

ANALYSIS OF WATER REFILLING STATIONS IN SAN LEONARDO NUEVA ECIJA USING THE 4 PS MODEL: BASIS FOR DEVELOPMENT OF BUSINESS PLAN

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Abstract

The researchers' primary focus is in analyzing the marketing strategy of water refilling stations in San Leonardo, Nueva Ecija. This study is critical also for the development of a business plan. This study has developed a business plan that will help the water refiling stations to improve their business and marketing strategy through the use of marketing mix (4p's) analysis. This research utilized developmental research design as it aims to develop a business plan. The study was conducted in San Leonardo, Nueva Ecija. This study utilized sixteen respondents in analyzing the marketing mix of the water refilling stations. The researchers used total population which is a type of sampling. Total population sampling is a type of purposive sampling where the whole population of interest is studied. The data that were collected from the locale were encoded, tallied, and analyzed. The results suggest that from the perspective of the water refilling owners, when it comes to product: (1) they are always offering quality and safe water; (2) regarding their pricing, they based in on the cost of their production; (3) about the place, their station is close to the households; and (4) with regards in their promotion they use tarpaulins to promote their business. The suggestion for improvements in the marketing strategy were to take action that will ensure that the business will perform with the highest level of effectivity. The researchers strongly recommend that to development the marketing strategy of the business, the owners should let their business try the innovations, interventions, and recommendations from others.

Keywords: Water Refilling Station, 4Ps Model, Marketing Mix, Development Plan

INTRODUCTION

Water is an integral part of our life. As proof, sixty percent (60%) of our body weight is made up of water. Our bodies use water in all the cells, organs, and tissues, to help regulate body temperature and maintain other bodily functions. Unfortunately, not all water is safe to drink. Water in lakes and rivers can be polluted. Some of the countries are struggling to get water to drink or even to use in their daily lives since it can have harmful chemicals or germs that cause disease. Long ago, many people living in cities got sick or died from drinking contaminated water.

With the advent of modernization, scientists have learned how to purify drinking water. Man have

learned to develop technology that can be used to produce clean drinking water. This technology was introduced, later commercialized, and became a fast-growing industry. The demand at the water refilling stations is now increasing. A water refilling business is one of the most popular ventures for those with little experience as an entrepreneur because it is simple to operate and has a steady demand (businesscoachphil, 2021). With the growing competition, not to mention all the challenges and responsibilities that come with it. Competition is tight in the water refilling business in the Philippines since clean water is a basic need and the business itself is relatively easy to handle. Water refilling stations are more labor-intensive, especially in terms of delivery aspect; but managing it is easy, thus, making it appealing for a lot of first-time entrepreneurs. Fortunately, water is essential, and you won't run out of customers. But owners must be ahead of the competition to keep that business going smoothly.

In San Leonardo, Nueva Ecija, there are sixteen (16) permitted water refilling stations. There are only nine (9) out of 15 baranggays with water refilling stations; namely: Burgos, Castellano, Diversion, Magpapalayoc, Mallorca, Mambangnan, Nieves, San Anton, and Tabuating. These water refilling stations must pay attention to the performance of their marketing strategies to be able to maximize their competitive advantage against their competitors and to gain customers loyalty. According to Domingo (2018), marketing plays a very important role in the organization's success; it is a must for every organization to consider strategizing their different marketing practices. This emphasizes the importance of marketing in the success of business that involves promoting the selling of products. As a matter of fact, marketing strategy such 4p's analysis is important part of marketing. Through effective marketing strategies, it wins business for fruitful selling. This research assessed the marketing strategy in terms of 4p's (product, price, place and promotion) analysis of water refilling stations in San Leonardo Nueva Ecija, for the development of business plan. Despite its growing importance, water refilling station businesses' marketing strategies remain an under researched area. A study that addresses this research gap is, therefore, necessary hence; the need for this study was realized.

The objective of this research is to explore marketing strategies in the industry in terms of product offering, pricing, place, and promotion along with the customers' satisfaction with such practices. Information on water refilling stations' marketing strategies is available through both industry and academic publications but these sources offer a limited depth of understanding. Numbers of studies about companies marketing strategies have already been conducted.

Specifically, this study sought to answer the following questions:

1. How may the profile of the respondents be described in terms of:

- 1.1 Sex;
- 1.2 Age;
- 1.3 Civil Status;
- 1.4 Educational Attainment;
- 1.5 Years of Operation?

2. How may the Marketing Strategies of water refilling stations be assessed in terms of:

- 2.1 Product;
- 2.2 Price;

2.3 Promotion;

2.4 Place?

3. What are the Problems encountered of the water refilling stations in their business operations?

4. What business development plan may be proposed to improve the marketing management of water refilling stations?

Marketing mix

The marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers make in configuring their offerings to suit consumers' needs. The tools can be used to develop both long-term strategies and short-term tactical programs (Palmer, 2004). Marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps –product, price, place, and promotion (Kotler, 2007). The marketing mix is factors that are controlled and can be used by marketing managers to affect sales or it could also be interpreted as the company's revenue. The factor is factor product, price, place, and promotion.

Marketing Strategy

According to Drucker (1973), strategic marketing is seen as a process consisting of: analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats, and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well as developing, implementing and managing the marketing program positioning strategies to meet market target needs”.

As added by Schnaars (1991), there is no unified definition upon which marketers agree. Instead, there are nearly as many definitions of it as there are uses of the term. Marketing strategy is a commonly used term, but no one is sure what it means.

Water refilling

Cross (2013), enumerated some tips on how to grow a small bottled water delivery business. The first one is to learn more about the water industry. There are different types of water. According to the International Bottled Water Association (IBWA), this includes artisan water, fluoridated water, spring water, purified water, distilled water, mineral water, sterile water and carbonated water products. Understanding industry variety is essential for this start-up business. Diversify water product offerings for additional sales to existing customers. Magtibay (2011), noted that to operate the water store, about five employees are needed. One manager to oversee store operations at least 4 hours a day; 1 accountant/bookkeeper who will makes financial statement of business operations; 1 administrative assistant who will log and handle cash sales and purchases; 1 front liner who will accept and refill containers of customers; 1 technical assistant who will maintain and run the machine; and 1 driver/delivery man who will transport refilled containers to customer's home.

Chavez (2010), emphasized that Quezon City authorities have asked the public to report water refilling stations selling contaminated water or passing off tap water as mineral or the purified variety to their clients. Councilor Jorge “Bolet” Banal Jr. of the city’s third district raised the alarm after receiving complaints that some clients protested the awful taste of the items which were presumed to be mineral or purified water. To avert the sale of contaminated drinking water, the counselor makes arrangements for concerned local authorities to conduct surprise inspections of water refilling stations in the city. According to the World Health Organization (WHO), about 3.4 million people die annually from water-related diseases. About a million Filipinos get sick with water-borne diseases yearly. And these are diarrhea cases alone.

Filtration System

The main processes in a water refilling station are dictated by raw water quality. The typical steps are filtration (several stages), softening, and disinfection. The machines that could be installed for such processes are the following: multi-media sediment filter ion exchanger, activated carbon filter, reverse osmosis membrane, post carbon filter, ultraviolet lamp and, ozone generator. The efficiency of a water purification system in removing impurities is high. The 10 water quality parameters measured by Magtibay (2011) showed an average of 80 percent efficiency.

The agencies directly involved in the establishment operation of water refilling stations

The Department of Health (DOH). DOH is the main agency responsible for protecting the health of the people. The Sanitation Code of the Philippines mandates DOH in protecting drinking water quality. Consequently, DOH issues implementing rules and regulations prescribing sanitary standards for water supply systems, including water refilling stations.

The Center for Health Development (CHD) is the regional branch of DOH. Its main function is to provide technical assistance to local government units and to monitor DOH program implementation which includes water quality and sanitation standards. For water refilling stations, CHD is mandated to issue initial and operational permits.

The Local Government Units (LGUs) are mandated by Presidential Decree (PD 856) to issue a sanitary permit, sanitary clearance, health certificates, certificate of portability, drinking water site clearance and closure order (if necessary) and to conduct a sanitary inspection of WRS.

The Water Quality Association of the Philippines Inc. (WQAP) is an organization of private firms that are engaged in the manufacture, sale, and distribution of water refilling station equipment and supplies, as well as water treatment and purification equipment and technology for household, institutional, commercial and industrial applications. About 85 percent of its 250 members operate water refilling stations. Association of Water Refilling Entrepreneurs (AWARE) concentrates on resolving the business management issues of its members.

Presidential Decree No. 856 (PD 856) or the Sanitation Code of the Philippines is the main law requiring all establishments to comply with existing sanitary standards to protect public health. Guidelines for operating a water refilling station are indicated in the Supplemental Implementing Rules and Regulations on Water Supply of PD 856 issued in 1999.

Disposal System

Joshua Gonzalo Villarin, franchisee of J.C. Aqua Best Refilling Station, said that their treated wastewater can be used for washing clothes, watering plants, and even for taking a bath. Villarin said he placed a small faucet outside his water refilling station for his clients and other residents who might be interested to take advantage of the resource. Villarin, whose refilling station has been operating for 19 months, said they need an average of 6,000 liters of unprocessed and raw water daily to produce 300 containers for their clients. From this, only a total of 40 percent is processed as drinking water and 60 percent or 3,600 liters are for throwaway.

According to Villarin (2019), what we need, for example, is to produce 100 containers, five gallons, we need 2,000 liters' raw water, unprocessed. For us to produce 100, we need to process that and then only 40 percent of that is for drinking consumption. Sixty percent ay is considered as wastewater but still suitable for washing clothes, watering plants or taking a bath.

MATERIALS AND METHODS

Research Design

This study utilized the descriptive analysis to assess the Marketing Strategies of water refilling stations. This design was quantitative, using frequencies, percentages, weighted mean or other statistical analyses to determine its influence. According to Adam Hayes (2021), descriptive analysis help describe and understand the features of a specific data set by giving short summaries about the sample and measures of a data.

Study Locale

This research was conducted in the municipality of San Leonardo, Nueva Ecija where the respondents were identified. Profile was extracted from the municipal hall of San Leonardo. The respondents of this study came from the different barangays found in San Leonardo Nueva Ecija.

Participant Selection

This study used purposive sampling; wherein one of the most common non-probability sampling techniques is the purposive sample. Total population sampling is a type of purposive sampling where the whole population of interest (i.e., a group whose members all share a given characteristic) is studied. It is most practical when the total population is of manageable sizes, such as a well-defined subgroup of a larger population (statisticshowto.com, 2018).

Data Collection

The results of this research were obtained via a limited face to face survey, interview and other online flat forms like messenger, which used a database to gather and store data, as well as statistical tools to analyse the results. Regarding the authenticity of the study subject, entitled " Analysis of Water Refilling Stations in San Leonardo Nueva Ecija using the 4Ps Model: Basis for Development of Business Plan ", the researchers begin gathering relevant data and material from the Internet. The questionnaire was led by relevant research and is confirmed by a competent person for validation of the recommended views. The researchers perform a dry run to ensure the questionnaire's reliability and validity. The instrument's reliability coefficient was evaluated and measured to ensure internal consistency. The reliability coefficient of the instrument was tested and measured with a score of .9853, which means that the instrument has a good internal

consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rated the instrument with 4.50 as its weighted mean having a verbal interpretation of "very good".

DATA ANALYSIS

The information gathered from the location was encoded, tabulated, and evaluated. The data was analysed using statistical techniques such as percentage, frequency distribution, weighted mean and thematic analysis and was treated with percentage and frequency.

Table 1. Scales for interpretation

Scale	Mean Range	Interpretation	Description
4	4.00 – 3.00	Always	Practiced all the time
3	2.99 – 2.00	Often	Practiced once in a while
2	1.99 – 1.00	Rarely	Practiced in few instances
1	1.00 – 0.99	Never	Not practiced at all

Table 1 shows the skills applied by the researchers in the interpretation and description of data under the marketing strategies of the respondents (water refilling stations) to assess in terms of Product, Price Place and Promotion. To determine the favorable using a 4-point likert scale. The purpose of the researchers is to identify the marketing Strategies of the respondents which among the marketing mix are being highly in favor, in favor, not in favor, highly not in favor.

RESULTS AND DISCUSSION

Percentage Distribution of the respondent's profile variable

Percentage Distribution of the respondent's profile variable according to Sex.

Table 2 shows the percentage distribution of the respondents in terms of Sex.

Table 2. Profile of the respondents in terms of Sex.

Sex	Frequency	Percentage
Female	6	37%
Male	10	63%
Total	16	100%

The table above shows the percentage distribution of the respondents in terms of sex. Based on the data, the majority of the respondents or the principal business owner were **Male** got which is a sixty-three percent (**63%**) or a total of 10 respondents. The result shows that male was more engaged in managing the water refilling stations. Based on the records by the Department of Trade and Industry (DTI) San Leonardo, the highest number of registered water refilling stations are majority owned by males.

According to Brown (2012), it's often frustrating for men to hear the popular sentiment that women make better entrepreneurs than men. It's not fashionable to argue, but the truth is that the number of female-owned businesses are only growing at a faster rate because there were relatively few to begin with. Male-owned businesses are still growing more quickly in absolute terms.

Percentage Distribution of the respondent's profile variable according to Age.

Table 3 shows the percentage distribution of the respondents in term of Age

Table 3. Profile of the respondents in terms of Age

Age	Frequency	Percentage
19-25	3	19%
26-31	3	19%
32-37	4	24%
38-43	3	19%
44-49	2	13%
50 and above	1	6%
Total	16	100%

This table 3 shows the distribution of the respondents according to their age. Out of 16 business owners or respondents, 24% of them are aged **thirty-two (32) to thirty-seven (37)** years old. It shows that the respondents were of the appropriate age to be able to manage the water refilling station.

According to the respondents, they are the ones who mostly supervise and manage their business and according to the observation of the researchers, adults have more ability to make better decision in terms of managing their business.

According to J. Daniel Kim (2019), the average age of successful entrepreneurs is older. The study, "Age and High-growth Entrepreneurship," determined the most successful founders in the United States are in their 40s.

Percentage Distribution of the respondent's profile variable according to Civil Status.

Table 4 shows the percentage distribution of the respondents in term of Civil Status.

Table 4. Profile of the respondents in terms of Civil Status.

Civil Status	Frequency	Percentage
Single	6	37%
Married	10	63%
Total	16	100%

The table above shows that the majority of the water refilling station owners were married, which **constitutes 63% of the respondents. Only 6 out of 16** respondents were single.

Same as the study of Walker et.al (2004), the majority of the total population was also married. This suggests that single individuals prefer having their businesses in the comfort of their own homes. It also says that having a water refilling station while married can help to have an extra income for the family.

Percentage Distribution of the respondent's profile variable according to Educational Attainment.

Table 5 shows the percentage distribution of the respondents in term of Educational Attainment.

Table 5. Profile of the respondents in terms of Educational Attainment.

Educational Attainment	Frequency	Percentage
Elementary Graduate	1	6%
High School Graduate	5	31%
Vocational/Trade course	2	13%
College Graduate	8	50%
Master's Degree	0	-
Doctoral Degree	0	-
Total	16	100%

Table 5 shows that majority of the water refilling stations owners are college graduates while the minority are Elementary graduates. The results illustrate that college graduates comprised **50%** of the respondents while elementary graduate is **6%**.

Bates (1990) stated that the owner educational background, further, is a major determinant of the financial capital structure of small business start-ups. Highly educated entrepreneurs are most likely to create a firm that still remained in operations.

Percentage Distribution of the respondent's profile variable according to Years of Operation

Table 6 shows the percentage distribution of the respondents in term of years of operation.

Table 6. profile of the respondents in terms of years of operation.

Years of Operation	Frequency	Percentage
1 year and below	3	18%
2 - 4 years	10	63%
5 - 7 years	3	18%
8 - 10 years	0	-
11 - 13 years	0	-
14 - 16 years	0	-
17 - 19 years	0	-
20 years and above	0	-
Total	16	100%

The table shows that the majority of water refilling stations have the years of operation in 2-4 years, which constitutes 63% of the respondents. Both operations in 1 year and below and 5-7 years' operations constitute 18% of the respondents. A considerable number of businesses had been operating for quite some time now, which indicates that their business is growing and developing as time passes by.

According to Overgaag (2020), all organizations, regardless of industry, size, or maturity, have set of foundational activities required to run the business – often called business operations. Successfully managing your business operations requires juggling many moving parts across multiple groups – with limited time and resources. You need diligent maintenance, well - informed strategic planning, and disciplined execution to succeed.

Assessing the marketing strategies of water refilling station in terms of product, price, place and promotion.

Assessing the marketing strategies of water refilling station in terms of product.

Table 7 presents the Marketing Strategies of Water Refilling Station in Terms of Product.

Table 7. Marketing strategies of water refilling stations in terms of Product offerings.

Product offerings	WM	VI	Rank	VB
1. Quality and safe drinking water	4	always	1	Practice all the time
2. Advance technology-based equipment in water processing	3.75	always	2	Practice all the time
3. Offers Mineral water	2.5	often	5	Practice once in awhile
4. Offers Purified water	3.13	always	3	Practice all the time
5. Offers Alkaline water	3.06	always	4	Practice all the time
6. Offers Distilled water	2.25	often	6	Practice once in awhile
Total Weighted Mean	3.11			Practice all the time

As seen in the table above, quality and safe drinking water, got a weighted mean of **4** and was interpreted as **“always”**. This denotes that they considered offering quality and safe drinking water to their customers as well as using advanced technology-based equipment in water processing. Consideration number 6 got a **weighted mean of 2.25** and interpreted as **“often”**. This denotes that the water refilling station in San Leonardo often offers distilled water.

The respondents believe that providing quality products can build an image to their business because of the satisfaction they give to their customers. This is the main factor they considered in the operation of the business to attract and retain loyal customers.

The study conducted by Aguilar, et.al (2007), also proved that the two most commonly used marketing mix by the selected water-refilling stations in Mandaue City Cebu is product and place. They used often the brands of the product as a marketing strategy.

Assessing the marketing strategies of water refilling station in terms of price.

Table 8 presents the Marketing Strategies of Water Refilling Station in Terms of Price.

Table 8. Marketing strategies of water refilling stations in terms of Pricing.

Pricing	WM	VI	RANK	VB
1. The price is based on cost.	3.5	Always	1	Practice all the time
2. The price is based on market and demand.	1.88	Rarely	4	Practice in few instances
3. The price is based on pricing strategies.	1.88	Rarely	4	Practice in few instances
4. Based on the price of competitors.	2.06	Often	2	Practice once in awhile
5. The price is based on desired profit margin	1.81	Rarely	6	Practice in few instances
6. Based on available resources or equipment.	1.94	Rarely	3	Practice in few instances
Weighted mean	2.18			Practice once in awhile

Table 8 shows that the composite mean of the price strategy of the water refilling stations in San Leonardo Nueva Ecija resulted in **2.18**. Most of the participants based their prices according to the

cost of their production with a weighted mean of **3.5** and verbal interpretation of “**always**”. The question about the desired profit margin also got a verbal interpretation of “**rarely**”, with a weighted mean of **1.81**. This may mean that many were using cost-based pricing than based on desired profit margin. Competitor based pricing got a verbal interpretation of “**Often**” since according to some of the respondents when researchers did the survey, they don’t care about the price of their competitors.

Many don’t give discounts since they are just earning a small amount of profit and this is supported by the explanation of Nornberg (2012) who stated that discounting also means reducing the chances of growing the business or earnings. Also, they don’t apply high prices on products that have high demand.

Assessing the marketing strategies of water refilling station in terms of place

Table 9 presents the Marketing Strategies of Water Refilling Station in Terms of Place.

Table 9. Marketing strategies of water refilling stations in terms of Place.

Place	WM	VI	RANK	VB
1. The station is close to households.	3.88	Always	3	Practice all the time
2. The station is close to the establishment.	2.5	Often	4	Practice once in awhile
3. The station is near to restaurant or buildings	1.81	Rarely	5	Practice in few instances
4. Sanitation and cleanliness of the area and their surroundings.	3.94	Always	2	Practice all the time
5. Proper arrangement of facilities.	4	Always	1	Practice all the time
Weighted Mean	3.22			Practice all the time

Table 9 shows that the composite mean of the place strategies of water refilling stations in San Leonardo has a result of **3.22**. Near the houses got the **highest weighted mean which is 3.87** and has a verbal interpretation of “**Always**”. However, item number 3 got the **lowest weighted mean which is 1.81** and has verbal interpretation of “**rarely**”.

This is evident among the Barangays of San Leonardo and the location of the stores themselves since it is a community store. According to WHO (2017), water refilling stations are neighborhood retail shops, so basically that explains the results of it gaining the highest weighted mean. Convenience and convenient operating hours are somewhat similar. Water refilling stations operation starts early in the morning and close late at night just to keep customers satisfied.

Assessing the marketing strategies of water refilling station in terms of promotion.

Table 10 presents the Marketing Strategies of Water Refilling Station in Terms of Promotion.

Table 10. Marketing strategies of water refilling stations in terms of Promotion

Promotion	WM	VI	RANK	VB
1. Giving costumers discount.	3.25	Always	6	Practice all the time
2. Providing additional assistance like free delivery.	3.81	Always	2	Practice all the time
3. Greeting customers and being friendly.	3.81	Always	2	Practice all the time
4. Giving souvenirs and gift.	2.63	Often	9	Practice once in awhile
5. Sales promotion (giving freebies)	3.25	Always	6	Practice all the time
6. Public relation.	3.69	Always	4	Practice all the time
7. Online advertisement.	2.06	Often	10	Practice once in awhile
8. Brochures and flyers are distributed.	2.94	Often	8	Practice once in awhile
9. Affiliate marketing	3.69	Always	4	Practice all the time
10. Use of tarpaulin	3.88	Always	1	Practice all the time
Weighted Mean	3.3			Practice all the time

Table 10 shows that the composite mean of the promotion strategy of the water refilling station owners of San Leonardo has a composite mean of **3.3**. As per their promotional practice, they **“always”** use tarpaulins which got a weighted mean of **3.88**. In contrast, they **“often”** use online advertisement with the **lowest weighted mean of 2.06**

According to a respondent that they give much thought and time to promotions since they are very important for their organization’s success. The reason why they spend time to craft an innovative promotion strategy is to capture the attention of existing and prospective customer.

Proposed Development of Business Plan for Water Refilling Station in San Leonardo Nueva Ecija.

The researchers used the data gathered to establish an interpretation that might be contributed to the formulation of the development plan and will serve as a reference for water refilling stations in San Leonardo.

Table 11 is the proposed business development plan for water refilling stations in San Leonardo. It is composed of multiple columns that represent the relation of one another. The 1st column contains the marketing aspects in terms of the marketing mix. 2nd column contains the issues/problems/concerns regarding marketing aspects. The items stated in the part were based on the gathered data from the respondents. 3rd column contains the objectives of the items in the 2nd column. 4th column contains the possible solutions/strategic initiatives/projects on the issues/problems/concerns of the water refilling stations. 5th column contains brief descriptions of the strategy/project. The 6th column contains the agencies/persons involved in the proposed development plan who’s accountable for the implementation of the projects/activities. The 7th column shows the budget required to execute the proposed projects/activities. The last column shows the time frame to perform the proposed projects/activities. The time frame refers to the critical period of implementing the present action/model for the development of marketing strategy.

Based on the gathered data, the researchers presented the table to help improve and develop the marketing strategy of water refilling stations. The content of the development plan was based on the actual problems encountered by the water refilling stations.

The respondents were also asked to share their various opinions/suggestions on how to solve or face the problems being encountered by the water refilling stations. With the shared possible solutions of the respondents, the researchers summed up the idea and present this development plan that can be used or served as guidelines in solving the marketing issues or problems being encountered.

CONCLUSION AND RECOMMENDATION

Based on the findings, the researchers were able to draw the following conclusions:

The majority of the respondents were aged 32-37 years old and most of them were male. Most are married and most of all are college graduate. As an additional, most of the respondents often quality and safe drinking water when it comes to products. Most of the respondents stated that when it comes to the price, they prefer to base it on cost. Mostly location of the station was not close or near to any restaurants or buildings. The majority of the respondents use tarpaulins when it comes to their promotions. Most of the respondents stated that their main marketing problem is budget. They cannot upgrade their equipment and purchase advance technology for providing more quality water products to their customer and to be able to promote their products.

In this line, the following are recommended by the researches:

Water refilling stations should not just only provide high quality and safe products but also provide a variety of types of water to produce and offer when it comes to product offerings. More options available to people and customers increase the competency of the business to competitors.

It is also recommended that water refilling stations should also consider their market if they can afford to buy their products according to cost. In terms of place, water refilling stations should provide separated extension facilities that can cover the market segment that is close or to restaurants or buildings. So that they can also arrange their equipment properly. It is also recommended that in terms of promotion, it is a vital tool to make your products familiar and patronized by consumers because of the image you build for them. Water refilling stations must deal with different strategies of promotions, researchers observed that most of the respondents have a shortcoming in terms of using the online advertisement. The business can utilize this platform to promote the products and services of water refilling station. It can reach a large number of customers and potential customers through appearing online.

The researchers also recommended the use of the business development plan crafted by the researchers. To development the marketing strategy of the business, the owners should let their business try the innovations, interventions, and recommendations from others. Also, they should ask the feedback from their valued customers. It will help the business to improve and develop the appropriate marketing strategy to achieve short-term and long-term objectives as well as the goals of their business. In establishing possible solutions to the marketing problems being encountered by the water refilling stations in San Leonardo Nueva Ecija.

It is also recommended, for further marketing analysis the SWOT analysis could also be used to overcome challenges and at the same time, to identify the water refilling station's strengths, weaknesses, opportunities, and threats that will aid every water refilling station in increasing awareness of factors in making decision.

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This table is a recommendation to develop and improve aspects of the business that will help the organization meet all expectations in providing better business operations and performance of the Water Refilling Stations in San Leonardo, Nueva Ecija

Table 11. Proposed development plan water refilling stations in San Leonardo, Nueva Ecija
PROPOSED DEVELOPMENT PLAN
WATER REFILLING STATIONS IN SAN LEONARDO, NUEVA ECIJA

Area	Issues/Problems /Concerns	Objective/s	Solutions/Strategic Initiatives/Project	Brief Description of the Strategy/Project	Players/Agencies Involve	Budget	Time Frame
Organization & Management Aspect	Insufficient number of employees	To maintain the proper work hours of every employee.	Hire more people to be your employees through posting a poster on the streets and posting a hiring announcement on social media.	This strategy will help the organization to fulfill their shortages in terms of their employees, and the employees abler to do their job well.	Owner	Budget will be based from the daily salary of every employee.	Based on its applicability; or as needed
Marketing Aspect	Limited Variety of Product	To increase of customer and through it the income of the organization will increase too.	Expansion and developing of variety of products	This strategy will result to the increasing of sales	Owner	Budget will be based on the new variety	Based on its applicability; or as needed
Marketing Aspect	Lack of Marketing Strategies and Campaigns	To help increase and strengthen the market position of the business	Developing Marketing Strategies and Campaigns that will encourages the customer to buy; like social media advertising, poster advertising etc.	This strategy provides additional productivity, creates customer and helps to generate income.	Owner	Budget will be based on the approved campaigns	Immediately once approved.
Technical/ Production Aspect	Lack of Facilities	To provide a comfortable and adequate working environment	Propose new needed facilities such as new storage room and others needed.	This plan will create more space for the operation's expansion, which will involve the production and storage of finished goods.	Owner	Php. 10,000 and above (Based on the size of the facilities and expansion).	Immediately once approved; and if there is a budget
Technical/ Production Aspect	Lack of transportation utilities	To prevent the suspension of deliveries.	Buy a tricycle or used your personal vehicle	This strategy will protect the business from going out of business and also will increase your customer.	Owner	Php. 30,000 (Possible cost of a 2 nd hand tricycle)	Immediately once approved; and if there is a budget
Technical/ Production Aspect	Outdated equipment	To provide the good quality of water and the cleanliness	Buy new equipment	This strategy will provide a good quality of water and will encourages the customer to buy	Owner	Php. 10,000 (Possible cost of equipment)	Immediately once approved; and if there is a budget

		of the facility.					
Technical/ Production Aspect	Power interruption	To prevent unplanned downtime which can interrupt the processing of water	Buy some generator	This strategy will prevent the unplanned downtime because they had a substitute source of electricity.	Owner	Php. 5,000 (Possible cost of equipment)	Immediately once approved; and if there is a budget
Financial Aspect	No/Limited Fund source	To seek out fresh sources of additional financing to aid in the expansion and growth of the business.	Look for financial institution who can lend additional fund for the business operation.	This strategy also serves as an additional intervention in business expansion and success.	Owner	Based from the required additional capital of the business	Immediately once approved;
Health and safety aspect	Need of improvement	To increase the health and safety inside production with the performance of workers	Workers should always be reminded about the policies inside the business, in terms of uniforms, performance and functions of equipment, and enhance the safety protocol against Covid 19 through posting of policies and signage inside the station.	Monitoring and having daily reminders to employees as their guides. It could help the company to provide quality and safe drinking water and prevent the covid-19.	Owner	Budget is based on the expenses	Immediately once approved