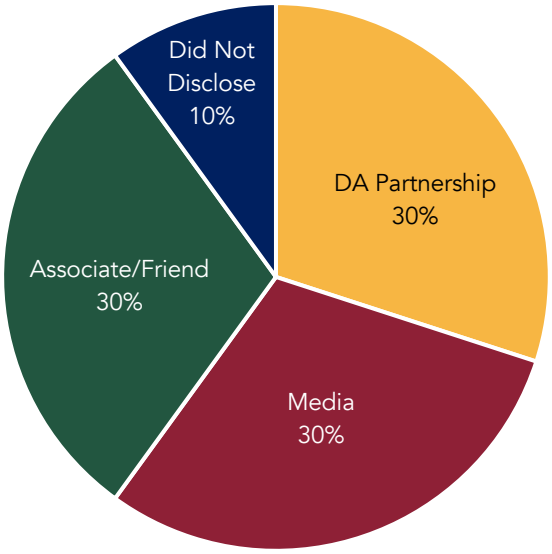


Figure 6

Convenience of Application

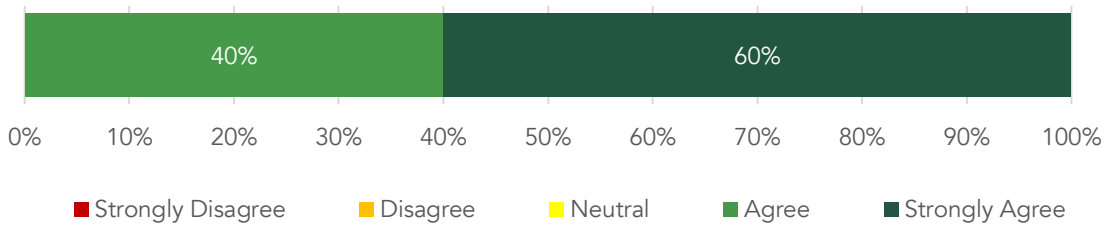
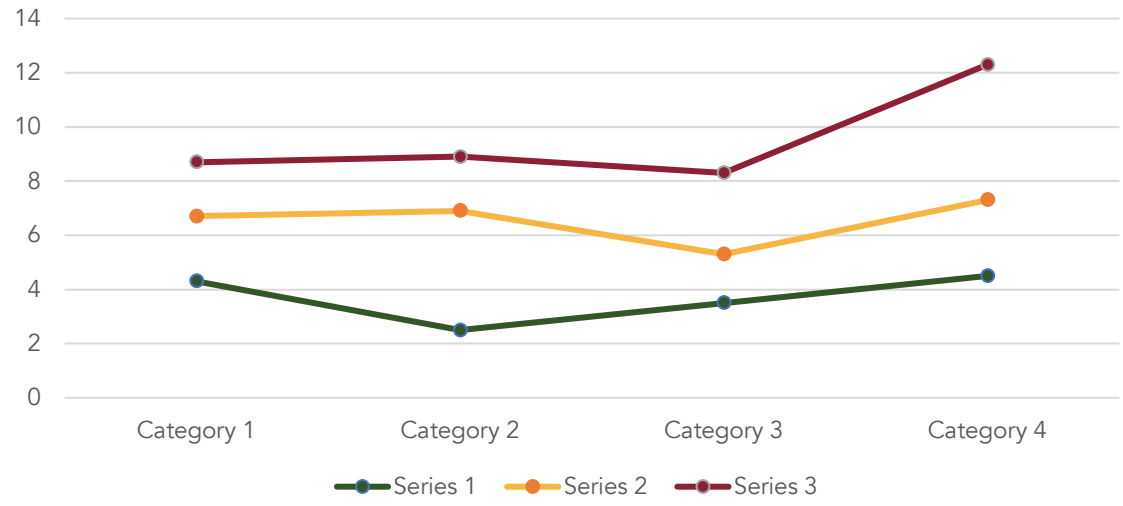


Figure 7

Growth of Each Category



PRIMARY COLORS (UP VIG 2017)

8D1436	UP Maroon
00563F	UP Forest Green
FFB61C	Yellow Gold
FFFFFFF	White
000000	Black

SECONDARY COLORS (UP VIG 2007)

335628	Yellow Green
459948	CEM Green
565422	Olive Green
132E54	Blue
8E171A	Red
B43C25	Terracotta

USAGE FOR INTENSITY

8D1436	UP Maroon
B43C25	Terracotta
FFB61C	Yellow Gold
459948	CEM Green
00563F	UP Forest GReen

COLOR OF BRANDS REPRESENTED

Facebook
Twitter
Pinterest
Whatsapp
Foodpanda

Table 3

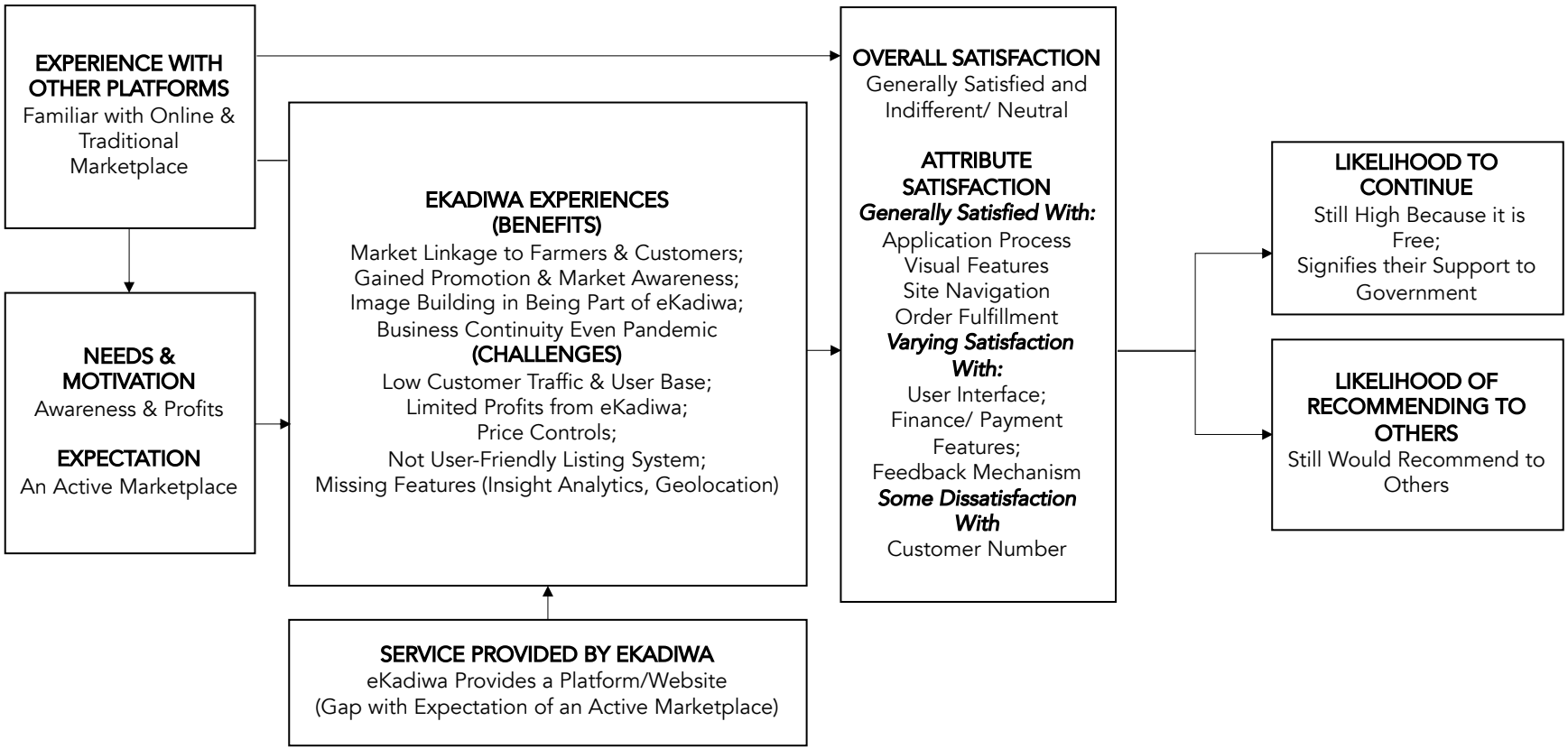
Competitor Analysis

	eKadiwa	Direct Competitors			Indirect Competitors
		Social Media	Own Website	Shopping Sites	Traditional
Monthly active users / monthly visits	No Data Yet	Facebook: 2.7B Instagram: 1B	Varying based on Website	Lazada: 34M Shoppee: 19M	Local population and tourist
Product Portfolio	Soley agriculture	Various consumer goods. Has agricultural goods	Depends on specialy	Various consumer goods. Less fresh agricultural goods	Specialty stores have agricultural foods
Delivery Options	Not integrated	Not integrated	Depends on establishment	Integrated through couriers	No need for delivery
Geographic Coverage of Cusomers	Depends on establishment	Hyperlocal most of the time but can be nationwide	Depends on establishment	Nationwide	Local
Payment Options	Depends on establishment	Depends on establishment	Depends on establishment	COD, bank transfer, e-wallet	Cash, credit card
Platform Payment	Not integrated	Not integrated	Depends on establishment	Integrated: COD, bank transfer, e-wallet	Direct payment
Fee	Free	Free Advertising Costs	Depends on establishment: domain, web developer, etc.	Commission of 2-3%	Rent, employees, maintenance, equipment, utilties
Special Feature	Soley agriculture	Geolocation search, messaging integrated, personalized profile	Customized according to establishment	Vouchers, imported products, aggressive sale events/activities	tangiblity

Source: (Statista, 2020; Hootsuite, 2021; Iprice, 2020

Figure 8

Conceptual Integration of Results



Drawn Figures are in Avenir in White Shapes (No Shadows/3D)

SUMMARY & CONCLUSION

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RECOMMENDATIONS

For Stakeholder One

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For Stakeholder Two

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For Stakeholder Three

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For Further Studies

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APPENDICES

Appendix A. Questionnaire

CONFIDENTIALITY The researchers take the responsibility of guarding the sanctity and confidentiality of all the information generated through this instrument. Data collected will be used for academic and research purposes only.	**Experiences and Assessment of the eKadiwa Platform Among Merchant Adaptors during the Pandemic**	Questionnaire Number: Interview: Interview Date:

I. RESPONDENT'S PROFILE			
Name		Age	
Position		Sex	
Residing City		Mobile number	
II. ABOUT THE COMPANY			
Name of the company		Mobile number	
Address		E-mail address	
Mission		Established date	
		Number of employees	
Vision		Gov't registration DTI registration	
Scope of Operations	❑Producer ❑Processor ❑ Distributor/Trader ❑Wholesaler ❑Retailer		

III. SUPPLIERS AND PRODUCTS		
Products (fruit, vegetable, poultry, dairy, livestock, fisher or others)	Source of Products (Region and City)	Classification of Source (Own Source, Distributor, Wholesaler, Farmer)
1.		
2.		
3.		
4.		
5.		

IV. SALES	
What are the top-grossing/in-demand products since quarantine?	

How many average revenues do you have? Or sales?	

V. DELIVERY SERVICES & PAYMENT	
Does the company own its delivery service?	❑Yes ❑No
If no, provide the name of the delivery service company.	
How many minutes/hours/days does delivery take? (optional)	
What are your modes of payment?	❑Bank ❑Cash on Delivery ❑e-Wallet ❑Others:_____
What regions or cities is your service available?	❑ Barangay ❑Municipality/City ❑Province ❑Region ❑Nationwide
Enumerate Coverage	

VI. BARRIERS TO ENTRY OF EKADIWA					
Is this your first time having an online channel?	❑Yes	If no, are you still on those channels?	❑Yes ❑No		
Online Channels Present:	❑Own Website ❑ Facebook ❑Twitter ❑Instagram ❑Shoppee ❑Lazada Others:_____				
Do you have other physical stores before eKadiwa?	❑Yes	If no, are you still on those channels?	❑Yes ❑No		
Physical Stores Present:	❑No Physical Store ❑Has Physical Store (Specify Location):_____				
How did you know about eKadiwa?	❑Media ❑Search Engine ❑Associate/Friend ❑Others:_____				
What are your reasons and expectations in joining eKadiwa?					
How long is the application process?					
What is the additional cost of entering eKadiwa?					
What challenges did you experience during the application?					
Application as a merchant is convenient	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Discuss how the flow of goods from the suppliers to its consumers and eKadiwa's involvement in the process? (value/supply chain, forecasted demand, eKadiwa's role, etc.)					

VII. BENEFITS OF EKADIWA	
What are the contributions of eKadiwa towards your business?	
Estimate in percent how much sales increase since the	

use of eKadiwa?	
Currently, among your other stores and platforms, percent sold in eKadiwa is how much?	
What are the other benefits that eKadiwa gives?	

VIII. SATISFACTION					
How satisfied are you with eKadiwa?	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
What are your reasons for such?					

V. EXPERIENTIAL					
What features have influenced your decision to continue using this website?					
What is it about this site that you would most like to see improved?					
What changes or additional features would you suggest for this website?					
Encircle the number that best fits your experience:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
easy requirements & procedure	1	2	3	4	5
allows return policies between consumer	1	2	3	4	5
easy to navigate	1	2	3	4	5
good user interface	1	2	3	4	5
organized information	1	2	3	4	5
easy to retrieve sales	1	2	3	4	5
accessible payment mechanism	1	2	3	4	5
fast notification of order request	1	2	3	4	5
present ratings/feedback from customer	1	2	3	4	5
easy customer service	1	2	3	4	5
increased customers	1	2	3	4	5
recommend to others	1	2	3	4	5

V. COMPARATIVE ANALYSIS		
	Advantages over eKadiwa	Disadvantages over eKadiwa
Social Networking Sites (FB/IG Marketplace)		
Own Online Platform		
Shopping Sites (Shopee/Lazada)		
Traditional Market		
Which among these platforms does the company rely the most? Why?		