

Entrepreneurial needs of the Residents Barangay Canarvacanan, Binalonan, Pangasinan: Basis for Enhancing their Business Abilities

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Abstract — This study aims to identify and analyze the entrepreneurial needs of the residents Barangay Canarvacanan in Binalonan, Pangasinan, and explore ways to enhance their business abilities. By employing a quantitative approach, data were collected through surveys administered to a representative sample of community residents. The study focused on assessing the current business abilities, identifying the gaps and challenges faced by the entrepreneurs, and determining the specific areas requiring enhancement. The study revealed that the community residents of Barangay Canarvacanan possess various entrepreneurial skills and aspirations such as cooking, farming and willingness to learn handicraft making, soap making and other ways to earn money for a living, but they face several hurdles hindering their business success. Key findings indicated a need for further training and education on topics such as business planning, financial management, marketing strategies, and customer service. Additionally, respondents expressed a desire for access to resources and support networks, including mentorship programs and financial assistance. Based on the findings, recommendations are provided for enhancing the business abilities of the residents. It is suggested that targeted training programs and workshops be conducted to address the identified gaps. Additionally, initiatives to improve access to resources, such as establishing microfinance programs and fostering partnerships with relevant organizations, are proposed. These recommendations aim to empower the community residents, promote entrepreneurship, and contribute to the overall socio-economic development of Barangay Canarvacanan and its residents.

Keywords — **Entrepreneurial Needs, Community Residents, Barangay Canarvacanan, Binalonan, Pangasinan, Business Abilities**

I. Introduction

Entrepreneurship and innovation are recognized as vital drivers of economic growth, productivity, and employment. Schools play a crucial role in fostering entrepreneurship networks by engaging with the community, contributing to the evolution of these networks and enabling communities to foster job growth and innovation. Additionally, businesses, including educational

institutions, are increasingly expected to contribute to their local community, which can be achieved through donations, engagement in long-term projects, or advocacy efforts addressing local issues. Anchor institutions like schools can further contribute to community development by enhancing local business capacity through strategies focused on local hiring, workforce development, local purchasing, and economic inclusion.

Business Outreach Programs (BOPs) initiated by schools and non-governmental organizations offer sustainable livelihoods in various countries. In the United States, schools like Arizona University Foundation (AUF) support BOPs, creating jobs and providing technical assistance to businesses in low-income communities. In the Philippines, entrepreneurship is seen as a solution to improve economic conditions, with many organizations offering assistance to the community.

To contribute to this understanding, the present study focuses on Barangay Canarvacanan, Binalonan, Pangasinan, aiming to identify the specific entrepreneurial needs of its residents and propose actionable recommendations. The study seeks to answer three key questions: 1) What is the profile of Barangay Canarvacanan in terms of its residents' characteristics and existing entrepreneurial landscape? 2) What are the perceived necessities of the residents to support their entrepreneurial needs? 3) Based on these findings, what entrepreneurial development plan can be implemented to address these needs and enhance the business abilities of the community? By answering these questions, this study seeks to provide a foundation for future initiatives aimed at promoting entrepreneurship in Barangay Canarvacanan, ultimately contributing to the economic growth and overall well-being of its residents.

Literature Review

Globally, entrepreneurship education has been recognized as a crucial catalyst for economic development. The European Commission (2013) emphasizes that this education should extend beyond simply teaching individuals how to start a business. Instead, it should focus on nurturing a broader skillset that includes creativity, innovation, and problem-solving abilities. This comprehensive approach aligns with the insights of Morris, Kuratko, and Covin (2011), who argue that entrepreneurship can thrive not only in startups but also within existing organizations, driving innovation and ensuring sustained competitiveness. Furthermore, Acs and Szerb's (2007) research underscores the critical link between entrepreneurship and economic growth, highlighting the importance of supportive government policies to foster an environment conducive to entrepreneurial activity.

Guasch et al. (2019) emphasize the importance of effective feedback in online learning environments, highlighting the potential of written feedback to enhance learners' critical thinking and problem-solving skills, which are essential for entrepreneurial success.

Liu et al. (2021) investigate triggers for on-task and off-task behaviors in independent online study, providing insights into how to create engaging online learning environments that could be adapted for entrepreneurial training programs.

Nadeak (2020) examines the use of social media for distance learning during the COVID-19 pandemic, suggesting that these platforms could be leveraged for entrepreneurial training and networking, particularly for those in remote areas.

Tanis (2020) explores the seven principles of online learning, which can inform the design of effective online entrepreneurial training programs that prioritize clear communication, active learning, and prompt feedback.

Tanucan et al. (2021) investigate the technological pedagogical content knowledge (TPACK) of teachers, highlighting the need for professional development in technology integration. This could be extrapolated to the need for training programs to enhance the digital literacy of aspiring entrepreneurs.

Webster et al. (2021) demonstrate the effectiveness of virtual field experiences in teacher education, suggesting that similar virtual experiences could be used to provide aspiring entrepreneurs with practical, hands-on learning opportunities.

In the context of the Philippines, the findings of Velasco (2010) reveal a nuanced perspective on entrepreneurship education. While there exists a strong emphasis on encouraging the establishment of new businesses, a gap has been identified in terms of cultivating a holistic entrepreneurial mindset that values creativity and innovation. This observation resonates with the Department of Trade and Industry's (DTI) 2023 report, which acknowledges the significant economic contributions of micro, small, and medium enterprises (MSMEs). The report underscores the need for sustained support for these enterprises through programs and initiatives that enhance their competitiveness and long-term viability. These insights collectively emphasize the need for a comprehensive and nuanced approach to entrepreneurship education and support in the Philippines, one that not only promotes new venture creation but also fosters an entrepreneurial mindset and strengthens existing businesses. The present study aims to contribute to this understanding by examining the specific entrepreneurial needs of Barangay Canarvacanan residents, with the goal of informing the development of targeted interventions and programs that can empower individuals and stimulate economic growth within the community.

These studies suggest that online learning platforms, social media, and technology tools can be leveraged to provide accessible and effective entrepreneurial training to residents in Barangay Canarvacanan. Understanding the triggers for on-task and off-task behaviors can inform the design of engaging training programs. Additionally, focusing on developing digital literacy and providing opportunities for virtual experiences can empower residents with the skills and knowledge needed to start and grow successful businesses.

II. Methodology

The researchers used a descriptive quantitative research design to systematically describe the entrepreneurial needs of Barangay Canarvacanan, Binalonan, Pangasinan. They employed a checklist questionnaire and analyzed data through documentary analysis. The goal of the study was to acquire factual and systematic data about the population, which could be used for statistical calculations and understanding the characteristics of the community.

The population of the study was the residents of Barangay Canarvacanan, Binalonan, Pangasinan, with 2,090 population with 709 households based on the Registry of Barangay Inhabitants (RBI) conducted in 2022. The researchers randomly selected fifty barangay folks as respondents for the survey questionnaire. Random sampling was chosen as the sampling technique to ensure a known probability of selection.

The main instrument used was a checklist questionnaire divided into two parts. Part I collected data on the profile of Barangay Canarvacanan, Binalonan, Pangasinan and its residents, including employment status, occupation, family income, educational attainment, and available community livelihood projects. Part II focused on the perceived necessities of the residents to support their entrepreneurial needs. The questionnaire allowed the researchers to identify the capabilities of the locale and served as the basis for formulating the proposed entrepreneurial model. The results were supported by various sources of information, including internet sources, books, journals, and related studies.

The researchers ensured the face validity and reliability of the questionnaire by incorporating modifications suggested by experts. A letter of request was sent to the Barangay Captain for approval, and permission was obtained to secure a list of respondents and distribute the questionnaire. The researchers assisted the respondents during the survey. After data collection, the researchers organized and tabulated the data. Data were analyzed based on the answers given, using frequency distribution as the statistical data analysis method. Ethical considerations were addressed by notifying the barangay officials about the study's goals, not seeking any financial contributions, randomly selecting willing participants, avoiding offensive language, collecting only relevant data, ensuring privacy, and avoiding coercion of the respondents.

III. Results and Discussion

This part discusses the findings of the study. This includes the analyses and interpretations of the results. The researchers made use of frequency count as statistical tools for data presentation and analysis.

Profile of Barangay Canarvacanan, Binalonan, Pangasinan

1. Barangay Folk's Characteristics

Table 1
 Frequency Distribution of the Characteristics of the Barangay Folks
 of Barangay Canarvacanan, Binalonan, Pangasinan
 n=50

Socio-Economic Profile	Frequency (f)	Percentage (p)	Rank
Employment Status			
Employed	16	32%	2
Unemployed	34	68%	1
Present Occupation			
None	11	22%	3
Vendor	20	40%	1
Contractual Employee	15	30%	2
Regular Employee	0	0%	5
Business Owner	4	8%	4
Monthly Family Income			
Below 5,000	12	24%	2
5,001-7,500	22	44%	1
7,501-10,000	5	10%	3
10,001-12,500	3	6%	5
12,501-15,000	2	4%	6.5
15,001-17,500	2	4%	6.5
17,500 and above	4	8%	4
Educational Attainment			
High School Graduate	13	26%	2
High School Undergraduate	4	8%	5
College Undergraduate	15	30%	1
College Graduate	7	14%	4
Vocational Graduate	11	22%	3
Post Degree Graduate	0	0%	6

The data in Table 1 provides information about the attributes of the barangay folks from Barangay Canarvacanan, Binalonan, Pangasinan. The table highlights their employment status, present occupation, monthly family income, and educational attainment. The majority of the respondents (69%) are unemployed, indicating a high rate of joblessness within the barangay. Only 31% of the respondents are currently employed.

Among the employed respondents, the most common occupation is being a vendor (39%), followed by contractual employees (31%). A significant portion of the respondents (22%) reported having no work, indicating a lack of stable employment opportunities. A small percentage (8%) identified themselves as business owners. The data shows that a substantial portion of the respondents (44%) earn between 5,000 and 7,500 pesos per month. A considerable number (25%) reported earning below 5,000 pesos. Additionally, 11% of the respondents earn between 7,501 and 10,000 pesos. Relatively fewer respondents reported higher income levels, with 8% earning 17,500

and above. Only 6% and 3% of the respondents reported earning between 10,001-12,500 and 12,501-15,000 pesos, respectively. The majority of the respondents (31%) are college undergraduates, indicating that a significant portion of the community has pursued higher education but may not have completed their degree. A notable percentage of respondents (25%) have completed high school, while a smaller proportion (7%) are college graduates. A significant number (22%) have completed vocational training.

The data implies several socioeconomic implications for the community of Barangay Canarvacanan. The high percentage of unemployed individuals (69%) suggests that job opportunities are limited within the barangay. This finding highlights the need for interventions or programs aimed at generating employment or improving job prospects within the community. The prevalence of vendors and contractual employees among the respondents' occupations indicates that many individuals are engaged in informal or temporary work arrangements. This situation may indicate a lack of stable and secure employment opportunities, which could have negative implications for income stability and financial security. The majority of respondents reported earning modest incomes, with a significant proportion earning less than 5,000 pesos per month. This suggests that there is a need for initiatives that can enhance income generation and economic development within the community. The relatively high proportion of college undergraduates (31%) suggests that there is a strong interest in pursuing higher education within the community. However, the limited number of college graduates and the notable percentage of vocational graduates (22%) indicate potential challenges in translating education into improved employment opportunities. Addressing this gap may involve providing support for vocational training, skills development, and access to higher education. To gain a more comprehensive understanding of the situation in Barangay Canarvacanan, it would be helpful to cross-reference this data with additional information such as: Analyzing the age distribution, gender composition, and household composition of the respondents can provide insights into the specific population groups facing employment and income challenges. Examining the local economic conditions, such as the presence of industries, businesses, and infrastructure, can shed light on the factors contributing to the employment and income situation in the barangay. Assessing the availability and utilization of social welfare programs, such as cash transfer initiatives or skills training programs, can provide insights into the existing support mechanisms for the community. By combining the data presented in Table 1 with these additional sources, policymakers and community leaders can develop targeted interventions and policies to address the specific needs of Barangay Canarvacanan and work towards improving employment opportunities, income levels, and overall socioeconomic conditions within the community.

Barangay Canarvacanan, Binalonan, Pangasinan Dimensions

Table 2 presents the attributes of Barangay Canarvacanan, Binalonan Pangasinan in relation to the available community livelihood projects and the trainings and workshops attended by the barangay residents. The survey conducted reveals that there are no existing livelihood

programs in Barangay Canarvacanan. However, the respondents have participated in workshops and trainings organized by various schools, including WCC-ATC. In summary, the data from Table 2 suggests that Barangay Canarvacanan, Binalonan Pangasinan lacks existing livelihood programs. However, the participation of barangay folks in workshops and trainings conducted by schools indicates a willingness to learn and develop entrepreneurial skills. Leveraging the expertise of local colleges and organizations can be instrumental in enhancing the entrepreneurial capabilities of the residents. It is crucial to initiate livelihood programs in the barangay to foster economic growth and empower the community.

Table 2. *Frequency Distribution of the Dimensions of the Barangay Canarvacanan, Binalonan Pangasinan*
n=50

	Frequency (f)	Percentage (p)	Rank
Available Community Livelihood Projects			
None	50	100%	1
Trainings and Workshop attended by barangay folks		0%	
None	6	12%	3
Kabuhayan Training Program	4	8%	4
Cooperative Training Program	10	20%	2
Community Service Training conducted by different schools	30	60%	1

The absence of livelihood programs in Barangay Canarvacanan suggests a potential gap in economic opportunities and skills development for the residents. This can hinder the overall socio-economic growth of the community. The participation of barangay folks in workshops and trainings organized by schools, particularly WCC-ATC, indicates a desire for knowledge and skill enhancement. It highlights the willingness of the residents to learn and acquire new entrepreneurial capabilities. The presence of colleges specializing in avionics technology, aircraft maintenance, aeronautical engineering, aviation, and tourism, along with the involvement of organizations like Community Extensions and Services Offices and Research Planning and Development Office, presents an opportunity for collaboration. These institutions can contribute to enhancing the entrepreneurial skills of the residents by providing relevant training, mentorship, and guidance. By tapping into the expertise of the College of Avionics Technology, College of Aircraft & Maintenance Technology, Aeronautical Engineering, College of Aviation, and College of Tourism, the barangay can leverage the available resources within the community. These institutions can offer valuable insights, industry knowledge, and practical training that aligns with the interests and needs of the residents. Given the absence of livelihood programs in Barangay Canarvacanan, there is a clear need to instigate several initiatives aimed at enhancing the entrepreneurial skills of the residents. Livelihood programs can provide the necessary support, resources, and training opportunities for individuals to develop their own businesses, create employment, and contribute to the local economy.

Perceived Necessities of the Residents Barangay Canarvacanan, Binalonan Pangasinan to Support Their Entrepreneurial Needs

The data from Table 3 indicates that the residents of Barangay Ambonao, Calasiao, Pangasinan have several entrepreneurial needs. These include financial support, training and education on innovation, and specific training in accounting and cash management. The findings highlight the importance of providing entrepreneurial education programs that address these needs, particularly in terms of financial management and keeping up with the latest business trends. Cross-referencing this data with other studies or local initiatives could further support the development of targeted interventions to meet the entrepreneurial needs of the community.

Table 3. *Entrepreneurial Needs of the Barangay Folks in Barangay Canarvacanan, Binalonan Pangasinan*
n=30

	Frequency (f)	Percentage (p)	Rank
Financial Support	50 out of 50	100%	1
Training Support	0 out of 50	0%	3.5
New Knowledge and Ideas on how to innovate products	0 out of 50	0%	3.5
Financial Management Training	10 out of 50	20%	2

Table 3 displays the perceived entrepreneurial needs of the residents of Barangay Canarvacanan, Binalonan Pangasinan. The data is based on responses from 50 individuals. The table highlights the key areas where the respondents expressed their needs and priorities. The first finding from the table is that all 50 respondents perceived a need for financial support from the local government unit. This indicates that the residents recognize the importance of financial assistance in starting or expanding their entrepreneurial ventures. It suggests that the availability of funding or grants could significantly contribute to the development of entrepreneurship in the barangay. Additionally, all 50 respondents also expressed a need for training support and new knowledge and ideas on how to innovate products. This implies that the residents are eager to enhance their skills and learn about innovative techniques or approaches to improve their products or services. This finding highlights the importance of providing training programs and educational resources to foster entrepreneurial growth and competitiveness within the community. Furthermore, 10 out of the 50 respondents specifically identified a need for accounting and cash management training. This suggests that some residents may lack the necessary knowledge and skills in financial management, which could potentially hinder their entrepreneurial success. It indicates a need for targeted training programs that focus on financial literacy and accounting practices to enable residents to effectively manage their business finances.

ACTION PLAN:**Proposed Entrepreneurial Development Plan**

The proposed Entrepreneurial Development Plan for the Community of Barangay Canarvacanan, Binalonan, Pangasinan aims to foster economic growth, create employment opportunities, and improve the overall well-being of the community. The rationale behind this plan is as follows:

1. **Economic Empowerment.** By promoting entrepreneurship, the plan aims to empower individuals within the community to start their own businesses. This will not only generate income for the entrepreneurs but also contribute to the local economy, leading to increased economic activities and improved standards of living.
2. **Job Creation.** The plan recognizes the importance of job creation in addressing unemployment and poverty issues. By encouraging and supporting local entrepreneurship, the plan intends to create new job opportunities within the community. This will reduce the dependence on outside employment sources and contribute to a more sustainable and resilient local economy.
3. **Utilization of Local Resources.** Barangay Canarvacanan is rich in natural resources and has a strong agricultural sector. The plan seeks to harness these resources and promote value-added activities. This will enable the community members to tap into the potential of their own resources, leading to increased productivity and income generation.
4. **Skills Development and Training.** The plan recognizes the need for capacity building among aspiring entrepreneurs. It aims to provide training programs, workshops, and mentoring opportunities to enhance the entrepreneurial skills of the community members. By equipping them with the necessary knowledge and skills, the plan aims to increase the chances of business success and sustainability.
5. **Strengthening Local Market Linkages.** The plan emphasizes the importance of connecting local businesses with wider markets. It seeks to establish networks and partnerships with neighboring communities, municipalities, and even urban centers to facilitate market access for the community's products and services. This will enable the entrepreneurs to expand their customer base, increase sales, and drive economic growth.
6. **Sustainable Development.** The plan recognizes the significance of sustainable practices for long-term development. It encourages the adoption of environmentally friendly and socially responsible business practices. By promoting sustainable entrepreneurship, the plan aims to ensure the preservation of the community's natural resources, promote social cohesion, and contribute to the overall well-being of the residents.

The proposed Entrepreneurial Development Plan for Barangay Canarvacanan, Binalonan, Pangasinan aims to leverage the community's resources, enhance entrepreneurial skills, create employment opportunities, and promote sustainable economic growth. By empowering local entrepreneurs and fostering a vibrant business ecosystem, the plan envisions a prosperous and self-reliant community.

IV. Conclusion

In conclusion, the socioeconomic landscape of Barangay Canarvacanan reveals a pressing need for targeted interventions to address high unemployment, low income levels, and limited opportunities for economic advancement. Despite a strong desire for education and skill enhancement among residents, challenges remain in translating these aspirations into improved employment outcomes. The absence of established livelihood programs in the barangay further compounds the issue, highlighting the need for targeted support to unlock the entrepreneurial potential of the community. While the willingness of residents to participate in training and workshops offers a promising foundation, their expressed needs for financial assistance, training, and knowledge of innovative techniques underscore the importance of tailored interventions that address these specific gaps. To create a comprehensive and effective strategy for economic empowerment in Barangay Canarvacanan, it is crucial to expand the analysis to encompass additional factors such as age distribution, gender composition, household composition, local economic conditions, and the availability and utilization of social welfare programs. By integrating these insights with the findings of this study, policymakers and community leaders can develop holistic initiatives that promote sustainable livelihoods, stimulate entrepreneurial growth, and ultimately enhance the overall well-being of the community.

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