



**Naga College Foundation, Inc.
COLLEGE OF BUSINESS & MANAGEMENT**



**Member: Philippine Association of Collegiate Schools of Business (PACSB) PACUCOA
Level 2 Accredited Business Programs**

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**Preliminary Quiz Instruction: Conceptualize a micro business idea which is
feasible to your zone and/or barangay (narrative format).**

Name of Business: Green Harvest Community Garden

Green Harvest Community Garden is a local initiative aimed at promoting sustainable living and community engagement through urban agriculture. Located in the heart of our barangay, the garden serves as a gathering place for residents to grow fresh produce, learn about gardening techniques, and foster a sense of community. Offerings, Garden Plots: Residents can rent small garden plots within the community garden to grow their own fruits, vegetables, and herbs. Each plot is equipped with basic gardening tools and resources. Community Workshops: Regular workshops and seminars are organized to educate residents on topics such as organic gardening, composting, water conservation, and sustainable living practices. Produce Exchange: Residents have the opportunity to exchange surplus produce with fellow gardeners, fostering a culture of sharing and collaboration within the community. Farm-to-Table Market: Periodically, the garden hosts a farm-to-table market where

residents can sell their homegrown produce to neighbors, promoting local food sourcing and supporting small-scale agriculture. Unique Selling Proposition, Promotion of Sustainability: Green Harvest Community Garden promotes sustainable practices such as organic gardening, composting, and water conservation, contributing to environmental stewardship and resilience. Community Building: By providing a shared space for gardening and learning, the garden strengthens social ties and promotes a sense of belonging among residents, fostering a tight-knit community. Access to Fresh Produce: Residents have access to fresh, locally-grown produce right in their neighborhood, promoting healthy eating habits and food security. Educational Opportunities: The garden offers educational workshops and hands-on learning experiences, empowering residents with valuable knowledge and skills in urban agriculture and sustainability. Implementation, Site Selection: Identify an unused or underutilized space within the barangay that is suitable for conversion into a community garden, ensuring access to sunlight, water, and amenities. Community Engagement: Rally support from local residents and barangay officials through community meetings, outreach programs, and social media campaigns to garner interest and participation. Infrastructure Development: Prepare the site by installing raised garden beds, composting bins, water catchment systems,

and communal areas for workshops and gatherings. Operations and Maintenance: Establish a management committee composed of volunteers from the community to oversee day-to-day operations, maintenance tasks, and programming initiatives. Promotion and Outreach: Launch a marketing campaign to raise awareness about the community garden and its offerings, leveraging local media, signage, and word-of-mouth referrals to attract participants. Sustainability Model: Membership Fees: Charge nominal membership fees to cover operational costs such as utilities, maintenance, and supplies. Plot Rentals: Generate revenue through plot rentals, offering residents the opportunity to lease garden plots on a seasonal or annual basis. Workshop Fees: Offer paid workshops and events to generate additional income while providing educational value to participants. Donations and Sponsorships: Seek donations and sponsorships from local businesses, organizations, and government agencies to support the development and sustainability of the community garden. Conclusion, Green Harvest Community Garden serves as a beacon of sustainability, community, and empowerment within our barangay, offering residents the opportunity to reconnect with nature, learn new skills, and cultivate meaningful relationships. By harnessing the power of urban agriculture and collective action, we can create a greener, healthier, and more vibrant community for generations to come.

Case Question Analysis 1 (CQA1): As operator/proprietor, formulate steps on how to negotiate prices with suppliers. (25pts.)

One of the most important parts of running a business effectively is negotiating costs with suppliers. As the owner or operator of Green Harvest Community Garden, you can use the following procedures to bargain with your suppliers about prices:

Analysis and Research:

Investigate possible vendors who can provide the goods or supplies you require for your community garden first. Examine the terms, costs, and quality provided by various vendors. Determine the highest price you are willing to spend for the materials while maintaining your company's profitability by analyzing your budget.

Establish a Bond:

Build a relationship with the vendors you are considering doing business with. Developing a good rapport can make the negotiating process go more smoothly and possibly result in better terms. Share the significance of sustainability and

community involvement, along with your company's core values. Suppliers can be more willing to support your projects with preferential pricing.

Recognize Supplier Prices:

Learn about the charges and price schedule of the provider. Recognize the variables that affect their pricing decisions, such as market dynamics, overhead expenditures, and manufacturing costs.

Inquire about their price structure and any possible rebates or offers for large purchases or long-term agreements.

Establish Specific Goals:

Establish your goals and expected results for the negotiation. Having a clear understanding of your objectives is crucial, regardless of whether you want to offer more value-added services, better payment conditions, or cheaper costs.

Prioritize your goals and be ready to make concessions if needed during the negotiating process.

Get Your Negotiation Plan Ready:

Create a bargaining approach that considers the supplier's interests and limitations in addition to your own goals. Prepare your reaction in advance in case the supplier raises any concerns or counteroffers. Think about utilizing competing alternatives or highlighting shared benefits as two examples of distinct negotiation strategies.

Commence the Negotiations:

Arrange a conference or conversation with the provider to go over terms and prices. Talk about your goals and needs in plain terms while hearing the supplier out.

Provide evidence from your study and analysis to support the terms or price you have suggested. Emphasize any distinct value propositions or competitive advantages that your company has to offer.

Discuss Terms:

Take part in a cooperative negotiating process where the parties cooperate to identify win-win solutions. Maintain a firm grip on your top priorities while remaining adaptable and willing to compromise. Seek for innovative solutions that take into account the supplier's worries as well as your wants.

Complete the Agreement:

Once the terms have been agreed upon, put them in writing in a purchase agreement or contract.

Examine the contract carefully to make sure that all of the information—pricing, delivery dates, terms of payment, and any warranties or guarantees—is correct and complete.

Continue to Communicate:

After the negotiation process, be in constant contact with the supplier to resolve any problems or modifications that may come up. Establish a cooperative relationship with the provider built on openness, respect, and trust.

Assessing Performance :

Evaluate the supplier's performance on a regular basis in relation to the agreed-upon criteria and goals. Keep an eye on things like product quality, delivery punctuality, and pricing agreements.

Give the supplier comments to highlight good work or point out any areas that need improvement.

It is possible to successfully negotiate rates with suppliers to support the sustainability and success of Green Harvest Community Garden by following these procedures and approaching

discussions with professionalism, preparedness, and an emphasis on creating mutual value.

Case Question Analysis 2 (CQA2): How important is building trust in lieu to

CQA 1? Expound. (25pts.)

Building trust is integral to the success of any business, and its importance is closely intertwined with the concepts discussed in Case Question Analysis 1 (CQA1). Let's delve deeper into the significance of trust in relation to the key elements of CQA1:

Customer Contentment:

- A key component of creating a satisfied consumer base is trust. Customers that have faith in a company's goods or services are more likely to have pleasant interactions and make additional purchases.
- Gaining people's trust entails keeping your word, offering dependable goods and services, and swiftly and openly resolving any problems that arise. Because they feel appreciated and valued, these behaviors raise consumer satisfaction levels.

Brand Image:

- A robust brand reputation is based on trust. Companies that put a high priority on developing trust with their customers gain a favorable reputation from the public, which helps set them apart from rivals and draw in new clients.
- A trustworthy and positive brand reputation is a great asset that promotes customer retention, brand loyalty, and positive word-of-mouth recommendations.

Customer loyalty:

- The foundation of consumer loyalty is trust. Customers are more inclined to stick with a company in the long run—even in the face of competition or changing prices—when they have faith in it.
- Customers who are emotionally connected to a brand will choose it regularly and recommend it to others. This is because trust builds brand loyalty

Effective Communication:

- For organizations and their customers to communicate effectively, trust is necessary. Strong connections are fostered and trust is increased via open, honest, and transparent communication.
- Companies that put a high priority on developing trust interact with customers in a straightforward and genuine manner, responding to their problems, providing pertinent information, and asking for feedback in order to keep improving their goods and services.

Client Connections:

- Strong client relationships are built on trust. Companies that put a high priority on developing trust with their clients make investments in getting to know them, meeting their needs, and going above and beyond.
- Reputable companies personalize their interactions, show empathy, and pay attention to their clients. These acts help to build a stronger relationship between the company and its clients over time.

In conclusion, developing trust is essential to reaching the goals listed in CQA1, which include relationships with

customers, efficient communication, customer happiness, brand reputation, and customer loyalty. Each of these components is based on trust, which acts as a catalyst for success in the cutthroat business environment of today. Businesses can develop devoted clientele, improve their brand's reputation, and promote long-term sustainable growth by giving trust-building initiatives top priority.