Status and Prospects for Development of Flower Shop Business in Batangas City, Philippines

Cathlene Lai Areta[1], Genevieve Beron[1], Angelie De Roxas[1], King Fahad Edgardo Norte Jr. [1], John Gil Ramilo[1], Aurora De Castro[1], Lourdes Panaligan[2]

[1]*College of Business Administration, Lyceum of the Philippines University, Batangas City, Philippines*

[2]*College of Education, Arts and Sciences, Lyceum of the Philippines University, Batangas City, Philippines*

[1]*mabeth17@yahoo.com*

Abstract - *The study aimed to determine the status of marketing strategies, management, technical, and financial aspects of the stated subject above. This study was initiated in the belief that this will be a valuable study which will help the stall owners/vendors to improve their profitability and their marketing intellectuality in terms of business development in Batangas. Another reason is the objective of the researchers to put into practice their knowledge in financial management as well as in business management. The descriptive correlation method was used in obtaining the data and information required by the study with the questionnaire as the gathering instrument. The study consisted of nine (9) respondents (all registered flower shop with one to three employees on each shop). The study divulged that most of the flower shop owners or 88.9 percent of them operate under the sole proprietorship scheme. Other results are discussed and explained well on the succeeding pages of this academic work. The status of the flower shop business in Batangas City in terms of marketing, management, technical and financial aspect is deemed important to the operations of the business. The most often problems encountered by the flower shop business in Batangas City are unpaid balances of customers, inaccessible location, and not-on-time delivery of flowers. The marketing, management, and technical aspect have an inverse proportional relationship with the problems encountered.*

Keywords: *flower shop, status, prospects and development*

INTRODUCTION

Batangas as one of the most diversified province in the field of business and caters 1,905,348 people with 2.35% growth rate not is known as the "Industrial Port City of CALABARZON" and classified as one of the most competitive cities in the country today. Additionally, Batangas is a strategic place for floral businesses since its climate is not too cold or not too high (Batangas City website).

The present day floral industry is a dynamic, global, fast-growing industry, which has achieved significant growth rates during the past few decades. Today, there are efforts to consolidate the acts of both the government and other stakeholders to gain a headway. Proof is the on-going exercise to consolidate all fragmented strategic action plans made in the past into a unified industry strategic plan (ISP) of the Ornamental Crops Industry as embodied in the Philippine Agriculture 2020.

The researchers came up with their curiosity to study the status and prospects of flower shop business since the competition in this industry is not as heavy as the others. More so, the researchers notice that flower shop business is not stable in contributing to the business development of Batangas. Floristry in Batangas City seems to have a hard time of earning revenue and got the return of their investment because of the seasonal demand for flowers. The research will not only be beneficial to the present researchers but also to the next researchers who will conduct the same study.

OBJECTIVES OF THE STUDY

The study sought to determine the Status and Prospects for development of Flower shop Business in Batangas City. Specifically, to present the business profile of the flower shop in terms of form of organization, existence in the market, initial capital, number of staffs, average income per month; determine the status of the flower shop business in terms of marketing, management, technical and financial aspects; identify the problem encountered in the operation of theflower shop business; test significant relationship between the status and problem encountered; test significant relationship between the grouped profile variables and problem encountered, and propose prospect for the development of flower shop business in Batangas City for the next five years.

Ho: There is no significant relationship between the status and problem encountered. And there is no significant relationship between the grouped profile variables and problem encountered.

REVIEW OF LITERATURE

Floristry commonly known as flower shops or floral industry is rapidly growing. All year round, there is a need for flowers. Like flowers along roadside fence business withers when not sprinkled with water. Speaking, flower is the most perfect and fragile work of art given to us (Maia, 2008). It is a natural beauty and art. Flowers have been used for centuries as decoration, personal adornment, or for religious significance.

Flower arrangements are in demand on certain seasons. Wholesale florists sell bulk flowers and related supplies to professionals in the trade. There are various types of organization a flower shop could be. It can be a sole proprietorship, partnership, family business or franchise. Because of the growing demand, having a floral business also means earning high revenue.

Floral products are a product category that contains flowering and foliage plants and fresh cut flowers and greens. Flowering plants may include annual and perennial bedding plants and traditional florist crops in various pot sizes. Difficulty in defining product categories, infrequent data collection, and inadequate funding of statistical collection and dissemination of research results have produced limited production information. Floral products were traditionally marketed through many small, vertically integrated retail florist firms (Sullivan et al.). On the other hand, Market Facts, Inc. (Soc. Amer. Florists) reported a trend in floral consumption for personal use. Although data were collected in a cross-sectional panel study, some implications were made related to a longitudinal trend. One does not have to be an artist to enjoy flowers (Tozer, 2009). Flower industries are in demand on certain seasons. Wholesale florists sell bulk flowers and related supplies to professionals in the trade.

The floral industry is demanding intensified consumer and market research as other industries actively pursue consumer preferences and product/service needs to remain profitably competitive. As flower professionals realize an increasing need to understand the flower purchaser, more research-based information should be commissioned. Crop production information, while necessary to track market growth and development, is insufficient in determining how best to meet consumer desires.

Generally, floristry encompasses a series of variables that affects its business operation components like marketing aspects, management aspects, technical aspects and financial aspects.

Marketing is the complete cycle of attracting, serving, satisfying and keeping loyal customers who buy flowers frequently. The keeping customers aspect of marketing is important and perhaps more important in seeking new customers. (Hunter, n.d.)

Holness (2009) in his study identified three segments of retail florists' advertising and promotional strategies using cluster analysis. Nineteen per cent of the florists (291 of 1520) were classified as Type I, which were relatively large, established, urban, multiple-location firms that relied heavily on cash-and-carry sales. In contrast 26% were identified as Type II florists that were younger, smaller, less urban, single-location firms that relied more on customer initiated telephone sales. The majority, 55% were Type III florists—relatively new, single-location firms that relied heavily on telephone sales. Type I florists used all forms of advertising media extensively, spent more on advertising and promotion, and used direct mail advertising more than Type II or III florists. Type II florists used electronic media more, including radio and television, and spent more on advertising than Type III florists, who relied heavily on traditional print media, which included Yellow Pages and newspaper advertising.

Further in a consumer research conducted by Garbarino (2009), he studied the floral consumption in the early year of his career. He found that consumers most frequently purchased floral products as gifts for others, rather than for their own enjoyment. Scammon et al., (2009) applied gift giving theory to understand situational influences on floral purchases, particularly when flowers were given away. The Gallup

Organization showed that many considered flowers an ideal gift to give when feeling guilty or to receive from an admirer.

Customers perceived marketers differently by the level, quality, and types of services offered (Zeithaml et al., 2009) and floral marketers experienced a similar reaction. Prince et al, identified product quality maintenance, order/delivery reliability, and product availability as the three most important services a floral supplier can provide for a floral retailer. They showed a difference in service perceptions between traditional florists and floral mass merchandisers in terms of product quality maintenance, product availability, and communications/order information.

All such outlets have a very limited product line with not many variations. Simple bunch of flowers is the major selling product. Very few and very ordinary bouquets are also available. Loose rose petals are another form of very popular selling items, to be sprinkled on wedding invitees or for funeral bier.

Customer research concluded that floral purchases increase as income increases (de Boon; Prince and Prince; Kelley, Inc.; Sherman et al.; Soc Amer. Florists; Zawadzki et al.). Age is also positively correlated with floral purchasing, but it peaks at about age 45 and then declines. Employment outside the home, related to household income, was also positively related to the number of floral purchases.

A traditional role of floral products in our society has been in comforting the bereaved. Shoemaker and Relf (2010) defined the role of flowers in the bereavement process but for today it is not only about to comfort someone undergoing the said process but a business which brings colour to anyone who are engage and purchasing in the flower industry.

METHOD
Research Design

The researchers used the descriptive method in order to determine the status and prospects for development of flower shop business in Batangas City.

Participants

The respondents of this study comprised 9 - participants, 8of which come from sole proprietorship and 1 from partnership as identified by the Batangas City Public Information Office and the Office of Licensing and Business Permits as of the year 2011. The respondents were owners of the flower shops.

Instrument

The researchers utilized a self-made questionnaire as the main data gathering instrument of the study. The questionnaire was conducted to elicit information from the respondents in order to meet the required objectives of the study. The questionnaire consists of three parts. Part I presents the Profile Variable of the business, Part II provides the Status of Flower Shop Business and Part III was the Problems Encountered.

Procedures

The researchers formulated the research title and presented to the adviser for approval. After approval of the title, the researchers immediately started to search for information using various resources such as books, online journals, internet, published and unpublished thesis.

Next to it, the construction of self-made questionnaire to be used as a guide for the research to be done is prepared. The draft went through revisions before finalization and was validated through the help of some business administration instructors. A letter of request identifying the title and purpose of the study was presented to the owners of the flower shop business, to seek their permission in distributing the questionnaire. Upon retrieval of the questionnaires, these was encoded, and then tabulated and tallied in a worksheet.

Data Analysis

The data gathered was tabulated, analyzed and interpreted using SPSS version 18.The frequency count and percentages was utilized in the analysis of the profile of the subject flower shop in terms of the forms of organization, existence in the market, initial capital, number of staff, and average monthly income.

Weighted mean was employed to assess the level of the operational practices applied in the flower shop business; level of effectiveness of the management practices in terms of marketing, technical and financial aspect. Also it is employed for the measuring the degree of staidness of the problem encountered and extent of the prospects of flower shop businesses in the next five years.

RESULTS AND DISCUSSION

Based on the responses of the respondents, the profile of the flower shop business in Batangas City was determined according to the form of business organization, existence in the market, initial capital, number of staff, and average monthly income. These variables were indicated in Table 1.

As exhibited in Table 1, the forms of business organization were described as sole proprietorship, partnership, cooperative, and corporation.

Table 1. Demographic Profile of the Flower Shop Business in Batangas City, Philippines (n = 9)

Profile Variables	*f*	%
Forms of Organization		
a. Sole Proprietorship	8	88.9
b. Partnership	1	11.1
Existence in the Market		
a. 10 years and above	7	77.8
b. 7 to 9 years	1	11.1
c. 4 to 6 year	1	11.1
Initial Capital		
a. Php 50,000 and above	4	44.4
b. Php 21,000-25,999	1	11.1
c. Php 16,000-20,999	1	11.1
d. Php 5,000-10,999	3	33.3
Number of Staff		
a. 1 to 3	9	100
Average Income per Month		
a. Php 50,000 and above	2	22.2
b. Php 10,000 – 19,999	2	22.2
c. Below Php 10,000	5	55.6

Out of the nine (9) existing registered flower shop businesses in Batangas City, eight (8) of them equivalent to 88.9 percent are purely operated under the sole proprietorship management. The remaining one (1) respondent was organized under a partnership set up encompassing an 11.1 percent of the total percentage. Sole proprietorship prevails in flower shop businesses in Batangas City and was ranked first in majority of the flower shop business. This means that the flower shop business owners were able to start up their businesses with their own money and have enough working capital to continue their operation.

More so, the income that will be gained from the business operations will merely for the flower shop owners alone. Further, being the sole owners they have the right to decide on what management strategies to be applied to make the operation more effective and profitable.

On the other hand, one of the flower shops in Batangas City needs an associate to continue on working and operating in the business paradigm of the aforementioned location.

The study revealed that out of nine (9) flower shop owner respondents' majority of it in the score of seven (7) or 77. 8 percent had been in the market for more than 10 years. One of the flower shops had been in the industry for seven (7) to nine (9) years constituting an 11.1 percent of the total percentage; and the other one had been providing flowers for four (4) to six (6) years also representing the 11.1 percent of the entire section.

This indicates that most of the flower shop businesses in Batangas City were able to sustain their business from ten years and above giving us the hint that in spite of growing competition and insufficiency of flower supply, owners can still withstand in their business successfully.

Four flower shop business owners or 44.4 percent had invested Php. 50,000.00 and above. There are two respondents who capitalized an amount of Php. 21,000 to 25,999 and Php. 16,000 to Php. 20,999 respectively, thus comprising the two 11.1 percent of the section. Meanwhile, the remaining three respondents financed their flower shop with the amount ranging from Php. 5,000 to Php. 10,999, hence, covering the remaining 33.3 percent of this fragment.

This discloses that the preponderance of the flower shop businesses in Batangas City had an initial capital of more than Php. 50,000. It implies that flower shop owners in the said location can establish a shop with an amount of more than Php. 50,000 and can start-up flower shop business while complying with the requisites of the government agency like Department of Trade and Industry or of the Business Permit and Licensing Department with the said amount. It also indicates that only few of the flower shops choose to start up business with a small amount of capital.

Number of Staff. The data shows that nine of the flower shop respondents in Batangas City or 100 percent employ only a minimal number of staffs in their store ranging from one to three (1 to 3). This means that a florist shop in the aforementioned location can be operated by only a few numbers of personnel. It further implies that floristry do not require too much time and devotion, and too much work since one to three persons can manage it and perform the daily operational task.

Average Income per Month. There were two florist proprietors that represents the 22.2 percent of the percentage who revealed that their average income per month is above what they capitalize, Php. 50,000 and above. Another two of the respondents divulge that their income per month is equivalent to Php. 10,000 to Php. 19,999 thus constituting again another 22.2 percent of this section. Majority or five of the flower shop owner claimed that they earn a monthly profit which is below Php. 10,000, therefore, representing the 55.6 percent of the total respondents from subject location.

This finding shows that only few of the flower shop business in Batangas City can generate an income of

more than what they had spent to initialize the business which is equivalent to Php. 50,000 and above. Further, this suggests that not all flower shops around Batangas City have sound financial condition every month because of the seasonal demand for flowers. On the other side, majority of the respondents can generate an income below Php. 10,000 per month proposing that what the business owners get is only a return of their investment or vice versa.

Table 2. Frequency Distribution of the Marketing Aspects of the Flower Shop Business (n = 9)

Marketing Aspect (4Ps)	f	%
Pricing		
a. Lower	4	44.4
b. Based on market prices	4	44.4
c. Prices vary overtime	1	11.1
Place of Business		
a. Good for walk-in buyers		
Yes	7	77.8
No	2	22.2
b. Delivered to buyers in case requested	5	
Yes	4	55.6
No		44.4
c. Proximity to buyers	7	
Yes	2	77.8
No		22.2
d. Good ambiance of the business place	7	
Yes	2	77.8
No		22.2
Promotions		
a. Trainings		
a.a. Yes	3	33.3
a.b. No	6	66.7
b. Personal Visit		
b.a. Yes	6	66.7
b.b. No	3	33.3
c. Printed and broadcast media		
c.a. Yes	4	44.4
c.b. No	5	55.6
d. Social Networking Sites		
Product		
a. Price	9	100
b. Color		
Yes	8	88.9
No	1	11.1
c. Freshness	9	100
d. Lifespan	9	100

Table 2 presents the responses of the flower shop owners in presenting the level of performance in marketing aspect. As can be seen from the table below, four out of nine (9) respondents of flower shop owners or 44.44 percent used to lower the *price* of their product to gain the sympathy of the customers and have a mere hypothesis of earning high revenue. This infers that flower shop proprietors in Batangas City will simply take the risk of earning even a low income notwithstanding what they had incurred in starting up or continuing the business the business operations.   An additional 44.44 percent for the entire percentage or four of the respondents responded that their prices are based on the current market price of flowers.

This suggests that the flower shop administrators in Batangas City follow a trend in terms of pricing. They do not price their flowers low or high because they are following a pattern or a flow of what they believe an accurate and right pricing strategy.

The remaining 11.11 percent of the total percentage or one out of nine respondents answered that the price of the flowers in his/her store vary overtime. This entails that when price declines the same effect will be endured by the shop. Likewise, when price increases the same effect will be suffered by the proprietor and by the customers as well.

The above result denotes that every flower shop owners in Batangas City have their own pricing strategy that they think will fit their operations. This is duly supported by the results founded in the average income per month of the majority of the respondents. This section showed that mainstream respondents only earn revenue purporting to be as return of investment.

This section also makes use of the 4Ps of Marketing the place of the business, promotion and pricing strategy, and the product itself. The place of the business comprise some underlying questions as "Does the place is good for walk in buyers? Are the flowers delivered to buyers in case requested?, Is it accessible and within the proximity of the customers?, and Does the business place has a good ambiance that will attract the customers?"

Seven out of nine respondents or 77.8 percent of the total percentage claimed that their business place is good for those walk in buyers. In relation to the study of Garbarino in a consumer research, he found out that consumers most frequently purchased floral products as gifts for others, rather than for their own enjoyment. Scammon et.al, (2008) applied gift giving theory to understand situational influences on floral purchases, particularly when flowers were given away. The Gallup Organization, 20008 showed that many considered

flowers an ideal gift to give when feeling guilty or to receive from an admirer. This implies that when one wants to give flower to a love one he/she has the tendency to visit by walk in a shop that will provide the flower he/she wants. On the other hand, the remaining 22.2 percent or two of the nine respondents answered that their shop is not good for those who are in immediate need of flower.

Delivering the purchased flowers to buyers in case demanded listed a 55.6 percent or five of the total portion of the participating flower shop agreeing that they deliver the purchased flower to customers when requested. In this way, they will not just get the consideration of the customers of returning back to them for another purchased but also can be correlated with the promotion of the business through a good publicity. On the other side, four of the nine flower shop respondents in Batangas City representing the remaining 44.4 percent retorted that their business abode do not allow them to deliver flowers to purchasers.

The interpretation stated above, indicates that some of the florist shop in Batangas City respondents offers service that will strengthen their profile-raising condition which will surpass other florist shops.

Business place is an important factor before starting up and investing a capital. The proximity of the selling area corresponds to the accessibility of the market customers. Vis-à-vis, ease of access in conformity with the findings tabulated seven of the respondents encompassing the 77.8 percent, asserted that their shop is accessible and can be visited by customers in a stress-free manner. In contrast, the 22.2 percent of the participants professed that their location is not that accessible leading to a null hypothesis that the proximity of the business has an effect on the average income per month of individuals engage in floristry business.

The aforementioned statements entail that most of the flower shop owners used to choose a business abode which is near in its market. Choosing an area which is delving for a deluge number of customers will lead to another null hypothesis that they might generate an income higher from they are expecting.

After being established in a strategic place, does the place possess a good ambience? The atmosphere of the business place plays a significant role in continuing the commercial operations. This is duly supported by the 77.8 percent or seven out of nine respondents alleging that the setting of their business abode is considerably important to maintain a position in the market place. In opposite, two of the nine respondents, 22.2 percent,

assumed that their business place is not ambient making them also to correlate ambiance against the average income per month to conclude whether the milieu affect the generated income per month.

Therefore, it can be concluded that the flower proprietors also choose an abode where customers will feel comfortable and safe from any mischiefs. Thus, there are still some proprietors or owners that do not respond to the growing and dynamic demands of the customers. They still withstand the risk of the business competition and the continuous changes in the business industry particularly in the flower industry.

Training means giving knowledge through an actual handling of case in a particular field and using materials as in the actual business world. Obtaining a 33.3 percent of the total percentage or three out of nine flower shop owners value training as an effective promotional strategy. This represents that through giving training a more effective service will be ascertained by florists in Batangas City. In contrast, six of nine respondents or 66.7 percent do not utilized the use of training as a marketing strategy. It means that respondents do not rely on the capability of others but on what they can do to sustain effective promotions.

Personal visit can be perceived as an operative way of promoting the business since it will manifest the florist likelihood to market his/her business in the public. Six out of nine flower shop participants in Batangas City or 66.7 percent, manage to employ personal visit in their advertising. This signifies that majority of the florist usually visit their customers to inform them on the availability of flowers they might choose for a particular or specific occasion. Three of the respondents or 33.3 percent do not perform personal visit as one of their marketing strategy. Respondents assured that even though not active and visible to other kind of media, it is still better if the public will see you as having a stronghold on the marketplace while promoting product personally to clients.

Advertising the business through media like printed or broadcast media seems to be the most effective way of endorsing business to market. A section of the flower shop respondents in Batangas City represented by four or 44.4 percent of the cumulative, asserted that they do promote business through printed or broadcast channels. Five of the participants, 55.6 percent merely validated that you can still advertise product even without the aid of printed or broadcast media.

Social networking sites seem to be the fastest growing advertising market today. Thus, only one or 11.1 percent of the respondents claimed that his/her flower shop uses social networking sites to introduce or

to make their business a click away from its market. Contrasting this, the larger part is widely held by those who are not using social networking sites in publicizing products and business, supported by eight respondents, which is 88.9 percent of the fragment.

Promoting the business indeed needs various medium to be popularized but then not all ways can be deemed effective and appropriate. Accordingly, it can be concluded that the best way to promote a flower shop business is through personal visits to clients or to the target marketplace.

The **product** to be sold also possesses some qualities that need to be given focus and considered. Such are the price, freshness, colour, and the lifespan of flower. Nine out of nine participants or 100 percent responded that they are considering the price of the flowers before obtaining a continuous supply of that flower. It is a fact that prices of flowers vary overtime because of the unpredictable weather that can be felt and witness in today's busy world.

Colour of the flowers might seem not important but notwithstanding the null hypothesis, eight out of nine flower shop respondents equivalent to 88.9 percent agreed that colour is an important aspect in considering a purchase. This only implies that customers of florist shop in Batangas City can simply choose among the varieties of colours that will suit their needs at the time of purchase, while only one representing the remaining 11.1 percent alleged that colour is not an imperative aspect to be considered in purchasing flowers.

Freshness and lifespan are both necessary to be considered as a factor of choosing the flower to be sold. Corroborated by nine out of nine flower shop respondents, 100 percent, it can be entailed that the above-mentioned factor are really essential since it will be the basis of the customer whether he/she will purchase it or not. Freshness of flowers sold by florist in the subject location always comes first in the preference of the customers. If the flowers are not fresh it can be clinched that no shopper will buy but if it is the opposite the effect will be positive. Meanwhile, lifespan can be correlated with freshness because when flower lose its freshness it can be suggested that the lifespan of that flower is already declining.

Table 3 shows the level of the effectiveness of the utilized management practices in the flower shop business. Such management practices were described as being done daily, monthly, quarterly, or annual basis to be performed by the flower shop owners. The respondents' perceived inventory of flowers is not necessary to be done daily as part of the management practice. This entry gained a weighted mean of 2.44 and was ranked 3.5 which coincide with the inventory of flower embellishment which obtained the same ranked and mean with a verbal interpretation *sometimes*.

The outcome denotes that inventory of flower and flower embellishments were not a daily or regular practice of the flower shop owners of Batangas City. Through a systematic inventory, there is an opportunity to determine the profitability of the flower shop business in Batangas City and help them properly allocate enough funds for the operating expenses.

More so, the table shows that managing the number of staff is often done by the flower shop owners since it acquired a mean equivalent to 3.22 with the verbal interpretation *often* and ranked second. It goes to show that the flower shop owners supervise the number of staff often or monthly so that they can keep track on the current status of the flower shop operations.

Effective supervision, which is the last entry for the management practices ranked first and obtained a mean of 3.33 with a verbal interpretation *often*. This only indicates that effective supervision of the flower shop should be done daily or regularly to gain an internal control within the shop. This will provide them a summary of the entire transaction made within the day the supervision is executed. An effective management ensures profitability for the organization. In a layman's language organization management refers to efficient handling of the organization as well as its employees.

Therefore, the four entries in the management practices were often utilized by the flower shop owners, obtaining a composite mean of 2.86 and a verbal interpretation of *often*. This implies that for them it is not that necessary for a flower shop to make an inventory of the flowers and its embellishments and a regular supervision of its staffs.

Table 4 shows the level of efficiency of technical practices in the flower shop business. Such technical practices are using of anti-insect sprays, using refrigerator and other airing apparatus to keep track of the flower appearance, having a sufficient supply of floral foams and things to keep track the water supply of flowers and use coloring dye to offer variety of flower colors.

Table 3. Management Aspects of the Flower Shop Business

Items	Mean	Interpretation	Rank
Inventory of flowers	2.44	Sometimes	3.5
Inventory of flower embellishment	2.44	Sometimes	3.5
Enough number of staff	3.22	Often	2
Effective supervision	3.33	Often	1
Composite Mean	2.86	Often	

Table 4. Technical Aspects of the Flower Shop Business (n = 9)

	Items	Mean	Interpretation
a.	Anti- insect sprays	2.33	Sometimes
b.	Uses of refrigerator and other airing apparatus to keep track of the flowers appearance	2.33	Sometimes
c.	Sufficient supply of the froth and other to keep track of the water supply of the flowers	2.56	Often
d.	Uses coloring dye to offer variety of flower colors	1.56	Sometimes
	Composite Mean	**2.20**	**Sometimes**

Legend: 4—5 Always, 3—4 Often, 2—3 Sometimes, 1—2 Never

As shown in table 2.3, the flower shop proprietors identify that using froth and other related stuff often times will keep the flower fresh. This item received a weighted mean of 2.56 and was rank first among the technical aspects being used in flower shop businesses. The result implies that the usage of froth to maintain a minimal supply of water to the flower was commonly practiced by the flower shop owners. With the proper storage of water by using froth, the flowers retain its freshness.

The same table also shows that using of anti- insect sprays frequently will make the flowers not to wither in short span of time and will become free from harmful flower pests. The item recorded a weighted mean of 2.33 and was rank second. The anti- insects' sprays provide a prolonging facet on the life of a flower making it to be sellable over a longer period of time.

Keeping a flower in a cold level temperature by the means of refrigerator and other airing apparatus gained an average 2.33 and also ranked second. Flower shop owners in Batangas City believe that using such method habitually in the operation of flower shop business can sustain the life span of a flower. A cold ambiance makes the flower fresher and more appealing to the buyers.

The last in the rank was the usage of coloring dye. This item recorded a weighted mean of 1.56. Regular usage of coloring dye will make the flower to become more visually enticing to the eyes of the buyers. This gives customers a variety of styles and designs. This may be attributed to the fact that the diverse colors of the flowers purports to what the customers need.

Table 5. Frequency Distribution of the Financial Aspects of the Flower Shop Business (n = 9)

Financial Aspects	f	%
Financial Preparation		
a. Yes	3	33.3
b. No	6	66.7
Income Statement		
a. Monthly	2	22.2
b. Quarterly	1	11.1
c. None	6	66.7
Cash Flow		
a. Yes	3	33.3
b. No	6	66.7
Working Capital		
a. Yes	3	33.3
b. No	6	66.7

Table 5 shows the Frequency Distribution of the Financial Aspects of the Flower Shop Business. Such financial practices were being performed through recording their financial statements using balance sheet or income statement, applying an accurate flow of cash management and determining if they have an adequate working capital.

Three out of nine or 33.3 percent of registered flower shop businesses prefer to keep financial records to come up with an income statement that will show whether the business itself generate profit or not and it that will be the basis for the preparation of their financial statements while the remaining 6 or equivalent to 66.7 percent of respondents choose not to prepare any financial statements for their flower shop businesses.

The findings show that the majority of the flower shop owners choose not to prepare financial statements since their average monthly income is less P10, 000.

Furthermore, the table above suggested that florist used to prepare their financial statements on monthly, quarterly and yearly basis. Three out of nine or 22.2 percent of the respondents conduct their financial statements on a monthly basis. The results point out that the owners had experienced that analysing the financial condition of their business every end of the month had helped them in controlling the cash flow and recognizing the sales and revenue.

Quarterly financial analysis has been effective in 2 flower shop owners.11.1 percentage out of 100percent use quarterly basis; this shows that the flower shop business owners wisely established their three-month accounting data analysing the financial condition of their business. To some flower shop owners the

quarterly basis can provide them ease in preparing the financial statements at the end of the year.

In contrast, most of the flower shop owners had observed that keeping a financial record is not necessary. The table shows that six out of nine flower shop owners are not very enthusiastic in keeping a financial record for the reason that their income is already allocated for the next purchase flowers and its embellishments to be sold on the other day.

As perceived in the table, 33.3 percent of the respondents or three out of nine flower shop owners decided to apply an accurate flow of cash management, relying on systematic flow of cash control to determine the profitability of the business.

However, 66.7 percent or six out of nine respondents choose not to have an accurate flow of cash management since they are not strict enough with the rules of releasing funds and their income sometimes allocated to other personal use.

The last item showed were the flower shop owners still having an adequate working capital. 33.3 percent or three out of nine respondents tend to have a sufficient working capital and willing to continue operations to suffice the needs of their market. If more funds are outstanding, the flower shop owners can be able to continue and add more growing ventures, exceed their capital requirements, and improve the facilities where the flowers are placed.

Nevertheless, 66.7 percent of the respondents or six out of nine flower shop owners believe that their start up investment is sufficient to continue what they have started and to support the business needs.

Table 6. Problems Encountered by Flower Shop Business in Batangas City (n = 9)

Items	Mean	VI	Rank
Freshness of Flowers	2.78	S	4.5
Pests Free	2.56	S	7.5
Few Number of customers	2.0	S	10
Not on time delivery	3.0	O	3
Unpaid Balances	3.22	O	1
Deluge Number of Competitors	2.78	S	4.5
Insufficient stock of flowers	2.33	S	9
Unease from weather	2.56	S	7.5
Inaccessible location	3.11	O	2
Not well advertised business	2.67	S	6
Composite Mean	**2.70**	**S**	

4—5 Always(A), 3—4 Often(O), 2—3 Sometimes (S), 1—2 Never (N)

Based on Table 6, the over-all assessment of the respondents on the problems encountered in the business in terms of freshness, pests free, number of competitors, number of customer, not on time delivery, unpaid balances, stock of flowers, weather and location. This implies that the problems encountered by the flower shop business in Batangas City are based on the marketing section of the study.

It can be gleaned from Table 6 that flower shop in Batangas City encounter problems while in the operation of the business. Revealed by the composite mean of 2.70, the problems associated are composed of unpaid balances that rank first and considered as the most specific problems faced by the proprietors.

The aforementioned problem accompanied by inaccessibility of the location, not on-time delivery, topped the list with weighted mean values of 3.22, 3.11, and 3.0 respectively with a verbal interpretation of *often*. These are the main problems exposed by the respondents.

This denotes that when the florist services are not that satisfying the payment of the purchaser will also bring the same effect. Customer research conducted by de Boon; Prince and Prince; Kelley, Inc.; Sherman et al.; Soc Amer. Florists; Zawadzki et al. (2008) coincides with the hypothesis that floral purchases increase as services provided improved.

Next in line are the problems about the number of competitors and freshness of flowers with a weighted mean of 2.78, followed by the problems in advertising their business with a mean of 2.67. The above result entails that when there is a high number of a competitor, flowers lose its beauty making its freshness to degrade or decline. This will then cause the shifting of the customers to other shops that will provide her better flowers. Subsequently, weather and pests are also problems of the respondents, including natural calamities, typhoon and the likes obtaining a mean of 2.56. This mean manifest that when there is a typhoon or a disaster it is possible that prices will goes upward because of the cost that will be incurred like for transportation. Furthermore, other complication that can be observed is the insufficiency of flower stocks in the store, leading their sales to be limited. When flowers run of stock, there is a tendency that this proprietor will look from outside supplier flowers that will satisfy his/her customer. When this happens it can be concluded that when there is an insufficiency with the stock of flowers, then owners will add and risk a small amount of investment just to amplify the volume of sales. Lastly, the problem with number of customers with a weighted mean of 2.0 also represents a portion of the problems encountered by the owners. With the weighted mean ranging from 2-2.99 it can be interpreted at and be given a verbal interpretation of sometimes. Meaning, that the number of customers is

relatively not a problem because there are still flower purchasers even there is no occasion or any other events.

Table 7. Correlation between Management Aspects, Technical Aspects And Problems Encountered (n=9)

Aspects	r_{xy}	p-value	Interpretation
Management	-0.048	0.902	NS
Technical	-0.537	0.136	NS

***alpha=0.05; NS – Not Significant

Based on the table, the entire r_{xy} (Pearson-r) indicate a weak negative relationship and the obtained p-values were all greater than 0.05 level of significance. This means that the problems encountered have weak inverse proportional relationship with Management aspect and Technical aspect of the business. Management and technical aspects were found to be not significantly related to the problems encountered by flower shops. This also means that the organization give time to solve the problems encountered along with its operation.

Florist focused more on to the question "How to ease the problems of operation?" They are becoming more conscious on how they are going to surpass the problem with a minimal effort which will not affect the aspects that also contributes on to the operations.

The not significant of the problems encountered and the two aspects of the objective go parallel with the study of Prince et.al, 2008 which found out that the aspects if not met can manifest a difference in deciding perceptions of the customers and concluded that the three important management practice are maintain product quality, order/delivery reliability, and product availability.

The p-value on a deeper sense purports to the significance factor of the correlated aspects. When the value of p exceeds the constant 0.05 the relationship will be not significant. The 0.902 and 0.136 p-value of the management and technical aspect signifies thata good management and technical aspect do not result to fewer problems in a business. Though important in a lower perspective, both the management and technical aspect in not all cases can also represent a significant relationship between the associated variables.

Table 8 exhibits the correlation of the four Ps' of marketing and the problems encountered of the flower shop business. It can be infer from the items specified below that there is no significant relationship as to the level of problems encountered and the four Ps' of marketing as price, place of business, promotion, and the product itself. In all cases mentioned, the p value is always greater than 0.05, which signifies that there is no significant relationship from one another.

Table 8. Correlation of Four (4) Ps' of Marketing Against the Problems Encountered

Marketing (4Ps')	F	p-value	Interpretation
Pricing	1.207	0.519	NS
Place of Business			
a. Walk-in buyers	0.704	0.688	NS
b. Ambience of business	0.185	0.954	NS
Promotions	1.148	0.535	NS
Product	0.250	0.916	NS

*alpha=0.05; NS – Not Significant

The null hypothesis that there is no significant relationship between the marketing aspects and problems encountered will be retained since the statistical result denotes a value exceeding the constant 0.05. More so, the null hypothesis that there is no significant relationship between the 4P's of marketing aspects and problems encountered will be reserved since the computed value has corresponding p-values greater than the set alpha of 0.05.

The pricing facet which represented a p-value of 0.519 is considered not significant because it exceeded the alpha value 0.05. Likewise, all other factors that obtained the same value which is higher than the alpha will manifest a verbal interpretation of not significant in the business operation.

Table 9. Correlation of Problems Encountered when Grouped According to Profile Variables

Profile Variables	F	p-value	Interpretation
a. Forms of Organization	0.240	0.639	NS
b. Existence in the Market	2.373	0.174	NS
c. Initial Capital	1.908	0.246	NS
d. Average Income per Month	2.624	0.152	NS

***alpha = 0.05; NS – Not Significant

Table 9 shows the correlation of level of problems encountered when grouped according to profile variables. It can be gleaned from the items enumerated above that there is no significant relationship as to the level of problems encountered and profile variables in terms of forms of organization, existence in the market, initial capital and average income per month. In all cases mentioned, the p value is always greater than 0.05, which signifies that there is no significant relationship from one another.

The null hypothesis that there is no significant relationship between the status and problems encountered will be retained since the statistical result denotes a value exceeding the constant 0.05. Values exceeding the constant will represent a not significant interpretation because as the frequency of the profile variable goes lower the higher the risk of obtaining a not significant result. Likewise, when the frequency of the profile variable goes higher there is a tendency of higher possibility of obtaining a significant relationship.

The forms of organization which represented a p-value of 0.639 are considered not significant because it exceeded the alpha value 0.05. Likewise, all other factors that obtained the same value which is higher than the alpha will manifest a verbal interpretation of not significant in the business operation.

Proposed Plan of Action

This plan of actions can be implemented to come up with the prospects that the owners will face. But still, it is not an overall assurance that their business will grow that far, still a more keen observing skill is required to be updated with the changes in the demand of the customers and also the supply or availability of the product that you are sell. Also, the plan shows what particular section should be given focus, the objectives that will serve as the goal of the florist, the activity that would be undertaken to fulfill the objective and who will be the one to employ the proposed plan and action for the current period.

CONCLUSIONS AND RECOMMENDATIONS

The flower shop business in Batangas City was predominantly owned by sole proprietors, stable in the market over 10 years, invested more than P 50,000 and had employs 1 to 3 number of staffs, and experiencing a gain of an average monthly income of less than P 10,000. The status of the flower shop business in Batangas City in terms of marketing, management, technical and financial aspect is deemed important to the operations of the business. The most often problems encountered by the flower shop business in Batangas City are unpaid balances of customers, inaccessible location, and not-on-time delivery of flowers. The marketing, management, and technical aspect have an inverse proportional relationship with the problems encountered. The profile variables do not influence the problems encountered by the flower shop business. Prospects for development were designed and formulated based on the respondent's responses of the owners of the flower shop in Batangas City.

Flower shop owners can practice being aware and flexible in responding to the changing demands for flowers. Improving quality of their products and services will help them compete with high class quality of flowers sold by competitors. Plant preservations can be given enough attention to reduce withering of plants that may cause additional and unnecessary purchases. Inventory can be maximized with its proper count and management. Recording transactions and making monthly financial statements can also help monitor their business's status. This can eliminate claims against undelivered products and/or redundancy of delivery. This is also essential in computing their monthly income and losses. Further researchers and follow-ups of researchers can be done to substantive new information and developments regarding this subject matter.

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