

**Business Practices for Resiliency Among Coffee Shops in Iloilo City**

A Dissertation

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## **Abstract**

This study was conducted to determine the business practices and resiliency among 109 coffee shops and coffee shop managers in Iloilo City from August 2021 to May 31, 2022, using a descriptive-correlational research design through a researcher-made instrument, consisting of three parts. The study involved all coffee shops registered as micro, small, and medium enterprises (MSMEs) in Iloilo City from 2017 to May 31, 2022. The profile of the coffee shops and shop managers were measured using the descriptive statistics, namely, frequency count and percentage. Likewise, the business practices among coffee shops, and resiliency indicators of the coffee shops were also measured using the mean and standard deviation. On the one hand, the analyses of relationships were done using the Chi-square to measure the probability level of significance which was set at .05 level of association. The results of the study showed that the coffee shops in Iloilo City have “high” business practices in the areas of management, marketing, accounting and finance, production and operations, research and development, and management information system. Furthermore, the study revealed that the coffee shops have high resiliency in terms of leadership and management, adaptive ability and preparedness, innovation and diversification, and access to external resources.