

**BREAKING THE MOLD: AN IN-DEPTH ANALYSIS OF THE
HURDLES FACED BY YOUNG ENTREPRENEURS
IN BUSINESS START-UP**

A Qualitative Research Study
Presented to
the Faculty of
Munting Ilog Integrated National High School
Munting Ilog, Silang, Cavite

In Partial Fulfillment
of the Requirements for the subject
Practical Research I

Alcantara, Jiah Abigail V.
Atienza, Noah Xandrei A.
Belandres, Sydney Tristhan S.
Bitagara, Jessa Mae D.
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Christianne Roie A. Carabeo, MACDDS
Practical Research I Teacher

April 2025



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NATIONAL HIGH SCHOOL

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Abstract

Entrepreneurship among young individuals drives economic growth and innovation, but it comes with challenges. This study analyzes the hurdles faced by young entrepreneurs to provide valuable recommendations. This qualitative phenomenological research explores the challenges faced by young entrepreneurs aged 18-35, their common businesses, factors influencing start-up decisions, and strategies to overcome hurdles. Semi-structured interviews with 20 open-ended questions gathered relevant data. Results reveal that young entrepreneurs encounter financial, locational, and emotional challenges. Most venture into the food business, utilizing digital marketing to promote products. A positive mindset helps them cope with obstacles, demonstrating courage in taking risks despite facing discrimination. Recommendations for aspiring young entrepreneurs include studying the target market to provide the market's wants and needs. They should also follow trends to make their product competitive. Lastly, maintaining a positive mindset will help them overcome discriminations. By embracing these insights, young entrepreneurs can navigate start-up challenges and achieve success.

Keywords: Young entrepreneurs, Business Start-up, Hurdles, Entrepreneurship, Digital Marketing, Positive mindset, Financial challenges, Emotional problems.

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CHAPTER I

THE PROBLEM AND ITS BACKGROUND

This chapter presents the background of the study, the statement of the problem, the scope and delimitation of the significance of the study, and the definition of the terms used.

Introduction

Young entrepreneurs bring fresh perspectives and innovative ideas to the business industry. They also face different hurdles in their business start-up. In addition, young entrepreneurs also faced various factors that they came up with in starting their own businesses. Some of young entrepreneurs do business to provide financial for their studies, to help their family, and to have an extra income. Along with that, they also have their own strategies for overcoming the hurdles they faced. Furthermore, they show their resilience and determination, which can result in becoming successful at a young age. Additionally, they also provide trend products that will appeal to the new generation. Hence, being a young entrepreneur is difficult because of the competition with the big and old businesses that exist.

Background of the Study



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Many people are starting to be entrepreneurs at a young age. Young entrepreneurs face different hurdles in starting their businesses. The biggest problem that young entrepreneurs may face is self-doubt. They may be afraid if they can handle a business properly at their age. They also faced a lack of time or needed good time management skills. Some of them are students and employees that work/school and business must be synchronized. Furthermore, the challenges they may also face in business start-ups are lack of experience and lack of funds. This can cause confusion and limited stocks in the business.

Young entrepreneurs are starting to multiply in the Philippines. In recent years, the youth of the Philippines have demonstrated a growing interest in entrepreneurship. Global Entrepreneurship Monitor showed that only 24.4% of adults in the Philippines perceive good opportunities for starting a business (Sheppard, 2023). Young Entrepreneurs have their ways of overcoming the challenges they face, especially in business start-ups. Based on the Inquirer.net (2022), the 19-year-old entrepreneur Sonny Valle said that it was hard at first, but he found the roles satisfying. Furthermore, as stated by Conception (2023), funding nowadays is not as big a problem as it used to be, given the number of accessible business loans, grants, and even venture capital are available to young entrepreneurs with solid business plans. Moreover, young entrepreneurs gain insights into how others have tackled these obstacles



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to achieve success. Thus, many young entrepreneurs are business-minded and not afraid to face the hurdles to start their own businesses.

Young entrepreneurs are more interested in business than adults. One thing that they may learn from the business experience of Royette Candanido from Naic, Cavite, who, although still in his final year of college, operates his own company, The Daily Dose, which sells ice cream rolls with distinctive flavours. Candanido began his quest in modest circumstances, supplying his aunt's sari-sari store and selling ice at P5. It lasted only a month, but it taught him the ins and outs of the company and the importance of hard effort. After noticing the potential on social media, his ice business eventually changed to an ice candy business (GlobalLinker Staff, 2018). Indeed, that business venture will lead the entrepreneurs to have a creative mind that will help them to be successful.

The findings of the study may provide the solutions to the hurdles that young entrepreneurs might face. This research aims to analyze the challenges faced by young entrepreneurs in starting a business in Silang, Cavite. Young entrepreneurs play an important role in innovation and economic growth, but they face difficulties like lack of experience and limited finances. Knowing these challenges can help future young entrepreneurs know what to do if they face the same struggles. This



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study provides useful insights for policymakers, educators, and investors. The goal is to help create better programs and support systems that make it easier for young entrepreneurs.

Statement of the Problem

This research aims to analyze the hurdles faced by young entrepreneurs in business start-up in Silang, Cavite.

Specifically, it aims to answer the following questions:

1. What are the common businesses of young entrepreneurs in Silang, Cavite?
2. What are the factors that influenced these young entrepreneurs in Silang, Cavite to start their own business at a young age?
3. What are the hurdles faced by these young entrepreneurs in Silang Cavite in business start-up?
4. What are the strategies used by these young entrepreneurs in Silang, Cavite to cope with those hurdles in putting up businesses?

Scope and Delimitation



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This study focuses on exploring the struggles faced by young entrepreneurs in starting their own business aged 18-35 years old. This study will only cover the participants within Silang Cavite. The research seeks to understand the challenges that hinder their entrepreneurial journey and how these affect their ability to establish and sustain their business. The participants of this study will consist of 30 young entrepreneurs operating in various businesses in Silang Cavite. This study will also cover the problems and solutions that young entrepreneurs face.

This study may not cover all young entrepreneurs in the whole region and the whole country. Additionally, the participants outside Silang Cavite are not included in this study. This study will not cover the participants aged 18 years old below and 35 years old above. Furthermore, the participants will not exceed to 30 participants. This research will not focus on the experiences by adult entrepreneurs. Moreover, the advantage and disadvantage of young entrepreneurs will not be discussed in this study.

Significance of the Study

This study aims to assist young entrepreneurs in overcoming challenges in the industry, providing insights for future success. It also offers advice from experienced entrepreneurs who have overcome similar



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challenges, aiming to alleviate confusion and provide clear findings based on thorough research.

Specifically, this study will benefit the following:

Young entrepreneurs, this study will help to broaden their knowledge and understanding of the challenges faced by their businesses, and to develop better strategies for overcoming business hurdles.

Aspiring young entrepreneurs, this study will help them gain knowledge about the potential challenges you may face when starting a business and provide insights into how to overcome them.

Business industry, this research will provide insights into potential programs or support that can be offered to entrepreneurs facing business challenges.

Department of Trade and Industry (DTI), this research will help the agency provide more programs and activities to support young entrepreneurs.



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Future researchers, the conducted studies will provide a foundation for future researchers to refine and expand research on young entrepreneurship. This can serve as a valuable source of information on the strategies employed by young entrepreneurs to overcome the challenges they face when starting a business.

Definition of Terms

To facilitate the understanding of this study, the following are with this definition to understand and clarify the terms used in the study.

Alleviate. As used in this study, this refers to make less severe or to reduce.

Business Industry. It refers to all businesses, ranging from small business to large business (Ahmed, 2022).

Capital. It shall refer to the money used to build, run, or grow a business (Xero, n.d).

Entrepreneur. This refers to the people who organized and managed a business (Hayes, 2024).

Entrepreneurship. It is defined as the activity of setting up a business (Hayes, 2024).

Hurdles. In this research, it refers as the struggles or challenges faced by young entrepreneurs.



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Invest. It is defined as expend money with the expectation of achieving a profit or material result by putting it into financial plans.

Young Entrepreneurs. In this research, it refers as the entrepreneurs aged 18-35.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the relevant literature and studies that the researchers considered in strengthening the claim and importance of the present study.

Related Literature

Foreign

Common Business Ventures Among Young Entrepreneurs



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Young entrepreneurs today are reshaping the business landscape with innovative ideas and a fresh perspective. In Ohio City, Ukrainian businesswomen Zoriana Potopnyk and Zoriana Chepil have turned their passion for floristry into a thriving business, starting from a small garage after relocating to Northeast Ohio. Their journey exemplifies how dreams can materialize from humble beginnings, marked by hard work and resilience, which ultimately led to the establishment of a storefront showcasing their exquisite floral arrangements (News 5 Cleveland, 2022). Their story embodies the indomitable spirit of immigrants pursuing new beginnings. Similarly, Mariam Kobalia, a young entrepreneur from Georgia, nurtured her ambition by launching “Mari’s Flowers” at just twenty-five (ILO voices, 2021). With a heart full of dreams, she meticulously managed two greenhouses, mastering the art of bouquet crafting. Mariam’s journey reflects a quiet determination and the potential for extraordinary growth within each individual.

Additionally, the candy business is a sweet spot for entrepreneurs of all ages, and young people are increasingly finding success in this sector. From turning school bathrooms into candy shops to launching healthy candy companies, 16-year-old entrepreneur is demonstrating creativity and business acumen. The demand for candy remains strong, and the market is ripe for innovation, whether it be catering to specific dietary needs, introducing new flavors, or creating unique and



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memorable experiences around the candy-buying process (Steve TV Show, 2018). These young entrepreneurs are not just selling candy; they are building brands and fostering connections with customers through their passion for the product and their ability to connect with their target audiences. The candy business, once thought by a teenage company owner, Alina Morse, as a simple and straightforward industry, proving to be a dynamic and exciting space for young entrepreneurs to help every kid to smile (WISH-TV, 2022). Indeed, that candies bring happiness to young people that is why they want to invest on something they have interest.

The news media often showcases the inspiring journeys of young entrepreneurs who are turning their passions into successful businesses. Several recent examples highlight the key factors that contribute to entrepreneurial success, including determination, resourcefulness, and a strong drive to leverage personal interests. For instance, a news segment featuring Zandra Cunningham, a young woman who launched her own beauty line (Pickler & Ben, 2018), served as a positive example for aspiring entrepreneurs. The segment demonstrates that with hard work and dedication, individuals can achieve their goals, even in a competitive field like the beauty industry. Similarly, the news video “Teen grows cosmetics business during pandemic” (FOX 2 St. Louis, 2021) told the inspiring story of Cephas Nshimyumuremyi, a Rwandan entrepreneur



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who started a natural cosmetics business with limited resources during the pandemic. Their success highlights the power of entrepreneurial spirit and adaptability in overcoming challenges.

These stories further emphasize the trend of young entrepreneurs turning their passions into thriving businesses. The news video “Young entrepreneur turns passion for shoes into big business” (WUSA9, 2023) showcased the success of a young individual who turned their love for sneakers into a successful business, The Drop, serving sneakerheads in the DMV area. This aligns with research that highlights the growing importance of entrepreneurship in driving economic development in emerging economies. The story of Ivan Kutegyeka, co-founder of Bajje Products, a Ugandan company producing shoes and leather goods, exemplifies this trend (Money and Markets Uganda, 2019). His journey, as depicted in the video, underscores the power of passion and perseverance in overcoming obstacles and building a successful business.

Factors on Business Start-up Among Young Entrepreneurs

When starting a business, there are several factors to consider ensuring a smooth launch. According to Business Motiversity (2022), as stated by Jeff Bezos “Do things you are passionate about and do not chase the hot passion of the day.” It is often said that building a



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business should be something they will love or are passionate about. While it is risky for those willing to try, it is ultimately better to build a business around something they are passionate about because they will be able to handle it better when it aligns with their interests. Moreover, entrepreneurs find themselves, they define themselves. Not find their purpose, decide their purpose, building a successful business starts with self-awareness (Brad Sugars, 2024). Understanding values and passions before defining business vision and mission. Do not chase trends; decide on a purpose that aligns with authentic self. This creates a sustainable and fulfilling venture, driven by meaning and impact rather than fleeting popularity.

A family's values significantly Influence whether a person becomes an entrepreneur. Families that encourage creativity, self-reliance, and problem-solving create an environment where entrepreneurial skills thrive. Growing up with a focus on innovation and calculated risk-taking increases the likelihood of success in entrepreneurship (Brown, 2023). Think of it this way: If they grew up in a family where everyone is always trying new things, figuring out solutions to problems, and being independent, they more likely to become an entrepreneur. It is like learning the skills they need for success in business from a young age. Furthermore, Family businesses often have unique and strong cultures shaped by the founder's values. This shared culture creates loyalty



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among employees, leading to a stable workforce. Moreover, family support and mentorship influence must be considered for young entrepreneurs. Many successful teenage business owners credit their families for providing encouragement and guidance (educationnext, n.d.). The strong, distinctive cultures of family businesses, built on founder values and maintained across generations, are attractive to young people starting their own ventures. Hence, they see the opportunity to create a similar, loyal, and purposeful work environment, a key factor in attracting top talent and achieving long-term success.

The opportunity to build upon existing skills while acquiring new ones, leading to greater personal and professional fulfillment, is a major draw for aspiring entrepreneurs. According to British Bank Loan, (n.d.) starting a business allows individuals to leverage their existing skills while acquiring new ones, ultimately leading to a more fulfilling and potentially lucrative career path. Entrepreneurship offers a unique opportunity for personal and professional growth. By starting a business, individuals can leverage existing skills while simultaneously acquiring new ones in areas like marketing, finance, or management. This dual development leads to a more fulfilling career path with the potential for increased earnings and greater control over one's work life. Unlike corporate environments, starting a business allows for on-the-job skill acquisition. Furthermore, entrepreneurs are motivated by the desire



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to learn new skills, making it a dynamic path for professional development. This continuous learning process fosters growth and allows for the refinement of skills, leading to more creative and effective work (Skymedia, 2021). Starting a business let them learn new skills as they go, making it a great way to grow professionally and become more creative.

In addition, financial freedom is a powerful motivator for many aspiring entrepreneurs. Many entrepreneurs launch businesses to achieve financial independence, a goal often difficult to reach through traditional employment "*8 common reasons (2020)*". Along with that, teen entrepreneurs are motivated by a desire to take risk and make extra cash (educationnext, n.d.). A business provides an additional income stream, supplementing existing salaries, while full-time entrepreneurs can diversify their income through multiple ventures. Starting a business can help everyone achieve financial independence, whether they are looking for extra income or building a full-time entrepreneurial career.

Challenges on Business Start-up Among Young Entrepreneurs

Starting a business at a young age is difficult. Entrepreneurs faced many problems especially in managing the business that they have. One of the various toughest challenges of young entrepreneurs is finding the right person to help them, when developing themselves, and when managing their workers and dealing with other people who are older than



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them (Forbes, 2023). Furthermore, many young entrepreneurs feel the need to do everything themselves (Forbes, 2021). Entrepreneurs cannot find anyone who can help them in their business, entrepreneurs feel that they carry all the burden. They begin to fear asking others for help and advice.

Moreover, most young entrepreneurs are fresh out of college or have limited work experience, which makes it daunt to navigate the complexities of starting and running a business (linkedin.com, 2023). As stated, because they are young and fresh graduate from college, it is difficult for them to start and run a business properly. In addition, more than 90% of new businesses fail because of lack of experience and business knowledge (Waite, 2024). Indeed, that experience is essential in managing a business. But entrepreneurs cannot have experience if they will not make a move to start a business on their own.

Meanwhile, the other challenges that is faced by young entrepreneur is handling rejection and failure (FasterCapital, 2024). Failure is an inevitable part of the entrepreneur's journey. However, instead of viewing it as a setback, it is essential to embrace failure as a valuable learning opportunity. Rejection and failure are inevitable since young entrepreneurs are just starting out and have to accept and take take as a lesson. When an entrepreneur received a rejection, it can affect to their confidence level. Additionally, entrepreneurs are having a hard



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time in maintaining their confidence (Indeed, 2024). It can take a lot of confidence to start a company and just as much to run one. Thus, failure is part of the business growth and do not make it ruin the confidence.

Strategic Plan for Business Start-up Among Young Entrepreneurs

Young entrepreneurs faced a lot of different challenges, but it can be solved in building a marketing strategy. This means young entrepreneurs must define who their customers are. They also need a strategy to effectively sell their products or services. They can either do this on their own or hire experts to help. Having a clear plan is essential for success in their business. (Indeed, 2024). This means that young entrepreneurs must know what their customer wants. If it fits in the place or it will be popular in specific place. To establish lasting client relationships, businesses must prioritize effective and well-researched marketing strategies. This involves understanding target consumers, addressing their demands, and ensuring the business stands out in the market (coverwallet, 2019), This means businesses need to study their customer wants, understand what they want or need, and offer something unique that sets them apart from competitors. By doing this, they can gain their customers' trust and keep them loyal for a long time.

To overcome the challenges faced by young entrepreneurs, they should have a time management. Time management enables



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entrepreneurs to prioritize tasks, delegate efficiently, and stay focused on key objectives. Using tools like scheduling and task prioritization helps increase productivity and reduce stress (Waite, 2024). Time management helps young entrepreneurs stay focused, prioritize tasks, and use resources efficiently, reducing stress and improving decision-making for long-term success. Along with that, time management helps young entrepreneurs tackle challenges by ensuring tasks are prioritized, resources are used wisely, and energy is focused on growth, leading to better decision-making and long-term success (edu/mind, 2024). This means that effective time management allows young entrepreneurs to stay organized, reduce stress, and make smart choices that contribute to the growth and success of their business.

Young entrepreneurs can overcome challenges by effectively handling competition. Competition is a part of business, so it is important to make the product or service unique. Good marketing, branding, and customer service can help set the business apart. Staying updated on competitors and adjusting the approach and keeps them ahead (Elrashidy, 2023). Competition is normal in business, so it is important to make the product or service different. Good marketing, branding, and customer service help them stand out. Keeping an eye on competitors and changing their approach helps them stay ahead. There are many ways to beat competition, but it is important to choose the



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strategies that align with the business. By applying these strategies, they can better understand and meet the customers' needs, ensuring their loyalty. Keep in mind that even if an idea does not work, it is not a failure as long as they keep trying and learning from the experience (Sheldon, 2022). This means, finding the right strategies to meet customer needs and being persistent, even if some ideas fail. Keep learning and adapting for success.

Local

Common Business Ventures Among Young Entrepreneurs

The milk tea industry offers significant entrepreneurial opportunities, characterized by a relatively low barrier to entry and high potential for profit. A simplified supply chain, utilizing pre-mixed ingredients and readily available supplies, allows for efficient production of high-quality milk tea with diverse flavor options (John Dale Salazar, 2022). This streamlined approach makes it easier to cater to a wide range of customer preferences, from classic milk tea variations to innovative and unique creations. The resulting variety and customizability of the product contribute to a satisfying customer experience, fostering brand loyalty and repeat business. Furthermore, the versatility of milk tea allows for creative marketing and promotional strategies, further enhancing profitability (inJoy Philippines Official, 2020). The consistent



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demand for milk tea, coupled with the ease of operation, makes it an attractive business venture for aspiring entrepreneurs.

Moreover, kangkong chips is a Filipino snack made from a common vegetable, are a testament to culinary creativity. This innovative use of kangkong, beyond traditional cooking methods, has created a delicious and unique snack that appeals to a wider audience. The success of kangkong chips by Josh Mojica shows the potential for turning everyday ingredients into popular and profitable products (J. Mojica, personal communication, November 3, 2022). This snack represents a blend of Filipino culture and modern culinary trends, showcasing the potential for local ingredients to become global favorites. Similarly, the increasing popularity of kangkong chips by Frank Gaw a.k.a KangKong King highlights the power of innovation in the food industry and inspires other entrepreneurs to explore the potential of their local ingredients. (Asian Dragon Magazine, 2024). Hence, vegetables are a great product to start a business.

In addition, the laundry business presents a promising entrepreneurial opportunity, particularly in the Philippines, where there is an increasing demand for convenient and dependable laundry services. Mr. Rocky Hernandez state that starting this business requires relatively low capital, with an emphasis on important factors such as location, equipment, and marketing to attract customers. Selecting a prime



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location with high foot traffic or easy access is vital for customer attraction. Investing in modern, efficient laundry equipment can boost both operational efficiency and service quality, appealing to customers who prioritize speed and cleanliness (PinoyHowTo, March 14, 2022). Effective marketing techniques, including an online presence, local promotions, and word-of-mouth, are key to building a loyal client. However, Joyce Yeo, laundry shop owner relies on understanding the target market's needs, managing costs efficiently, and maintaining high service standards to stand out in a competitive market. By focusing on these core aspects, aspiring entrepreneurs can overcome challenges and take advantage of the opportunities the laundry business offers in the Philippines. (Stock Smarts, 2020). Laundry can also be a great business start-up for the young entrepreneurs.

Factors on Business Start-up Among Young Entrepreneurs

Young entrepreneurs are starting businesses because of the hardship of life and lack of employment opportunities.

Francine started her milk tea business because of her passion for the drink. The video mentions that she truly loves milk tea and wants to create unique flavors to bring joy to her customers (inJoy Philippines Official, 2021). Youth of the Philippines have demonstrated a growing interest in entrepreneurship, driven by a desire for creative expression, financial independence, and a deep passion for problem-solving.



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However, despite this interest, young entrepreneurs in the Philippines face several challenges, including limited access to funding, a lack of mentorship and support, and a cultural perception that entrepreneurship is risky and unstable (Sheppard, 2023). Driven by poverty, she strived to establish her own business to secure a source of income for their daily expenses.

Many young people are starting businesses because of their fashion and creativity, which allows them to build successful businesses quickly. Francine started her milk tea business because of her passion for the drink. The video mentions that she truly loves milk tea and wants to create unique flavors to bring joy to her customers (Salazar, 2022). Because they enjoy what they do, they are encouraged to continue their businesses. Because of Mon's dream of having his own business, he worked hard to achieve it even though he considered himself lazy. At the age of 21, he already has his own coffee shop that earns up to P15,000 a day (GMA Public Affairs, 2024). His unique style of selling coffee helped him grow his business, which is now profitable and supports his family.

Young entrepreneurs are managing internal and external pressures that shape their entrepreneurial journeys. Their adaptability and creativity supported by technological advancements and a vibrant setting allow them to swiftly create innovative concepts and launch



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enterprises. But it is not easy; getting money and understanding the business world are big challenges. Even so, they are driven to succeed and do things the right way, making a real difference. Often, it is a lack of jobs that pushes them to start their own businesses.

Challenges on Business Start-up Among Young Entrepreneurs

Young entrepreneurs in the Philippines face numerous challenges, with funding and financial operations being among the most significant obstacles (International Trade Centre, 2023). For example, Josh Mojica encountered substantial financial and operational difficulties when starting kangkong chips business during the pandemic. With only P1,000 in savings, Mojica struggled to manage suppliers, meet increasing demand, and maintain product quality (MEL MATTHEW DOCTOR, GMA News, 2022). These financial constraints emphasize the challenges young entrepreneurs face in securing loans or investments. Without sufficient funding, many are unable to sustain operations, resulting in limited growth and unrealized potential.

Time management is another ongoing issue for young entrepreneurs. Balancing multiple tasks without a structured approach often leads to missed deadlines and reduced productivity (Quarabao, 2019). Many entrepreneurs lack an organized system to prioritize responsibilities, leaving them overwhelmed by the number of tasks



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needed to address (Delos Reyes, 2024). Poor time management reduces efficiency and prevents entrepreneurs from effectively overseeing key aspects of their businesses, negatively affecting performance and growth.

Additionally, competition presents a significant challenge for young entrepreneurs. Competing against well-established businesses can be intimidating, as larger companies often perform better due to resources and market presence (inJoy Philippines Official, 2020). The pressure to attract customers sometimes forces new entrepreneurs to lower prices or compromise on product quality, which undermines profitability (Stock Smarts, 2022). Without a distinct competitive advantage, many young businesses struggle to thrive in a saturated market.

Lastly, limited capital remains a critical issue, especially for ventures involving capital-intensive products like laundry machines. Scarce resources prevent young entrepreneurs from competing with established brands that dominate the market through advanced features and economies of scale (GMA Public Affairs, 2021). This lack of capital also restricts from building strong teams or offering competitive salaries, further affecting service quality and business growth (OG, 2022). These financial limitations make it exceptionally challenging for young entrepreneurs to establish sustainable businesses.



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Strategic Plan for Business Start-up Among Young Entrepreneurs

Young Filipino entrepreneurs can deal challenges by having an entrepreneurial mindset. An entrepreneurial mindset is very important for young people who wants to start their businesses. In developing a mindset, an individual uses positive thinking and creativity to turn problems into opportunities (Sheppard, 2023). So that young people can face problems with hope and creative ideas while having an entrepreneurial mindset. Also, they view obstacles as opportunities to grow and succeed, even in difficult situations. Furthermore, mindset change encourages entrepreneurs to adopt a positive, success-driven attitude. Programs like DTI's Negosyo Center, SMERA, and Kapatid Mentor ME promote innovation, collaboration, and proactivity. This helps entrepreneurs grow their businesses and overcome challenges (Department of Trade and Industry, 2022). Programs like DTI's Negosyo Center, SMERA, and Kapatid Mentor ME encourage new ideas, teamwork, and taking action. They give support, advice, and connections to help businesses face challenges. This helps entrepreneurs grow and succeed in their businesses.

This bring them to the next piece of advice: embrace failure. Every entrepreneur faces significant challenges, and failure is a natural part of the journey. It is through failure that young entrepreneurs learn and grow. One cannot become a successful entrepreneur overnight; it



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requires experience, learning from setbacks, getting back up and trying again. Entrepreneurs have had share of failures and they have made mistakes as an entrepreneur, but they learned and never to let failure get in the way (My Practical Advice to Aspiring Entrepreneurs, n.d.). The entrepreneurial path will inevitably involve failure, and it is via setbacks that genuinely develop and learn. Success involves time and perseverance, as well as the capacity to learn from mistakes. Starting a business can be easier with the advice and guidance of experienced mentors. Their knowledge and support can give young entrepreneurs the confidence to succeed (Concepcion, 2023). It can be extremely beneficial for an aspiring entrepreneur to have an experienced mentor when they begin their journey. Their years of expertise provide direction and assurance in their recommendations, enabling the start-up to take on obstacles head-on.

Another crucial step the government must take to encourage youth entrepreneurship is educational support (Manla Bulletin, n.d.). Providing educational support is a key step the government can take to boost youth entrepreneurship. There is an organization for young entrepreneurs in the Philippines which is The Young Entrepreneurs Society Philippines (YES). The purpose of YES Philippines is to network, educate, support, encourage, and cultivate future and accomplished business owners (Young Entrepreneurs Society Philippines, n.d.). In



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order to help both aspiring and seasoned business owners develop and thrive, YES Philippines seeks to connect, educate, and support them. It emphasizes encouraging teamwork and enabling business owners to realize their greatest potential.

Related Studies

Foreign

Common Business Ventures Among Young Entrepreneurs

It is important to note that entrepreneurs themselves, or those aspiring entrepreneurs, are very interested in learning about what makes a great entrepreneur (Shaw & Sorensen, 2022). Being a great entrepreneur depends on how they act and make decisions. When the entrepreneurs are dedicated on what they do in their business, it can be a steppingstone to success. Additionally, it is important that they are not afraid to make mistakes especially when starting a business. Considering that, mistakes can be the way to develop and grow their business in the future.

Young entrepreneurs mostly invest in the fashion industry. The fashion style of new generation is different from the old, and young people try to maintain the good fashion style in the world. There is a young athlete in United States who turned his hobby of collecting classic soccer shoes in a business. The small quantity of shoes over the internet has been setting up a formal business (Adams & Burd, 2019).



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Additionally, the development of the fashion world in Bali in recent years has been dominated by the development of traditional Balinese clothing, in the hands of the younger generation. The development of the fashion industry has become more creative and innovative (Astari & Sucandrawati, 2021). Young people bring good fashion style in fashion industry through the help of their creative mind.

Young entrepreneurs mostly invest in the business they are good at such as the products they make themselves. Furthermore, handicraft entrepreneurship strengthens the growth of young entrepreneurs. Because through handicraft, they can express their creativity and flexibility, advancing their capacity for adaptability and creating new designs (Mahato & Kalita, 2024). Young entrepreneurs start their own business using the things and the talent they have. More on that, digital technology is essential for young Indians handicraft to withstand the risks of economic downturns like the COVID-19 pandemic (Singh, et al., 2024). Thus, more young entrepreneurs want to start their own business through handicraft entrepreneurship where they can express their own inventiveness.

Factors on Business Start-up Among Young Entrepreneurs

There are a lot of factors that influenced young entrepreneurs to start their own business. During adolescence on the entrepreneurial



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intentions of recent Malaysian graduates. High unemployment among this demographic, fueled by economic hardship and global health crises, necessitates exploring potential solutions for job creation. The Theory of Planned Behaviour identifies the influence of adolescent business experience, family influences, and societal trends on a graduate's likelihood of becoming an entrepreneur (Lai et al., 2021). Understanding the early business experience, family support, and societal trends play a role in their decision to start their own businesses, potentially addressing the issue of high unemployment among recent graduates. The business also considers market and industry perspectives, in addition to family or personal relationships. The students with an entrepreneurial family background reported a higher entrepreneurial intention than those without such a background. The variables that positively influenced the entrepreneurial intentions of the students were entrepreneurial family background, effectiveness of entrepreneurship education, and entrepreneurial personality traits (Georgescu & Herman, 2020). Hence, family influence has a big factor to every young entrepreneur in business start-up.

Another factor in business start-up by young entrepreneur is social cognition. Social cognition comprises the ability of entrepreneurs to judge people by recognizing the characteristics of others, and social adaptability comprises the ability of entrepreneurs to engage with others.



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The factors that pushed entrepreneurs to start their own business are social skills, creative intelligence, and entrepreneurial personality (Ifraan & Malik, 2023). Social factors have a great impact on business because in every business it is necessary to interact with people. It is also important to know what this ability is so that every action and decision made for the business will have a good outcome. For other investigations, entrepreneurship increasingly focuses on entrepreneurial intention, a key driver of productive action and new ventures (Ngat & Tuyet, 2023). They believe that understanding this “entrepreneurial intention” is important because it is what pushes people to take action and create new projects. Starting a business can be driven by family influences or by entrepreneurial intention, both of which can lead to the establishment and growth of a business.

Additionally, young entrepreneurs also faced the financial problem as a hurdle in starting a business. Moreover, market adaptability, financial management, mentorship, and innovation are key factors in startup success (Lachlan & Smith, 2024). These elements are crucial for the long-term sustainability and growth of Indonesian startups. For a new business to succeed and grow, it needs a strong foundation. Thus, being able to adjust to changes in the market, managing money wisely, learning from experienced people, and having creative new ideas. These are all essential for long-term success. Students are more likely to start



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their own businesses if they receive entrepreneurial training and develop a positive entrepreneurial mindset (Ayalew and Zeleke, 2018). Students who receive entrepreneurial education and training are more likely to consider starting their own businesses. This is because such programs equip them with the knowledge, skills, and confidence needed to navigate the challenges of entrepreneurship. Furthermore, developing a positive entrepreneurial mindset, characterized by traits like risk-taking, innovation, and perseverance, further strengthens their intentions to pursue self-employment. Essentially, entrepreneurial education and a positive attitude act as catalysts, encouraging students to explore self-employment as a viable career path.

Challenges on Business Start-up Among Young Entrepreneurs

Business start-up is not easy for the young entrepreneurs, because of the hurdles they faced. Sustaining a business is difficult for young entrepreneurs, largely due to the challenges of employee management, to address this, many seek specialized training in workforce management and leadership skills (Noor & Ayob, 2021). Additionally, considering that they do not have the skills yet to operate and manage their workers, they will have a hard time with this. With the rapid social and economic development, the entrepreneurship skills become more important for the youth to ensure positive development of youth leadership skills. The



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levels of entrepreneurship skills are still at moderate level (Sai, et al., 2019). Employee management is one of the challenges that the young entrepreneurs faced, because of lack of experience and just new to business. When entrepreneurs start hiring employees, new role demands arise and several tasks add on their previous responsibility. In new ventures, entrepreneurs themselves usually have to deal with human resources management issues and also fulfil the leadership role for all employees (Hubner, 2020). Thus, leading and handling employees is hard for young entrepreneurs since they are just starting out.

Moreover, to survive, young entrepreneurs rely on support from their social networks and seek guidance through mentorship and training (Kabonga et. al., 2021). Furthermore, friends and relatives are a great help to young entrepreneurs in business start-up. The major challenges that youth social entrepreneurs face, include not getting support from family (Nawi, et al., 2022). The lack of family support in starting this career has a major impact on their business decisions and will also lead to a loss or decrease in their confidence, whether they should continue with it or not. Indeed, that family brings motivation to the young people especially in decision making.

In addition, the challenges that young entrepreneurs faced are financing and assets, troubles in enrolling and holding ability, and an



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absence of involvement in dealing with a developing business (Sah, et. al., 2023). According to this, young entrepreneurs face many challenges, the aforementioned challenges are really difficult to solve especially when they are just starting out. Besides, Entrepreneurs face many challenges with regards to the access and availability of financial support (Qamar et al., 2021). The lack of financial support from the government is one of their complaints, because they find it difficult to rely solely on themselves. In addition, being young entrepreneurs is not easy, especially in the business start-up. They might face different hurdles as they try to dig in business world. Entrepreneurs face many challenges with regards to the access and availability of financial support (Qamar et al., 2021). The lack of financial support from the government is one of their complaints, because they find it difficult to rely solely on themselves. In addition, being young entrepreneurs is not easy, especially in the business start-up. They might face different hurdles as they try to dig in business world.

Therefore, it is difficult to start a business, especially as a young entrepreneur with no experience. Additionally, many challenges were mentioned since young entrepreneurs is just starting out and have no experience in business. In fact, planning to start a business should at least prepare to face these challenges because they are inevitable. To sum up, young entrepreneurs faced a lot of hurdles in business start-up



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and they have different perception on how they can handle those hurdles.

Strategic Plan for Business Start-up Among Young Entrepreneurs

It takes innovative ideas and workable solutions for young entrepreneurs to overcome the obstacles they confront and achieve business success. To ensure that the plan effectively conveys the business idea and its potential for profit, new entrepreneurs may want assistance from advisors, resources, or experts. Young entrepreneurs engage with career development to manage workers efficiently. Young entrepreneurs also used a bootstrapping strategy to finance the business and focus on an online marketing strategy to reach current and potential customers (Noor & Ayob, 2021). Additionally, rural entrepreneurs also faced a lot of hurdles in business start-up. Business resources are vital organs to the survival of rural entrepreneurship (Agbenyegah & Dlamini, 2022). Hence, this implies that to improve their leadership skills and streamline procedures for effective team management, young entrepreneurs frequently enroll in professional development programs. Business resources can help young entrepreneurs to operate the business effectively.

There are many ways of tackling problems that young entrepreneurs face today. However, some businesspeople learn how to



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work, collaborate, and lead through nonacademic activities. This helps them to seek opportunities and take risks when it is needed. The family, education, and culture all drive them to achieve their business goals and take failure as a learning opportunity (Sah, et al., 2023). This means that young entrepreneurs earn entrepreneurship skills from their hardwork, enabling them to take risks and grab opportunities. They do not abandon their business goals but with the positive mindset and experience which failure teaches, they seek to achieve the goals. Challenges can be conquered by entrepreneurs when they try to keep a positive attitude while also seeking to broaden their ideas in a way that will trigger the interest of potential investors. Other important steps include analyzing competitor's products, conducting market research, and studying the target market. Moreover, the use of motivational tools can enhance the ability to cope with stress and promote self-development (Fong, Jabor, et al., 2019). It suggested that entrepreneurs should focus more on being proactive and positive in order to deal with hard to overcome challenges and to take advantage of numerous opportunities for self -improvement.

Furthermore, there is no specific gender when it comes facing the hurdles in the business ventures. Young women entrepreneurs in Pakistan face unique status and intensity, as well as a number of challenges, in their successful commercial careers. These obstacles have varying effects on young female entrepreneurs based on the



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circumstances (Jantan, et al., 2018). In Pakistan, young women entrepreneurs who want to pursue prosperous commercial professions face unique obstacles of differing degrees of difficulty. These challenges, which are molded by their particular situations, have varying effects on their entrepreneurial paths and bring to light the intricate realities that young women entrepreneurs in the nation must contend with. Education of the young entrepreneurs affected their attitude towards obstacles. For instance, the perception in start-up and finance, running business and business support services were practically identical between the graduate and the postgraduate entrepreneurs (Katrodia & Sibanda, 2018). The education level of young entrepreneurs influenced their attitudes toward obstacles. It found that perceptions regarding challenges in areas such as start-up financing, business operations, and access to support services were remarkably similar between graduate and postgraduate entrepreneurs, suggesting that higher education levels may not significantly differentiate their outlook on these issues.

Overcoming challenges is something that young business owners are easily capable of. Having a specific aim and a thorough plan of how to achieve it are necessary for skipping the hurdles. Understanding the significance of the goal further assists in regulating the process. Efficiency and discipline, however, is the true secret to success (Gasparyan, 2020). With this, it can be deduced that the magic formula



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for overcoming challenges is having a goal, understanding the challenge, and remaining efficient and disciplined. The Ministry of Digital Economy and Entrepreneurship in Jordan must take the lead on some pilot activities in order to attract investment and improve the business environment. These initiatives should focus on enhancing creativity coupled with the availability of technological knowhow. This approach would foster private sector growth (Alawamleh, et al., 2023). On the other hand, that the Ministry should undertake the activities aimed at attracting venture capital, pursuing creativity and technology innovations all of which would strengthen the private business and improve the business environment in the country.

Local

Common Business Ventures Among Young Entrepreneurs

Labor force grows continuously, with an increasing proportion of young people (Camba, 2020). Today's generation are not afraid to enter the business world especially if it will help them rise. In this modern world, young people can express their skills that can help the country's economy to grow. There are now young entrepreneurs who flourish in business more than those who have been around for a long time. There are reasons why young people start businesses. The reasons they have are what pushed them to have the self-confidence to start in business despite the challenges they may face.



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Filipino young entrepreneurs invest in the business that is more convenient for them. Starting a business can also help them to be away in poverty. There are five women micro-entrepreneurs who managed 'sari-sari' store for at least five years. Through interviews, it was found that they are 30 years old and their successes included new investments, increased family income, and greater resourcefulness (Gano-an & Gempes, 2020). Along with that Filipinos' are not afraid to invest when they know that it can help their business to grow. In addition, sari-sari stores enable women to become economically independent, create employment for shopkeepers and vendors, and supply daily necessities (Funahashi, 2023). For Filipinos' sari-sari store is one of the most essential business in the country because it provides basic necessities of every individual.

Filipinos often use their mind and creativity to have their own businesses. Furthermore, there are Filipina entrepreneurs that are college students and they are in the handicraft industry (Edralin & Tibon, 2019). They are doing a business through the help of their talent just to provide financial support for their academics. There are a lot of young entrepreneurs who chose to show their creativity in terms of business. Moreover, many Filipinos are now engaged in handicraft businesses. These handicraft products use raw materials, skills, and



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talents to have a competitive advantage and support micro, small, and medium enterprises (MSMEs) (Guzman & Apritado, 2024). Mostly 16-20 years old are in the handicraft industry in the country. Hence, young people have a great contribution to the handicraft industry in the country and to the creative designs for the society.

Factors on Business Start-up Among Young Entrepreneurs

A young entrepreneur starts their own business because they want to be successful at a very young age. Numerous elements influence young individuals' desire to launch businesses early in life, frequently motivated by financial difficulties and joblessness. The reasons why young individuals aspire to launch businesses early are clear. (Shahzad, et al., 2021). Young entrepreneurs today are facing significant anxieties. These factors are leading them to consider starting their own businesses to generate income for their daily expenses. Many factors contribute to young people wanting to start businesses at a young age, often driven by financial hardship and unemployment. Additionally, the main reason why many young entrepreneurs are starting their businesses is due to the lack of money and jobs. To determine the factors influencing entrepreneurial intention and evaluate the environmental elements impacting entrepreneurial intention among SHS students in San Jose, Occidental Mindoro (Galay, et al., 2023). The senior high school students



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have a variety of ideas. It is also worth noting that they have a strong desire to go into business at a young age.

Many factors affect young entrepreneurs to start their own businesses. Young entrepreneurs firmly believed that the expansion of entrepreneurship was affected by personal, economic, and technological elements. In addition to social, psychological, and political or legal factors and economic that influence the development of entrepreneurship remain mostly unchanged by age, sex, program, average family income, and order of birth. Nonetheless, the technological components that influenced their business growth by average family income (Magnaye, 2022). Many factors affect young entrepreneurs, such as the people around them, making them easily influenced. Furthermore, investigating the social entrepreneurial intentions of university students in the Pampanga Philippines, particularly its scrutinizes the significant differences in the respondent's social entrepreneurial intentions when grouped based on five (5) demographic factors, namely: nationality, age, year level, sex, and exposure to student leadership (Lacap, 2018). Using various factors, one can determine whether this has a significant impact on young entrepreneurs. With so many factors, it is unclear whether this will benefit or harm young entrepreneurs. Therefore, it is best to consider the potential consequences first.



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Over time, many factors have affected young entrepreneurs in starting their businesses. The spike in COVID-19 cases all over the world poses a massive impact on various sectors of society. The global economy is no exception, for it has been severely affected by the unprecedented public health crisis, leading businesspeople to shut down commercial establishments and dramatically shifting businesses to digital platforms. Immense challenges brought by the pandemic have turned into great opportunities among entrepreneurs from different parts of the globe. In pursuit of the recovery path, they considered digital tools to be instrumental to surviving the crisis and even thriving in the long term (Cueto, et al., 2022). COVID-19 has had a significant impact on the entire country, making it one of the factors why many young entrepreneurs are keen on starting their own businesses. The Philippines began a senior high school (K-12) curriculum in 2016 to develop entrepreneurial students who are holistically developed, equipped with 21st-century skills, and prepared for the future. The Accountancy, Business, and Management (ABM) students' entrepreneurial intentions, it is influencing factors, motivators, and obstacles (Santos, 2018). These factors have led young entrepreneurs to decide to establish businesses that can contribute to their daily livelihood and how to affect their way of life.



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The desire for early success and financial security drives young people to start businesses, a decision shaped by personal circumstances, economic factors, and technological change. The COVID-19 pandemic both challenged and reshaped this landscape, highlighting the need for strong business skills and support. Educational programs are now helping equip young entrepreneurs to thrive in this evolving environment.

Challenges on Business Start-up Among Young Entrepreneurs

Many young people start their businesses, with the main incentive for students being the opportunity to become wealthy while still in school. They have developed moderate to high levels of personal entrepreneurial competencies as a result of starting their own firms. Attending free seminars and receiving peer mentorship have aided them in growing their enterprises. However, students have faced difficulties in running their businesses due to time management, adherence to safety regulations, and community lockdowns (Domingo, 2022). Compounding these challenges, the global increase in COVID-19 cases has significantly affected many facets of society. The exceptional public health crisis has greatly impacted the worldwide economy, causing businesspeople to close their establishments and drastically shift their operations to digital platforms (Cueto et al., 2021). In the year 2020, pandemic has had a great impact on the country, especially on the business economy. The



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COVID-19, Pandemic's propagation has been so quick and disrupting, which brought terrible consequences to developing, and the emerging ones (Alawaddin, et al., 2022). This crisis is a sudden threat on entrepreneurship and start-up to all entrepreneurs.

Furthermore, entrepreneurship plays an important role in helping a country grow and develop, so it is crucial to encourage entrepreneurial activities, especially among young people and students. Creative and innovative individuals are key to successful entrepreneurship, as they can greatly impact both the economy and society. Understanding the factors that affect young Filipinos' decisions to pursue entrepreneurship, as well as their confidence in taking on tasks related to innovation, is essential to getting more young people involved in entrepreneurial projects (Relente & Capistrano, 2024). Besides, the reason why most young entrepreneur looks for the support of capital from investors is because business usually start with high costs with minimal or limited revenue (Panis, 2024). Hence, limited fund affects the business start-up of young entrepreneurs.

Moreover, the way women deal with challenges in business is different, but the goal is the same and it is to succeed. Young woman entrepreneur in Calamba confront hurdles such as limited financial access, market adaptability, competitiveness, operational issues, and societal bases (Sanchez & Elomina, 2024). One of the main problems



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faced by young entrepreneurs is financial problems. Entrepreneurial activities in the Philippines were severely hit by the ill effects of the pandemic. During the first lockdown on March 16 to June 17, 2020, 34% of the businesses in the country stopped or closed their business (Bagnotia, et al., 2020). Considering the pandemic, it greatly affects the budgeting of entrepreneurs for their businesses.

Young Filipinos start businesses to make money but faced many problems. The pandemic made things worse, especially with money and changing markets. However, young entrepreneurs showed that they could adapt. To help them succeed, they need more money, training, and support. More study is needed to understand the problems that they face and how the pandemic changed things long-term.

Strategic Plan for Business Start-up Among Young Entrepreneurs

Young entrepreneurs can successfully overcome the many obstacles they face by putting a variety of useful tactics into practice and looking for assistance from different sources. In order for student entrepreneurs to offer suggested solutions, it sought to gain a thorough grasp of the various obstacles and success factors involved in starting an online business (Pagtalunan, et al., 2023). The goal was to provide student entrepreneurs a better grasp of the difficulties and success variables involved in launching an internet firm. A customized training strategy can help young entrepreneurs in bridging skills in their



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business. The training program includes market research, financial management, marketing strategies, and business planning (Sanchez & Elomina, 2024). Hence, digital marketing and market research can be one of strategies to overcome the hurdles that the young entrepreneur might face in business start-up.

The government's focus on business and entrepreneurship programs, which are a priority for scholarship grants, shows how important entrepreneurship is for the country's economic growth (Bagnotia, et al., 2020). Along with that, this encompasses relief to meet the challenges faced by young entrepreneurs. The program further supports young entrepreneurs through employment opportunities, business education, and innovative marketing techniques. It provides community support and aids in the establishment of enterprises. The project is well fortified with financial support through the DTI Legazpi City under the Go Negosyo Act of 2014 (Llasamares, 2023). This indicates that the program aids young entrepreneurs through resources such as education, a marketing strategy, job opportunities, and also by the community and DTI Legazpi City through monetary support to foster business growth. Networks and social support bolster these young entrepreneurs' confidence in starting their enterprises. With their drive, they are able to overcome obstacles such as lack of funding and government support.



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Community support for these young entrepreneurs has been shown to lead toward their success (Tan, et al. 2021). This indicates social support, alongside robust networks are essential to aid entrepreneurs in overcoming obstacles, build confidence, and achieve success, mainly when scarce resources or government assistance tend to be lacking. The success of young entrepreneurs relies on a blend of practical skills, strong social support, and effective government assistance. Despite challenges, access to resources, training, and community backing are vital for building confidence and overcoming hurdles. Government programs and funding play a key role in fostering sustainable business growth within a supportive entrepreneurial environment.

Relationship of the Previous Studies to the Present Study

By emphasizing how knowledge and skills impact business performance, previous studies on educational support and entrepreneurial attitude supports the research. It looks at how having access to business education, mentorship, and training gives young entrepreneurs the tools they need to solve problems and make decisions. The website that discussed the entrepreneurial mindset highlights qualities that are essential for overcoming start-up obstacles, such as risk management, creativity, and resilience. The research can find successful educational initiatives and methods for developing a positive



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mindset that assist young entrepreneurs by examining these variables. In the end, these studies offer a solid basis for comprehending and resolving the challenges encountered during business startup.

Additionally, the previous study helps young entrepreneurs understand what drives them to start a business and what helps them succeed. It answers their questions about taking the leap into entrepreneurship. By looking at things like ambition, money, market opportunities, and support, the study shows how to overcome challenges. It also points the way for future research into how things like culture and education affect starting a business. All this help to better understand what motivates entrepreneurs and how to support them so they can thrive.

Therefore, the previous study helps the research to know the factors, especially the hurdles in the business start-up. The previous study also helps the research to know the common business by the young entrepreneurs. The factors like strong family support system offers crucial emotional and potentially financial backing. Having your family's support makes starting a business easier, and you might even be inspired to become an entrepreneur by your family's own experiences. The analysis of challenges faced by young entrepreneurs, encompassing team-building difficulties, inexperience, and navigating rejection and



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failure, is vital to this research. The study provides a detailed exploration of the obstacles young entrepreneurs face when starting a business. Thus, the preceding study provides valuable insights into the characteristics and behaviors of young entrepreneurs during the business start-up phase.

CHAPTER III
METHODOLOGY



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This chapter reveals the methods of research to be employed by the researcher in conducting the study which includes the research design, research locale, research instrument, population and sampling, data construction procedure, analysis of information, and ethical considerations.

Research Design

This study employed a qualitative approach to explore the naturalistic inquiry of social phenomena within their natural setting. Qualitative research is particularly suited for gaining an in-depth understanding of complex issues, as it involves collecting and analyzing non-numerical data (e.g. text, video, or audio) to understand concepts, opinions, or experiences (Bhandari, 2020). This approach enabled the researchers to gather contextual insights into the hurdles encountered by young entrepreneurs in business start-up to have a clear recommendation to all the aspiring young entrepreneurs.

Specifically, this study is considered to be a qualitative phenomenology, as it explores the lived experiences of young entrepreneurs to the hurdles, they faced in their business start-up. Phenomenology is a research approach that focuses on individuals' subjective experience, (Dovetail Editorial Team, 2023). Thus, this approach allowed the researchers to gather detailed information about



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the hurdles faced by young entrepreneurs aged 18-35 years old in their business start-up, the factors influenced them to start a business, and the strategies they used to cope on those hurdles.

Research Locale

This study was conducted in Silang Cavite, a municipality in the province of Cavite. The municipality of Silang is 23 km from Imus and 43 km south of Manila. Silang, like most of the towns in the province of Cavite, depends on a mainly agricultural economy. This location was selected for the study due to its population of business professionals within the designated age range because Silang is mainly on agricultural economy, many businesses are springing up here. The barangay Tibig, Hukay, Munting Ilog, Adlas, Malaking Tatiao and Biluso are the barangay here in Silang that have been included to find young entrepreneurs to conduct this study.

Population and Sample

The researcher included in the study are the young entrepreneurs who experience hurdles during business start-up. The population in the study are the young entrepreneurs in Silang, Cavite. This involves 20 participants aged between 18- 35 years old. This sample size is considered enough to achieve saturation in the data or phenomenology (Creswell, 1998).



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The sample includes 20 participants with 9 males and 11 females aged between 18 to 35 years old. The participants come from various locations in Silang Cavite, distributed as follows: 3 from Tatiao, 2 from Tibig, 1 from Ibayo, 5 from Silang Bayan, 2 from Pulong Bunga, 1 from Tubuan, 2 from Humay, 2 from Kaong, and 1 from the other part of Silang, Cavite.

Sampling Technique

In this study, purposive sampling was used. According to Dovetail Editorial Team (2023), purposive sampling is a research method where participants are carefully chosen individuals who can provide most valuable and insightful data for the study.

The inclusion for the study focuses on young entrepreneurs are:

- Age: This study requires young entrepreneurs who are only between the ages of 18 and 35.
- Background: Young entrepreneurs who has experienced challenges in building their own business.
- Location: The business is located within Silang, Cavite.
- Business Duration: Young entrepreneurs with a business that has been operating for at least 1 year.

Research Instrument



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This research employed a semi-structured interview method to examine the challenges encountered by young entrepreneurs in establishing their businesses. The interview includes questions about the participants' age, type of business, and years of experience, followed by 20 open-ended questions. These questions were categorized into four main areas: common types of business among young entrepreneurs (questions 1-5,) factors influencing their decisions to start a business (questions 6-10,) hurdles faced when starting a business (questions 11-15,) and strategies implemented to overcome challenges in the early stage of business (questions 16-20.) These questions aim to understand the things faced by a young entrepreneur when starting a business and to know more about their experiences.

Data Construction Procedure

The researchers conducted an interview to gather data. For the interview, the researchers followed these procedures:

Pre-interview:

1. The researchers conducted a "get to know each other" session with the interviewees.
2. The researchers discussed their research and its purpose with the interviewees.
3. The researchers provided the interviewees with an informed consent form as proof of their agreement to participate in the



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interview, to record their personal information, and to acknowledge the questions they would be answering during the interview.

4. The researchers asked the interviewees if they were ready to begin the interview.

During the Interview:

1. The researchers asked the prepared questions, actively listening and allowing interviewees to express their thoughts freely.
2. The researchers recorded the interview and took notes to ensure accuracy in data collection.
3. The researchers asked follow-up questions to the interviewees.
4. The researchers thanked the interviewees for their time and participation.

Post-interview:

1. The researchers transcribed the recorded interviews to accurately document the responses.
2. The researchers coded, collated, and themed the transcribed recorded interviews.
3. The researchers securely stored the collected data, ensuring the interviewees' privacy.

Analysis of Information

Thematic analysis was used in analyzing the data. This qualitative data analysis employed thematic analysis, a method for identifying



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patterns in data (Caulfeld, 2023). First, the researcher transcribed recorded interviews from selected participants. Next, the coding phase involved highlighting similar ideas, topics, and patterns within the transcribed data. Similar responses from each participant were then collated. Subsequently, these codes were grouped into broader themes, which were reviewed and refined to ensure significance and each theme was then precisely defined. Finally, the findings were reported.

Ethical Considerations

Ethical considerations are used in research to ensure fairness and respect. Privacy protection was applied to keep personal information safe and prevent others from using it without permission. Also, they blur the video so no one can see who is in it, keeping their privacy safe. After the research, they deleted it to make sure the information is not used wrongly to keep personal information safe. While fairness and honesty are upheld by ensuring that everyone is treated equally and without unfair judgment. It ensures that rules and decisions are fair for all people, no matter their background. Informed consent was used to make sure participants understood the research and their rights before joining. It kept their information private, ensured they joined by choice, and prevented any pressure. Getting informed consent helped the study follow ethical rules and respect the participants. Additionally, to maintain confidentiality, data and information will be securely stored.



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Recorded files will be kept in a Google Drive folder secured with a password, while physical documents will be placed in a clear envelope and stored in a safe location. Moreover, only group members will have access to these files, ensuring privacy, preventing unauthorized use, and maintaining data security.

CHAPTER IV

RESULTS AND DISCUSSION

This chapter comprises the analysis, presentation and interpretation of the findings resulting from this study. Discussions are also provided to give a comprehensive explanation of the themes that were generated in response to the objectives set in this study.

Research Findings



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SOP 1: What are the common businesses of young entrepreneurs in Silang, Cavite?

Food Business

Based on the gathered data, the most common business by young entrepreneur is food business. One of the businesses chosen by the interviewee was a food stall, stating that *“Food stall, which is yung buko shake. Actually, wala talagang plano kung ano talaga yung business pero yun kasi yung nakita namin na wala dito sa lugar”* (The food stall, which serves buko shake. Actually, we do not have a clear plan for the business. However, we noticed that there was a lack of this type of offering in this area.) It shows that they do not have a clear idea or plan for what kind of business they wanted to start, but they observed that there was a need or a gap in their local community that was not being met. Another interviewee chose takoyaki business, and states that, *“Actually we have takoyaki business named Osokayo food station, actually yung mga friends ko plan na namin ito since college, since eto talaga yung pinaka spot namin noon, kung бага as a student meron kaming hangout spot sa hanggang sa maachive namin na magkaroon ng sariling business dito sa spot na to.”* (We actually have a takoyaki business called Osokayo food station. My friends and I have been planning this since college, as this spot held a special meaning for us back then. It was our go-to hangout spot as a student, and we manage to



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turn it into our own business.) It shows that their friends have been planning to start a business since college and they revealed the location of their current business was their favorite hangout spot during their student days. According to another interviewee, they chose to sell pastillas as their business. They stated, *“Currently nasa food business kami currently pastillas and may din develop pa kami na bake goods din, actually parang ano, it chose me kasi as a mom kailangan ko mag isip ng activity para sa anak ko na nasa bahay lang pero productive so napunta kami sa baking.”* (We are currently in the food business currently pastillas and specially offering baked goods. As a mom I needed to think of productive activities to do with my child who stays at home. That is how I got into baking; it is like the opportunity chose me.) It shows that they decided to try baking as an activity because baking is productive activity for them to do with their child. Another option chosen was a coffee shop, as one of the interviewees wanted to do something for the community, noting that, *“So currently we have Café restaurants because kids nowadays does not know where else they want to go.”* It shows that the businesses of young entrepreneurs are inspired by their observations within the community. As for the other interviewee, they chose to sell turon, stating that, *“Pag tuturon para maka tulong sa aking pamilya at pangdagdag sa aking allowance.”* (Selling turon to help my family and to supplement my allowance.) It shows that young entrepreneurs want to help their family financially and aims to supplement their allowance.



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Sari-Sari Store

One of the businesses of young entrepreneurs is the sari-sari store. One of the interviewees said, *“Siguro ano, yung business kasi na sari-sari store is convenient sya so kahit sino pwede bumili kahit bata o matanda so yon.”* (Maybe, the business of a sari-sari store is convenient because anyone can buy from it, whether they are young or old, so that’s it.) Young entrepreneurs want to establish sari-sari stores because they are convenient for the community. These small, accessible stores cater to the daily needs of people, making it easy for anyone, whether young or old, to purchase items without traveling far. Another interviewee said, *“I have a sari-sari store para ma-sustain ang mga basic needs ng mga tao sa community.”* (I have a sari-sari store to sustain the basic needs of the people in the community.) Young entrepreneurs want to provide people with their basic needs, ensuring that essential products are readily available. Another interviewee said, *“Sari-sari store para makabili po sila ng pang araw-araw na pangangailangan.”* (A sari-sari store to buy daily necessities.) Young entrepreneurs also want to manage and cover their own expenses as they strive for financial independence and self-sufficiency.

Printing



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Another business of young entrepreneurs is the printing shop/business. One of the interviewees said, *"My business is a printing shop. I love what I do and give my best."* Young entrepreneurs need to have a passion for what they do and give their best in everything they undertake. Another interviewee said, *"I have a printing business, maybe because I love designing all of the invitations and refrigerator magnets. I am the one who is designing and making them. That is why I pursue this to have a store."* Young entrepreneurs need love for their business. A love for their business helps sustain their drive and keep them focused on long-term success. Another interviewee said, *"Printing shop, dahil ito yung natapos ko at ito yung aking talagang, ito talaga yung gusto ko."* (Printing shop, because this is what I finished, and this is really what I want.) Young entrepreneurs have completed their studies and have dreams they wish to fulfill. They acquired knowledge that serves as the foundation for starting their businesses.

Arts and Crafts

Based on the gathered data, one of the common businesses among young entrepreneurs in Silang is arts and crafts. One interviewee shared, *"my business is more on arts and crafts kasi nung college ako, mahilig na talaga akong maggawa ng kahit anong crafts."* (My business is more on about arts and crafts because even back in college, I was already fond of making various crafts.) Young entrepreneurs prefer to create handmade



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products to sell, allowing them to express their creativity. Another interviewee showcased their creativity in arts and crafts through their family-owned flower shop. *“Our business is a flower shop because it is our family business, and I do not have a choice but to support it and help in designing.”* Indeed, family businesses can play a significant role in inspiring young entrepreneurs to start their ventures. As another interviewee noted, *“yung business ko po is about arts and crafts so more on crafting and crochet, pinili ko sya kasi parang passion ko tas hobby ko sya”* (My business focuses on arts and crafts, specifically crafting and crochet. I chose this path because it aligns with my passion and hobby.) Young entrepreneurs demonstrate remarkable creativity when it comes to handmade products. Consequently, showcasing one's creativity and talent can be an excellent starting point for any business.

Clothing

Another common business of young entrepreneurs is clothing. One interviewee mentioned, *“Our business is a thrift shop because the products do not expire, spoil, or deteriorate easily, and can be well-maintained.”* This business model has proven successful, attracting a steady stream of customers with daily sales. Another entrepreneur shared, *“yung business ko kasi ay nagreresell ako ng mga socks and shoes, parang nakita ko kasi na yun yung mas common na gusto ng tao”* (My business involves reselling socks and shoes. I noticed that these are



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common items people usually want.) Young entrepreneurs often invest in trending products that resonate with their own needs and preferences, ensuring a built-in market for their goods.

SOP 2: What are the factors that influenced these young entrepreneurs in Silang, Cavite to start their own business at a young age?

Family

This research revealed that the majority of factors influencing young entrepreneurs are related to their family. According to one interviewee, *“Ang aking pamilya at mga kaibigan ang nag-impluwensya sa akin sa pagsisimula ng isang negosyo”* (My family and friends have been a significant influence on my decision to start a business.) The family and friends are one of the factors that will push you to continue the business. Another interviewee noted, *“Dahil may mga tita kami na supportive din talaga”* (Because we have aunts who are very supportive.) Support for the business can be obtained not only from immediate family members but also from other relatives. Additionally, another interviewee stated, *“Both side ng family naming ng partner ko is may sari-sari store*



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and we noticed that it helps them with their daily expenses” (Both sides of my partner’s family run sari-sari stores, and we have observed that it helps them with their daily expenses.) For many young entrepreneurs, family considerations are paramount when deciding to start a business. They are driven by a desire to improve their family’s life and make things easier for them. Moreover, the influence and support from their family often serve as a catalyst, encouraging these young entrepreneurs to turn their business ideas into reality.

Own Desire

An additional key factor influencing young entrepreneurs’ business decision is their own desire. One interviewee stated, *“Actually, yung mga friends ko, plan na namin ito since college pa lang.”* (Actually, my friends and I have been planning this since college.) This highlights the value of practical experience gained even during college, a time when students often discover their entrepreneurial passions. Starting a business allows them to pursue their interests and potentially develop unique ideas. Another interviewee explained that *“Passion ko na kasi talaga siya, since nung nag-aaral pa lang ako.”* (It is really my passion, since I was still studying.) For many students, starting a business is a way to bring creative ideas to life and make a positive impact. As another interviewee put it, *“Gusto ko na siya bata pa lang.”* (I really liked it ever since I was a



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kid.) The desire to pursue something genuinely loved, rather than solely for financial gain, fosters greater determination in overcoming challenges.

Friends

Friends also play a significant role in influencing young entrepreneurs. One interviewee mentioned, "*Mga kaibigan ko, minsan nakakasama ko sila magbenta.*" (My friends and I sometimes sell together.) Friends are always there to accompany and support especially through ups and down. Another interviewee noted, "*yung mga kasama ko sa dorm minsan nagbibigay sila ng mga advice*" (I also received support from my dorm mates, who offer valuable advice and encouragement.) In unexpected situations, friends or colleagues are there to offer advice on what steps to take. Furthermore, another interviewee stated, "*Yung friend namin, since college kami, business minded na sya*" (Our friend, who has been business-minded since college, has been a great source of inspiration and guidance.) The support from friends and family provides young entrepreneurs with the confidence they need to launch and grow their business, making the entrepreneurial journey more enjoyable and collaborative.

SOP 3: What are the hurdles faced by these young entrepreneurs in Silang, Cavite in business start-up?



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Financial

One of the primary challenges faced by young entrepreneurs in Silang, Cavite, when starting a business is securing sufficient capital. As one participant noted, *“Financial problem, ang kailangan talaga yung ano kasi kapag nawawalan ka ng puhunan sign na mangungutang ka para may pamalit.”* (Financial problem, what you really need is that because when you lose capital, it is a sign that you will borrow money to replace it.) That means, adequate funding is crucial for business success, enabling repayment of the initial investment and avoiding debt. Another participant stated that, *“Yung pinaka capital talaga, kapag wala kang sariling pera hindi mo agad siya masisimulan.”* (The capital, without your own money you cannot start immediately.) This emphasizes the importance of capital, stating that if we do not have sufficient funds, effective business management is impossible. A third participants explained, *“Mahirap mag-start ng business kung wala kang pera.”* (It is hard to start a business if you do not have money.) This similarly highlights the difficulty of starting a business without adequate financial resources. In summary, all participants agreed that insufficient capital is a major obstacle for young entrepreneurs in Silang Cavite, hindering their ability to successfully launch and manage their business.

Discriminate by others



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Another hurdle faced by young entrepreneurs when starting their businesses is discrimination. One interviewee shared, *“oo nararanasan namin madiscriminate kasi young eh, iniisip nila na wala akong alam sa business kasi nga young.”* (Yes, I experienced discrimination because of my age. People thought I did not know anything about business simply because I am young.) The perceptions of others can significantly impact the actions of those being judged. Another interviewee noted, *“oo parang lahat naman nakakaranas madiscriminate, nagstart kami sa small sari-sari store tas andami agad nilang hinahanap na parang sinusubukan kami kung hanggang kailan namin kakayanin”* (It seems like everyone experiences discrimination. We started with a small sari-sari store (convenience store), and people immediately had high expectations, testing our endurance.) Establishing a business venture can be challenging, especially for young entrepreneurs with limited experience. As another interviewee pointed out, *“Oo may discrimination talaga, kasi wala agad yung tiwala nila, kasi diba financial tas ang approach agad nung iba, ‘masusustain ba nila yan?’”* (Yes, there is indeed discrimination. People lack trust initially, and their approach is often financial: 'Can they sustain it?') Gaining the trust of the target market can be particularly difficult for young entrepreneurs new to this venture.

Emotional Problems



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Based on the findings, another hurdles young entrepreneurs faced in handling their businesses is managing emotional problems such as pressure, anxiety, and breakdowns. The interviewees shared the emotional problems they face in handling their business. One of the interviewees said *“Siguro yung ano, kunwari diba nag-aaral din ako, so stress, ‘di ko alam kung ano uunahin ko minsan kasi parang nagkakasabay. Kunwari nalulugi ang tindahan tapos nagsabay-sabay pa mga gawain sa school.”* (Maybe it is like, for example, I am also studying, so I get stressed, and sometimes I do not know what to prioritize because everything happens at the same time. Like, for example, the store is losing money, and then all the school tasks pile up at once.) It says that balancing business responsibilities with academic tasks often leads to stress and confusion about priorities. They experienced situations where financial losses in their business occurred at the same time as multiple school requirements, making it difficult to manage both effectively. One of the interviewees also said, *“Yung hindi mabentang panahon, maiisip mo ‘kung itutuloy ko pa ba? kaya pa ba?’”* (During times when sales are low, you start to wonder, “Should I still continue? Can I still handle this?”) They expressed that during times of low sales, they often questioned whether they should continue the business or if they were still capable of sustaining it, reflecting the doubts and uncertainty young entrepreneurs face during challenging periods. In addition, another interviewee said *“Pinanghihinaan ng loob.”* (I am losing motivation.) They shared that



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sometimes they feel discouraged, especially when faced with continuous challenges in their business, which affects their motivation and confidence to keep going. As they juggle multiple responsibilities and face high expectations from their family, peers, and customers, they often feel intense pressure to succeed. This pressure, combined with the uncertainty of income, and fear of failure, can lead to anxiety and stress.

Time Management

Young entrepreneurs face numerous hurdles in time management, including limited time, procrastination, and the temptation to multitask, which often reduces overall efficiency. Lack of experience in delegation and prioritization coupled with the pressure to constantly can lead to burnout and ineffective time allocation. Furthermore, unexpected challenges and emergencies frequently disrupt carefully planned schedules, requiring adaptability and resilience in managing time effectively. One of the interviewees said that *“Yung time kase ang hirap imanage lalo na halimbawa, kase kapag umalis yung tauhan namin parang kami nalang yung naghahandle ng negosyo so ang nangyayari ako na yung namamalengke, ako na nagluluto”* (it is really hard to manage time, especially when, for example, our staff leaves and we are the ones handling the business. So, what happens is I end up doing everything, even cooking.) Based on the one interviewee, he found it difficult to manage; he was effectively struggling to balance his business



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responsibilities with the absence of staff support. The solitude of managing everything alone presented a significant challenge. Other interviewees said, *"May business ako at the same nagtuturo din, so nahahati yung oras ko"* (I have a business and I also teach, so my time is divided.) Her time is currently dedicated to both business and teaching, focusing on one before moving to the other. And another interviewee said, *"Pinakaprioritize ko ay time management yung pagmamamane nung time talaga tapos yung paggawa ng maraming product"* (My top priorities are time management, effectively managing my time, and producing a large number of products.) This means time management is her priority; she is dedicated to using her time wisely and efficiently.

Place

When young entrepreneurs launch a business. One of the things they look for is a location to set up their business, which is a common problem for young entrepreneurs. According to one of the interviewees, *"First is to make a setup, because it is our first time, so we do not know how to start or what printer to buy, so that starting point is the hardest."* Setting up a shop for a printer business is difficult because it is challenging to find the right spot. According to another interviewee, *"The leaks in our place because this is just a garage, and our clothes get wet."* Finding the right location can be tough for business, especially in the clothing business, because the products are easily damaged or have a



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strong odor. Furthermore, another interviewee said that, *“tsaka yung location yung hahanapin mo yung market mo, kung papatok ba siya”* (Then, the location you will be looking for is where your target market is, and whether your product or service will be in demand.) One of the most challenging things to find is a location, because you need to determine the sales potential of the area where you plan to set up your business.

SOP 4: What are the strategies used by these young entrepreneurs in Silang, Cavite to cope with those hurdles in putting up businesses?

Digital Marketing Strategy

Digital marketing is a key strategy employed by young entrepreneurs to overcome the challenges of starting a business. According to one interviewee, *“Yung marketing strategy na ginamit namin is Facebok lang sa social media posting ganon.”* (The marketing strategy we used was solely Facebook social media posting.) Facebook has proven to be an invaluable tool for business, as young entrepreneurs can post their products for sale without incurring any costs. Another interviewee emphasized the significance of online marketing saying, *“The biggest one is online marketing, especially since our target customers, who are predominantly young, prefer online transactions. We always make it a point to post our products online, which enables us to reach a broader customer base, not just those in our local area, as we also offer delivery*



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services.” Young entrepreneurs leverage digital marketing to inform customers about their products quickly and efficiently. Another interviewee noted, *“We are using Facebook, always posting every day or events and new menu.”* Utilizing Facebook for business purposes has proven to be highly effective, as many people can view and engage with the shared posts.

Positive Thinking

Another strategy by young entrepreneurs in Silang, Cavite, to overcome the challenges of starting a business include having a positive mindset. According to one interviewee, *“Always think positively, because if you doubt yourself, it will be hard for you to succeed. Continuously improve your product or service, and do not forget to inhale and exhale.”* Positive thinking is crucial for success, as self-doubt can hinder progress. Another interviewee noted, *“Kapag kasi bata ka mas naniniwala na malimit ay yung pagka positive thinking so parang hindi mo sya gagawing negative na porket bata ka mas madadaig ka ng mas ibang matanda sayo”* (As a young entrepreneur, I believe it is essential to maintain a positive outlook. When you are young, you need to be more optimistic, so you will not assume that being younger means you will be overshadowed by older, more experienced individuals.) Positive thinking empowers young entrepreneurs to believe in themselves and achieve their goals, even at a young age. Another interviewee stated, *“Siguro*



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dapat lang enjoyin lang yung ano business mo at minsan talaga ay may darating na problema mararamdaman mo na parang magstop ka na and iyan maging consistent ka lang at kailangan maging mahaba ang pasensya mo na lang sa kalaban mo na walang consistency" (Maybe you just need to enjoy your business. There will be times when problems arise, and you might feel like giving up. However, it is essential to stay consistent and patient, especially when dealing with competitors who lack consistency.) When young entrepreneurs enjoy what they do, they can focus on their business until they achieve consistency.

Good Communication

Young entrepreneurs need to have a strategy to overcome or cope with the challenges they faced when starting their own businesses. One of these strategies is building relationships through effective communication, which strengthens the bond between the business owner and their customers. According to one of the interviewees, *"Socialize kasi, kung di ka nakikipag socialize mahihirapan ka mag benta."* (You need to socialize because if you do not, you will have a hard time selling). In sales, it is essential to be good at interacting with people because some customers base their decisions on the personality of the business owners. According to another interviewee of the researchers, *"Pera sa akin kase mabola akong tao, yung madaldal, parang feeling ko kasi makakaano agad ako ng tao, parang makakahikayat agad ako ng*



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tao kaya pinili ko yung business." (I am a talkative person, so I feel like I can persuade people, which is why I chose this business.) One of the advantages of being talkative, as it can encourage customers to patronize your business. Furthermore, another interviewee said the same things as *"Dapat marunong kang makisama."* (You need to know how to get along with people.) Being able to connect with people is actually a key factor in keeping business going. It leads to faster growth and high customer retention.

Securing Funding

One of the strategies used by young entrepreneurs to cope with the challenges they faced when putting up businesses is securing funding. The first one in securing funding is saving. Based on one of the interviewees, *"I save up because if we run out of supplies, we have cash on hand to cover the expenses."* Saving money helps ensure there are enough essential supplies when needed. Based on another interviewee, *"ipon kahit konti"* (save even a little), emphasizing that small savings add up over time and provide financial support in times of need. Furthermore, another interviewee said, *"Tinatago ko ung kinikita ko para sa allowance ko"* (I am saving what I earn for my allowance), highlighting the importance of saving money to cover personal expenses when necessary. Other strategies used by young entrepreneurs to secure funding are managing inventory. Based on one of the interviewees,



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“Minsan kasi kapag nagbebenta, nahahati kung ilan ang expense, kita, at kapital, kaya mahalaga na nag-iinventory ka” (Sometimes, when selling, you need to divide the expenses, profit, and capital, so it is important to do inventory.) Inventory helps track expenses, earnings, and capital to avoid business loans. Based on another interviewee, *“Kapag may kukunin kami sa tindahan, dapat babayaran namin then nirerecord”* (If we take something from the store, we should pay for it and record it.) Recording items taken helps track inventory and prevent losses. Furthermore, another interviewee said, *“Nag-inventory ako para maiwasan ang kulang”* (I do inventory to avoid shortages.) Inventory helps ensure that there are enough supplies and prevents shortages. The last strategy used by young entrepreneurs to secure funding is investing. Based on one of the interviewees, *“I invest in something that will make my money grow.”* Investing in profitable opportunities helps money grow. Based on another interviewee, *“Nagiinvest kami para in the future secure na”* (We invest to achieve financial security in the future). Investing builds wealth and provides financial stability for future needs. Another interviewee said, *“Nagininvest ako para mas makabuo ako ng bagong pagkakakitaan”* (When I invested, we were able to create a new source of income). Investing helps generate more money and establish a steady income.

Discussions



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The results revealed that nearly all young entrepreneurs are engaged in food businesses. This serves as proof that it is easier to venture into business when doing something that aligns with one's specialty, which also happens to be a necessity for people. Young entrepreneurs start businesses to supplement their finances and support their families. Based on the results, most young entrepreneurs are women. They are the ones who often have the courage to venture into business, despite the possibility of failure. Young entrepreneurs require financial support, especially when starting a business. Moreover, most participants had planned to engage in this type of business, so they were dedicated to entering this venture.

Additionally, some participants were unfazed by what others might say, as long as they knew they were doing the right thing. The "crab mentality" among relatives is still present when entering business. Young entrepreneurs tend to receive more support from people they do not know, as some relatives may not want to see them succeed. Most participants experienced discrimination due to starting a business at a young age. The businesses of young entrepreneurs are inspired by their personal experiences and observations. They want to make a positive impact personally and serve as inspiration to other young people. Majority of young entrepreneurs prefer to engage in business rather than seek employment because they do not want to be under others. Along



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with that, entering business is not easy, as it requires courage and being prepared for the results and potential criticism from others.

In addition to the findings, it was discovered that young entrepreneurs need to possess specific skills when starting their business. These skills include being brave in facing problems, having patience with employees and customers, and being proficient in sales talk. Most of the interviewees believed that, they possess the necessary skills for business. Moreover, it is essential to study the target market before taking any action. Consequently, venturing into business is not a trivial matter. It requires skills in addressing various problems that may arise.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary of the study, conclusions, and recommendations of the study based on the data analyzed from the previous chapter.



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Summary

This study examined the common types of businesses, influencing factors, challenges, and strategies of young entrepreneurs in starting their ventures. Using a qualitative approach, data were collected through in-depth interviews with 20 young entrepreneurs from various industries in Silang, Cavite. Participants were selected through purposive sampling to capture diverse perspectives on key business factors, common challenges—such as financial struggles and market competition—and the strategies they employed, identifying key themes that describe their experiences.

Findings on the super-ordinate themes, subordinate themes and subcategories that emerged from the analysis of data are as follows:

1. Common business of young entrepreneurs

- 1.1. Food business

- 1.1.1. Food stall

- 1.1.2. Takoyak business

- 1.1.3. Pastillas / Baked goods

- 1.1.4. Coffee Shop

- 1.1.5. Turon

- 1.2. Sari-Sari Store

- 1.3. Printing Shop

- 1.4. Arts and Crafts

- 1.4.1. Flower shop

- 1.4.2. Crochet



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- 1.4.3. Crafting
- 1.5. Clothing
 - 1.5.1. Thrift shop
 - 1.5.2. Reselling socks and shoes
- 2. Factors that influenced young entrepreneurs in business start-up
 - 2.1. Family
 - 2.1.1. Parents
 - 2.1.2. Aunt
 - 2.1.3. Their children
 - 2.1.4. Spouse
 - 2.2. Friends
 - 2.3. Own Desire
 - 2.3.1. Planning long time ago
 - 2.3.2. Passion
- 3. Hurdles in starting a business at young age
 - 3.1. Financial
 - 3.2. Discriminate by others
 - 3.2.1. Because they started at a young age
 - 3.2.2. Receives high expectations from others
 - 3.2.3. Some customers lack trust
 - 3.3. Emotional Problem
 - 3.3.1. Anxiety
 - 3.3.2. Depression
 - 3.3.3. Pressure



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- 3.3.4. Stress
- 3.4. Time management
 - 3.4.1. Balancing work and businesss
 - 3.4.2. Having difficulty in producing more product.
- 3.5. Location
 - 3.5.1. Finding the right place for the right market
- 4. Strategies used by young entrepreneurs to cope with those hurdles
 - 4.1. Digital marketing
 - 4.1.1. Facebook
 - 4.1.2. Tiktok
 - 4.2. Positive Thinking
 - 4.2.1. Be brave
 - 4.2.2. Enjoy the business
 - 4.3. Good communication
 - 4.3.1. Socialize
 - 4.3.2. To get along with customers
 - 4.3.3. Sales talk
 - 4.4. Securing Funds
 - 4.4.1 Savings
 - 4.4.2 Inventory
 - 4.4.2.1. To Record the transactions
 - 4.4.2.2. To avoid shortages
 - 4.4.3. Investing
 - 4.4.3.1. To create a new source of income



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4.4.3.2. To secure financial

Conclusions

The most common businesses among young entrepreneurs in Silang, Cavite, are food businesses, sari-sari stores, printing services, arts and crafts, and clothing. Young entrepreneurs prefer these types of businesses because they are easy to establish and essential to people's daily lives. Various factors influence young entrepreneurs to start a business, primarily family, personal desire, and friends, who serve as sources of encouragement and motivation. In their entrepreneurial journey, young entrepreneurs encounter problems related to finance, discrimination, emotional struggles, time management, and finding a sustainable business location. These challenges test their ability to overcome obstacles, maintain a positive perspective, and develop strong communication skills to build good relationships with investors, customers, and partners. Additionally, securing adequate funding for growth and sustainability is a major hurdle. These points highlight the common businesses young entrepreneurs engage in, the factors that motivate them, and the challenges they face. They emphasize the importance of a positive mindset, effective communication, and overcoming insufficient funding in order to achieve business success.

Recommendations



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This study provides recommendations to help young entrepreneurs overcome challenges. These suggestions are based on the experiences of successful entrepreneurs who have faced similar problems. This section aims to offer actionable guidance and clarity for aspiring entrepreneurs, ultimately informing strategies for future success.

Based from the findings, the researcher therefore recommends the following:

Young entrepreneurs are encouraged to thoroughly examine the specific issues impacting their businesses, including their business location, managing emotional challenges, and competing in the market. Additionally, young entrepreneurs should explore creative business models and strategic planning methods that can enhance operational efficiency and flexibility.

Aspiring young entrepreneurs are advised to study the essential stages of launching a business, such as validating business ideas, analyzing the market, and creating a solid business plan. Gaining an understanding of the potential risks and challenges within their selected industry is crucial, as it will enable them to prepare effectively and avoid common mistakes.



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Business industry should create programs that help young entrepreneurs succeed. These programs should offer personalized support and guidance to help them overcome challenges and build successful businesses. By providing young entrepreneurs with valuable tools, mentorship, and opportunities to connect with other business leaders, these programs can empower them to drive growth, innovation, and job creation.

Department of Trade and Industry (DTI) should provide programs and activities that cater to the needs of young entrepreneurs, supporting and recognizing their contributions. By focusing on the development of entrepreneurial skills and knowledge, the DTI can empower young entrepreneurs to succeed in the business world.

Future researchers, it is recommended to explore the impact of support programs on young entrepreneurs, examining the correlation between these initiatives and the success rates of business ventures.



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5



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NATIONAL HIGH SCHOOL

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NATIONAL HIGH SCHOOL

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NATIONAL HIGH SCHOOL

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APPENDIXES

Appendix A



Republic of the Philippines
Department of Education
REGION IV-A

DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Informed Consent

Dear Sir/Madam:

I hope this letter finds you in good health and high spirits. We are Grade 11 ABM students from Munting Ilog Integrated National High School. I am writing to you to seek your voluntary participation in a research study that we are conducting entitled "***Breaking the Mold: An In-depth Analysis of the Hurdles Faced by Young Entrepreneurs in Business Start-Up***". The purpose of this study is to know the hurdles faced by young entrepreneurs in business start-up in Silang Cavite and to provide and develop recommendations to the aspiring young entrepreneurs.

Your participation in this research study is entirely voluntary, and you have the right to refuse to participate or withdraw your consent at any time without any negative consequences. Your decision to participate or decline will not affect your current or future relationship with our school or fellow researchers.

Here are some important details about the research study:

Study Procedures: If you agree to participate, you will be asked to answer our interviews and it includes



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NATIONAL HIGH SCHOOL

Your participation in this research study is entirely voluntary, and you have the right to refuse to participate or withdraw your consent at any time without any negative consequences. Your decision to participate or decline will not affect your current or future relationship with our school or fellow researchers.

Here are some important details about the research study:

Study Procedures: If you agree to participate, you will be asked to answer our interviews and it includes 20 questions. The estimated duration of your participation will be approximately 30 minutes to one (1) hour.

Confidentiality: We will maintain strict confidentiality of all the information collected during the research study. Your data will be coded and stored securely, and only authorized researchers will have access to it. Any information published or presented will be in an aggregated and anonymized form, ensuring your identity remains confidential.

Voluntary Participation: Participation in this research study is entirely voluntary. If you decide to participate, you are free to withdraw your consent or discontinue your involvement at any point without providing a reason and without any penalty or loss of benefits.

By signing below, you indicate that you have read this consent letter, understood the information provided, and voluntarily agree to participate in the research study. You also acknowledge that you have received a copy of this letter for your records.

Thank you so much for your cooperation on this study and God bless!

Sincerely,

The Researchers

Hannah Delica, Jessa Bitagara, Abbey Martinez, Tristhan Belandres, Noah Atienza, Kerwyne Videña, Jasmine Bombita, Khaziel Padilla, Jewelle Patrimonio, Jiah Alcantara, Maqui Yap

Participant's Signature: _____

Participant's Name: _____

Date of Interview: _____

Appendix B



Republic of the Philippines
Department of Education
REGION IV-A
DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Interviewee's Profile

Name: _____

Age: _____

Sex: _____

Date of Birth: _____

Place of Birth: _____



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NATIONAL HIGH SCHOOL

Educational Background: _____
Current Employment: _____
Type of Business: _____
Year of business: _____
Contact Information: _____

Signature of Interviewee over Printed Name

Appendix C

Interview Questions

- 1) What kind of business do you have?
- 2) Why did you choose this kind of business?
- 3) How will you differentiate your business from existing competitors offering similar products or services in a potentially saturated market?
- 4) How did you know that your business would be a hit and sell well to people?
- 5) Is there a particular circumstance that made you decide that you will choose this kind of industry in business? If yes, what is it?
- 6) Before fully establishing your own business, do you believe you possess the necessary skills to successfully manage and operate your own business?



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- 7) Beyond skills, what qualities did you prioritize when building your business?
- 8) Who/what influenced you in starting a business?
- 9) What experiences made you think that you need to start your own business?
- 10) What are the personal qualities you considered before opening a business?
- 11) What are the problems you faced in starting a business?
- 12) What are the problems you faced in handling your own business?
- 13) How can young entrepreneurs like you, manage the pressure to constantly innovate and stay ahead of your competitors?
- 14) What emotional challenges do you faced as a young entrepreneur?
- 15) As a young entrepreneur, do you experience discrimination and discouragement in your business start-up? If yes how was your experience in handling that circumstances?
- 16) What strategies have you employed for managing your finances and securing funding?
- 17) What marketing and sales strategies proved most effective for reaching your target customers in Silang?
- 18) How did you assess the market risk for your business idea before launching?
- 19) What were your initial marketing strategies and how did you measure its effectiveness?
- 20) How did you handle the stress and pressure in starting a business?

Name and Signature of Interviewee

Name and Signature of Interviewer



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NATIONAL HIGH SCHOOL

CURRICULUM VITAE



JIAH ABIGAE V. ALCANTARA

Balite 1 purok 9, Silang, Cavite

PERSONAL INFORMATION

Birthday	January 3, 2008
Birthplace	Ipil-Ipil ST. brgy. payatas
Age	17 years old
Father's Name	None
Mother's Name	Retchel Alcantara
Nationality	Filipino
Religion	Roman Catholic

CAREER OBJECTIVE

As a motivated Accountancy Business Management (ABM) student, my goal is to leverage my strong understanding of accounting, business principles, and management practices to pursue a career in business administration. I am eager to apply my knowledge and skills to real-world scenarios, gain practical experience, and be successful in business.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)

Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



NOAH XANDREI A. ATIENZA

Malaking Tatyao, Silang, Cavite
09539858968
atienzanoah69@gmail.com

PERSONAL INFORMATION

Birthday August 19, 2008
Birthplace Imus, Cavite
Age 16 Years Old
Father's Name Joel Atienza
Mother's Name Xyryl Atienza
Nationality Filipino
Religion Roman Catholic

CAREER OBJECTIVE

- i am to complete my senior highschool and graduate as with honors and i will pursue accountancy applying my skills learned and pass and finish college

EDUCATION

• **SENIOR HIGH SCHOOL**

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• **JUNIOR HIGH SCHOOL**

Munting Ilog Integrated National High School (2020 - 2024)



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NATIONAL HIGH SCHOOL



SYDNEY TRISTHAN S. BELANDRES

#227, Munting Ilog, Silang, Cavite
09631405874
tristhanbelandres@gmail.com

PERSONAL INFORMATION

Birthday April 30, 2008
Birthplace Trece, Cavite
Age 16 years old
Father's Name Ramil Belandres
Mother's Name Jonalyn Saique
Nationality Filipino
Religion Roman Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies online games

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To obtain an entry-level position that apply my skills and work ethic, offering opportunities for professional growth and development

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020-2024)
Munting Ilog, Silang, Cavite

• ELEMELINARY SCHOOL

Munting Ilog, Elementary School (2014-2020)
Munting Ilog, Silang, Cavite

SKILLS

- Problem- Solving
- Creativity
- Project Management


Sydney Tristhan Belandres
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JESSA MAE D. BITAGARA

Purple 2, Pulong Bunga, Silang, Cavite
09451174355
jessabitagara@gmail.com

PERSONAL INFORMATION

Birthday January 04, 2008
Birthplace Silang, Cavite
Age 17 Years Old
Father's Name John Bosco R. Bitagara
Mother's Name Mylene D. Bitagara
Nationality Filipino
Religion Iglesia Ni Cristo
Civil Status Single
Language Spoken English and Filipino
Hobbies Volleyball
Badminton
Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To secure an entry-level position in a reputable company where I can apply my knowledge and skills in accounting, business, and management, and further develop my experience.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Emilia Ambalada National High School (2023 - 2024)
Maryanne Village Camia St. Brgy, 5, Silang, Cavite
Munting Ilog Integrated National High School (2020 - 2023)
Munting Ilog, Silang, Cavite

• ELEMENTARY SCHOOL

Tibig Elementary School (2019-2020)
Tibig, Silang, Cavite
Pulong Bunga Elementary School (2013 - 2019)
Pulong Bunga, Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Budgeting
- Accounting


Jessa Mae D. Bitagara
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JASMINE BOMBITA

St. Ibayo, Tibig, Silang, Cavite
09910402716
jasminebombita00@gmail.com

PERSONAL INFORMATION

Birthday March 07, 2008
Birthplace Imus, Cavite
Age 17 years old
Father's Name Jayson I. Bombita
Mother's Name Merce dita P. Pabis
Nationality Filipino
Religion Roman Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies Volleyball, dancing, eating, editing, writing and reading stories

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To graduate from senior high school (ABM strand) and pursue a career as a flight attendant, demonstrating exceptional communication skills, building rapport with diverse individuals, and providing excellent customer service, all cultivated through academic and extracurricular experiences.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020-2024)
Munting Ilog, Silang Cavite

• ELEMENETARY SCHOOL

Tibig Elementary School (2014-2020)
Tibig, Silang, Cavite

SKILLS

- Communication Skills
- Customer Service
- Language Skills
- Planning and Management
- Interpersonal Skills
- Bilingual
- Editing Skills


Jasmine Bombita
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



HANNAH LEIGH G. DELICA

137 Traba St. Biluso, Silang, Cavite
09504705031
hannahleighdelica@gmail.com

PERSONAL INFORMATION

Birthday	September 08, 2008
Birthplace	Imus, Cavite
Age	16 Years Old
Father's Name	Leo Y. Delica
Mother's Name	Raquel G. Delica
Nationality	Filipino
Religion	Protestant
Civil Status	Single
Language Spoken	English and Filipino
Hobbies	Reading Writing Poem Watching Movies

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To successfully complete my Senior High School education as an ABM student, applying the skills and knowledge gained to pursue my dream of becoming a Certified Public Accountant (CPA) and ultimately establishing my own accounting firm.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2024)
Munting Ilog, Silang, Cavite

• ELEMENETARY SCHOOL

Biluso Elementary School (2014-2020)
Biluso, Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Leading
- Accounting
- Communicating


Hannah Leigh G. Delica
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



ABBEY FAYE O. MARTINEZ

Matro Gate, Tibig, Silang, Cavite
09679868311
mabbeyfaye@gmail.com

PERSONAL INFORMATION

Birthdate August 17, 2008
Birthplace Trece Martirez City
Age 16 Years Old
Father's Name Bernie U. Martinez
Mother's Name Herminia D. Onigo
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies Singing
Cooking
Cleaning

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To obtain an internship or entry-level role in a business or financial setting, utilizing my ABM skills and experience to contribute to a team's success.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2024)
Munting Ilog, Silang, Cavite

• ELEMENETARY SCHOOL

Tibig Elementary School (2013-2020)
Tibig, Silang, Cavite

SKILLS

- Problem Solving
- Positive Thinking
- Communicating Skill

quigo
hmas m.
Abbey Faye O. Martinez
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



KHAZIEL REINNE A. PADILLA

#399, Munting Ilog, Silang, Cavite
09096512569
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PERSONAL INFORMATION

Birthday September 08, 2008
Birthplace Trece Martirez City
Age 16 Years Old
Father's Name Edilberto A. Padilla
Mother's Name Anna Grace A. Padilla
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies Eating
Reading
Sleeping

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To develop strong business, finance, and management skills for future entrepreneurial or corporate success. I aim to enhance my leadership, communication, and problem-solving abilities to make informed business decisions. By applying my knowledge to real-world situations, I aspire to contribute to economic growth and build a successful career in the business industry

EDUCATION

• **SENIOR HIGH SCHOOL**

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• **JUNIOR HIGH SCHOOL**

Munting Ilog Integrated National High School (2020 - 2024)
Munting Ilog, Silang, Cavite

• **ELEMENTARY SCHOOL**

Munting Ilog Elementary School (2013 - 2020)
Munting Ilog Silang Cavite

SKILLS

- Fast Learner
- Analytical Thinking
- Mathematical Skills
- Management Skills


Khaziel Reinne A. Padilla
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JEWELLE A. PATRIMONIO

Halfway St. Munting Ilog, Silang Cavite
09471805920
jewellepatrimonio8@gmail.com

PERSONAL INFORMATION

Birthdate July 3, 2008
Birthplace Silang, Cavite
Age 16 years old
Father's Name Garry C. Patrimonio
Mother's Name Julie N. Abogado
Nationality Filipino
Religion Roman Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies

- Travelling
- Eating
- Watching

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

I am an ABM student who wants to learn more about business, management, and finance. I aim to gain experience and develop my skills to be ready for future career opportunities.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020-2024)
Munting Ilog, Silang, Cavite

• ELEMELINARY SCHOOL

Munting Ilog, Elementary School (2014-2020)
Munting Ilog, Silang, Cavite

SKILLS

- Marketing Skills
- Problem Solving
- Decision Making


Jewelle A. Patrimonio
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



ERISH KERWYNE J. VIDEÑA

Brgy. Hukay Silang Cavite
09770432429
videnakerwyne@gmail.com

PERSONAL INFORMATION

Birthday September 16 2008
Birthplace Brgy. Magleticia Echague Isabela
Age 16 years old
Father's Name Edwin A. Videña
Mother's Name Clarita J. Videña
Nationality Filipino
Religion Roman Catholic
Civil Status Single
Language Spoken English and Filipino
Hobbies playing chess and basketball

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

I am to complete my senior highschool and graduate as with honors and i will pursue accountancy applying my skills learned and pass and finish college

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Southern Isabela Academy
Sanguillermo Isabela
Munting Ilog Integrated National Highschool
Munting Ilog, Silang Cavite

• ELEMELINARY SCHOOL

Magleticia Elementary School
Magleticia Echague Isabela

SKILLS

- proficient in auditing procedures
- possesses stong analytical thinking abilities
- demonstrates excellent time management skill

Erish Kerwyne Videña
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



MAQUI YAP

Purok 1, Barangay Iba, Silang, Cavite
09660140552
maquiyap0@gmail.com

PERSONAL INFORMATION

Birthday September 30, 2006
Birthplace Silang, Cavite
Age 18 years old
Father's Name Ruben R. Domingo
Mother's Name Mary Ann P. Yap
Nationality Filipino
Religion Born Again Christian
Civil Status Single
Language Spoken English and Filipino
Hobbies Reading a books, organize my personal things, cooking, sports

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, LPT, MBA
Munting Ilog Integrated NHS
Accounting Teacher
09228891570

Jessica R. Villanueva
Munting Ilog Integrated NHS
Science Teacher
09254961276

CAREER OBJECTIVE

To attain a high school diploma in the ABM strand with a distinguished academic record, thereby ensuring a seamless transition to higher education.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020-2024)
Munting Ilog, Silang, Cavite

• ELEMENETARY SCHOOL

Iba, Elementary School
Iba, Silang, Cavite

SKILLS

- Time Management
- Management Skills
- Communication Skills


Maqui Yap
GRADE 11 ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL