

Parañaque Fish Traders Cooperative's Operation Management Towards Business Development Framework

Rebecca S. Eusebio, MBA

Lead Author

<https://orcid.org/0009-0000-4082-9305>

reby747@gmail.com

Arellano University, JASH Campus, Pasay City, Manila, Philippines

Rachelle M. Santos, LPT, JD, DBA, Ph.D., PD-SML

Co - Author

<https://orcid.org/0000-0002-9176-0827>

rmsantos0107@gmail.com

Philippine Christian University-Manila (PCU) & FEATI University, Philippines

Abstract

The administration of the cooperative showed their tenacity during the pandemic, the Covid 19. Nevertheless, the Paranaque Fish Traders as an organization has several internal issues and concerns to address in maintaining the operation's traditional bidding scheme while managing the approaches in logistics and marketing at the Paranaque Fishermen's Wharf. The principle describes the cooperative's values to fish boat owners, fish brokers, retailers, customers, and the traditional "pamumulong" or whispering bidding. This study aims to project the cooperative's operation towards a business development framework integrated into a concrete development plan. The evaluation of the operational aspects of the cooperative plan is geared toward the attainment of the city's vision for the city as a tourism destination and the conceptualization of a development plan. The study used quantitative and qualitative approaches in assessing the internal and external factors affecting the operation of the Paranaque Fish Traders Cooperatives. Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis was used to gather the information using a survey questionnaire. Matrix analysis was used to prove the relationship between the internal and external factors affecting its operation. Analyses on the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) were conducted which proved that the Paranaque Fish Traders Multi Purpose Cooperative has a medium-scale result in the assessment of its performance as anchored on the basic cooperative principles. A development framework following the Philippine Development Plans for Cooperative is recommended to be used in conceptualizing the development plans for the Paranaque Fish Traders Cooperatives as the initial step to improve the operational aspect of the Bulungan market.

Keywords: development framework of a cooperative, SWOT analysis, internal evaluation matrix, external evaluation matrix, cooperative development plans