

**LEVEL OF EFFECTIVENESS AND ADOPTED STRATEGIES BY SMALL AND
MEDIUM ENTERPRISES IN GOA, CAMARINES SUR**

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ABSTRACT

This study assessed the level of effectiveness and adopted strategies by Small and Medium Enterprises in Goa, Camarines Sur as of 2014. It was also aimed to answer the following questions: (1) What is the personal profile in terms of age and gender and SMEs profile in terms of number of years of operation, type of business, capitalization, number of employees and nature of business?; (2) What are the adopted strategies by Small and Medium Enterprises in Goa, Camarines Sur to overcome price increase?; and (3) What is the level of effectiveness of the adopted strategy by the Small and Medium Enterprises in Goa, Camarines Sur?.

The researchers used the descriptive survey method of the study in order to answer their queries using the questionnaire method.

The respondents of this study were the 12 registered SMEs in Goa, namely: ARDCI NGO Group Inc., Baao Parish Multi- Purpose Cooperative-NATCCO Network, COH Enterprise, Goa Cable TV, Graceland Hamburger Restaurant, LBC Express Inc, Norkis Alpha Distributers Inc., St. Martin De Porres Pharmacy, TCL Merchandise Brokerage Inc., UCPB Savings Bank Goa Branch, Willy and Sons Corporation, and Xin Ying Wang (HONG).

Based from the findings, majority of the respondents belonged to the old age bracket, were an equal number of male and female comprise the majority. Most of the SMEs were newly established based from its years of operation. Majority of them belong to the medium enterprises with capitalization from P 15, 000, 001- P 100 000 and had 100-199 employees. Most of the nature of SMEs are banks and appliances dealer. It was also found out that most adopted strategies by SMEs were controlled on supply of product (4.58) for the product/goods, pricing

goods based on the value of the items (4.17) for the pricing, hiring employees with effective and efficient customer relation attitude (4.67) for employee/personnel. Further, this study also found out that most strategies were effective in terms of products/goods, pricing and employee/personnel with grand mean of (2.57), (2.06), and (2.27).

This study revealed that SMEs in the Poblacion of Goa, Camarines Sur were effective in terms of adopting their strategy. It was then recommended that SMEs must maintain the good quality of products/ goods, adopt more strategies in order to provide sustainable economic growth, conduct trainings to employees that were highly recommended to build up good relationship with each other and promote, enhance and develop their business for economic growth.