**ACTION RESEARCH**

**CHALLENGES ENCOUNTERED IN SELECTED FOODCART FRANCHISING BUSINESS IN ROBINSON MALL**

**ANTIPOLO, RIZAL**

Presented to:

MR. RICHARD BRIAN B. TUTOR

Instructor, Research 3

FULFILLMENT FOR THE REQUIREMENT IN PRACTICAL A PAPER SUBMITTED TO THE FACULTY OF THE SENIOR HIGHN SCHOOL BASIC EDUCATION DEPARTMENT IN PARTIAL RESEARCH 3

Members;

Diaz, Jomar

Dologuin, Jamaica

San Pablo, Joan

Tanion, John Patrick

Vega, Kayzen

March 2019

INTRODUCTION

Franchising is one of the top trend business industry’s in the Philippines. It is one of the fastest ways growing businesses, lot of entrepreneurs enter into the franchise business where it is easier for them to build the business. Franchising as we know it today is a relatively recent phenomenon worldwide. Franchising is often described as a powerful economic engine which has played an important role in business growth and expansion for nearly half a century. Its attributes to a considerable dimension of business movement in many developed countries of the world and incomparably contributes to local economies. Franchising is commonly defined as a business relationship grounded in a licensing agreement between two independent firms.

According to Philippine of the Franchise Association, franchising is duplicating the success of your own business through the proven franchising formula. Franchising is considered a powerful tool for economic development. It creates thousands of enterprises as well as millions of jobs. A study by the International Franchise Association revealed that more than 9.7 million people are employed by franchised businesses, these businesses are clearly important to the economy growth.

According to James Humarang, 2014. Franchising business comes with challenges that can be overcome and can be deal as time goes by. It deals with the challenges in franchising business. It talks about factors that are imposing control, additional costs, and possible conflict with franchisor and also with no specific law for franchising; These are the factors that affects the franchising business.

Franchising is a way to grow business operations. It has been conquering the world during the past few decades without the masses really knowing of its existence, academia.edu, 2014.Many Entrepreneurs go into franchise business even though they know that there are possible risks to encounter in their business. Franchising become an established business relationship in the United States during the half of the twentieth century, major growth in franchising occurred after World War II.

Nowadays franchising is a common way of doing business. Franchising business like food carts are often found in large cities throughout the world and can be found selling food of just about any variety. Carts are placed near and inside the school in order for students specially professors to purchase their foods, snacks during vacant hours at lower price to save money. Malls and supermarkets are also a great spot to establish food carts business because their target market is the shoppers. Carts are also placed in the sidewalks to facilitate the sale and marketing of food on people from local pedestrian areas. Food carts can also place in public transport terminals.

Franchising Corp, stated that franchising answers the three key problems of slow growth, lack of capital, and finding the right employees. In short, franchising is your creative solution to the problems of Money, Time, and People.

The researcher conducts this study to examine the challenges often encountered of food cart franchising business and to seek an answer for the existing problem. Researchers come up with this topic base on the work experience of the researcher and also, we conduct this research to help the future researchers to use it as references of their research.

**METHOD OF RESEARCH**

1. Participants and sources of data

The respondents were selected through simple random sampling, who are currently working I Food Cart Business at Robinson’s Mall in Antipolo are selected to be participants of the research.

Researcher used a survey method and interview for gathering the data and they will select 30 participants who will be participating in answering the survey questions prepared by the researchers and provide prepared questions for the interview.

1. Data Gathering Methods

Researcher will be used survey and interview method way of gathering the data to determine what challenges are often faced by the food cart franchising business in Robinson Mall Antipolo, Rizal. In this research, respondents will answer the survey questionnaire and prepared questions by the researchers.

1. Data Analysis Plan

Descriptive statistics will be used to show accurate data form of graphics, tables for better understanding the data findings through the results of survey and interview. While t- test use to determine what method of gathering data are most preferred by the respondents to answer the questions, survey and interview will be done also recorded statistics will be presented.

1. Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Preparation Week | 1st Week | 2nd Week | 3rd Week |
| Preparation of all materials needed for the research and group meeting about the (topics) | Data gathering; Interview and survey,  Participants of this research | Analyze the gathered data and make the conclusion | Presentation day |

Table 1: Research Time-Frame

The table above shows the overall operations of the research study. Researcher will conduct the research maximum of three weeks, research will be expected to be finished on the day being said. The first is the preparation of the research study; interview and survey will be used in gathering the data. The participants of this research will be participating in answering the questions prepared by the researchers and the prepared questions for the interview.

Hypothesis

There’s many challenges they encountered and mostly in sales.

HA. The franchisors are able to cope up with their challenges.

The Challenges they encountered may affect the sales of their business.

Each of the stalls has a different challenge.

Researcher can discover the different types of their challenges.

ACTION RESEARCH QUESTIONS

Specifically answered the following questions.

1. What are the challenges faced by food cart franchising business in Robinson Mall, Antipolo, Rizal in terms of;
   1. marketing
   2. sales
2. What alternatives can be done to address the problems encountered in terms of;
   1. Planning?
   2. Promotions? And
   3. Price system
3. How do the respondents handle the challenges encountered in food cart franchising business?
4. Is there any significance difference on how the respondent’s rate the questions provided by the researchers regarding the problem encountered in food cart franchising business?

Research Questionnaire

Interview and Survey

Dear Respondents,

We, the researchers, are conducting an interview on an action research entitled “CHALLENGES ENCOUNTERED IN SELECTED FOOD CART FRANCHISING BUSINESS IN ROBINSON MALL ANTIPOLO, RIZAL.

It needs your honest answer based on your knowledge, observations, and experiences.

Respectfully yours,

The Researchers

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: (optional):

Business Name: Position:

TEST 1

Directions: Answers the following questions based on your Experience.

1. Have you ever experienced any challenges in workplace?

* Yes
* No

1. What challenges often you encounter in terms of sales and marketing?

* Shortage
* Inventories
* Others?

1. How do you cope up with it?

1. Is there any action can be done to address it? If yes, what are those? Give example

\_\_\_\_\_\_\_

TEST II.

1. Direction: Rate the following according to your experience that you encounter in franchising business. Please check according to the given.

**5-** Always **4-** Often **3-** moderate **2-** seldom **1-** never

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Challenges** | **5** | **4** | **3** | **2** | **1** |
| Marketing/Sales |  |  |  |  |  |
| Shortage |  |  |  |  |  |
| Inventories |  |  |  |  |  |
| Others: \_\_\_\_\_\_\_\_\_ |  |  |  |  |  |
|  | | | | | |

1. Direction: Rate the following according to the alternatives that can be done to address the problem that you encountered.

**5-** Excellence **4-** very good **3-** moderate **2-** average **1-** poor

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Alternatives can be done to address the problems** | **5** | **4** | **3** | **2** | **1** |
| Planning |  |  |  |  |  |
| Promotion |  |  |  |  |  |
|  |  |
| Price System |  |  |  |  |  |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Rate yourself on handling challenges encountered in franchising business |  |  |  |  |  |  | | Rate this Research Questionnaire |  |  |  |  |  | | | | | | |

**CHAPTER III**

Methodology

In this chapter, the researchers will discuss the methods that have been used in the data gathering and analysis of data to answer the research questions of the study. This chapter consist of 7 sections namely research design, research setting and participants, research procedures, research instruments, data collection technique, data analysis technique and research validity and reliability. The discussion of each part is presented below.

1. **Research Design**

The design of this study is action research. It is categorized as action research since the study relates to the matter of problem solving and the main purpose is to know the challenges of food cart franchising business.

1. **Research Setting and Participants**

This research study was conducted at food cart franchising business, the food carts are in different areas which is located in Robinson Mall Antipolo. The participants of the study were 30 food carts wherein each of them has a challenge in franchising business. Based on the interview conducted in Feb. 24, 2019 the researcher knew that some of the franchising business has no problem in terms of marketing and sales because the franchisor already encountered that kind of challenges, they were able to cope up easily in that problem. The study was conducted for about 1 week from Feb 19- 25, 2019.

1. **Research Procedures**
2. (Reconnaissance)

The first step of the procedures was reconnaissance. In this step, the researchers collected the information by giving some survey questionnaire to the franchising business to identify the real problems that they encountered every day. After that, the researcher interviewed the vendor or manager of a business to clear their challenges. After all gathered information from survey and interviews, the researchers found the challenges in franchising business and then it made a conclusion by selecting the problem