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Level of awareness in terms of short film making in the province of Camarines Norte: Key towards improved customer service of the Teatro Cam Norte Film Production Company

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Abstract:

The level of awareness in terms of short film making in the province of Camarines Norte: key towards improved customer service of the Teatro Cam Norte Film Production Company is a formulated concept of this study to essentially establish how a small company emerges in the sea of stiff competition in the business world especially the kind of venture which deals with lots of challenges and experimentations. As the subject matter of this study, the Teatro Cam Norte (TCN) Film Production Company on how they will be faired in the market.

Using purposive convenience sampling method, the researchers conducted surveys and interviews to thirty (30) respondents with businesses within the province of Camarines Norte to attain the chance of small business like Teatro Cam Norte Film Production can penetrate the market of providing film making, video for commercial and advertising campaign and acting workshop for film and theater artists. This also gauges the level of awareness of prospective clients to the services offered by the company as well as how it will turn out into interest of acquiring the services. Assessing these measures to come up for an effective marketing strategy.

The survey revealed that the type of Industry of respondents' is statistically significance with the study to who are majority prospect clients of the Teatro Cam Norte Film Production. It also shows that the respondents prefer to have quality output or service than thinking of the prices. In terms of customer channel, respondents unaware of company's means of disseminating information thru flyers and business letters and much preferred to use social media platform.

The proposed marketing Strategy includes the enhancement of technical gadgets and equipment use by Teatro Cam Norte Film Production as the major setback in terms of awareness of respondents on their scope of service.

Keywords:

Customer Channels, Level of Awareness, Proposed Effective Marketing Strategy, Local competitors, Services Offered.

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INTRODUCTION

The business world as what they say is the core of human stomach that anyone can lay down their respective kitchen to battle for existence. The film venture like what the TEATRO CAM NORTE (TCN) Film production engaged with, is like a small dot in a wide spread sheet in global sphere. Skirmishing with the biggest corporations in the sea of competitors globally, hardly emerged in terms of flaunting brands and spewing good advertisements, so to speak. According to RockContent |blog, entitled, “Global Branding: How to do Global Brand Management”, 2023 edition, “global branding refers to the management of a brand in different regions of the world, intended to increase its strength and recognition in the markets in which it operates. This Strategy, may also be called “global branding or international branding”. The one-million-dollar question bares the consequence of having a small business such as TEATRO CAM NORTE (TCN) Film Production can be faired in the world market.

During the summit of the Management Associations of the Philippines and the National Branding Council, in the editorial pick of the bworldonline.com dated July 11, 2023, which intensified the need of the country brand in a unified scale can boost the economic advantage, improved international relations, an opportunity to have more cultural exchanges. This also increase national pride and somehow a political benefit as a credible nation in business industry. The plight of Teatro Cam Norte Film Production in the national arena can be gauged with a very small place to recognize. With the sustaining guidelines and frameworks to create unified and consistent brand identity, there is a whiff of a chance for small business like the Teatro Cam Norte Film Production to make a space in the industry. The Film making as the oldest industry in the Philippines cultivates deeper values and economic surpluses in the business world. Tagged as “Show-business” is considered as one of the popular forms of entertainment among the Filipino people. Hence, the short film making or the so-called independent film makers tells a depressing story in the field of movie industry. As how Teatro Cam Norte Film Production, slowly climbing the ladder of business institutions, can be possibly affect its pursuing goal due to the problem facing the small film makers in the country.

Venturing in the midst of local competitors, the plight of short film makers in the province of Camarines Norte has its half bacon to offer in the arena of growing alternative medium such as social media platform and within the comfort of a pocketed-cellular phone. In just recently concluded Bantayog film Festival 2024 organized by the Provincial Tourism Office of Camarines Norte several young filmmakers within the province engaged in doing short or art film showcasing the beauty and hidden culture of Camarines Norte. They were all vying for the recognition of their effort that eventually open the gateway paving the young film makers to venture into filmmaking business where Teatro Cam Norte Film production initialized its capitalization using crafted manpower and technical gadget to offer quality service. With just 2 active cinemas in the province, the chance of gaining profit from public viewing is too minimal hence, diverting into alternative services offer by the Teatro

Cam Norte Film Production like video coverage, video commercials and acting workshops opted the organization in rebranding the image and enhance the services into more flexible and competitive offers.

Level of awareness in terms of film Making in the province of Camarines Norte and perception to improve customer service of the Teatro Cam Norte Film Production is a rhetorical analysis of how the business will fair in the market, which is basically its main objectives of this study. Teatro Cam Norte Film Production is in its 2nd year of venturing with the film making, video-coverage commercials and acting workshops for theater and films penetrating the entire province of Camarines Norte with its main goal of enhancing the awareness and willingness of the costumers in the services offer. Alongside of its venture in capturing prospective clients, the researcher schematically lays down research procedures to attain its goal. The research initiated in the context of how a small company like Teatro Cam Norte film production can compete with the outpouring services like what other companies offers in all over the province and social media alike, identifying first who are possible persons to offer with up to strategize the action of convincing them and get the interest and willingness to patronize the services.

The researcher' interest in pursuing the study of the customer satisfaction of the Teatro Cam Norte Film production is due to the challenge in giving costumers an alternative means of advertising their business and personal undertaking with special touch only the Teatro Cam Norte Film Production can give. The research developed by conceptualizing the process of collecting information though surveys as means of communication materials to incorporate the main problem of, "level of awareness in terms of film making in the province of Camarines Norte: key towards improve customer service of Teatro Cam Norte Film Production".

This study will present an output to proposed a better comprehensive marketing strategy to the Teatro Cam Norte Film Production Company which offers services such as: Short Film that includes Narrative, documentary, Autobiography and Musical Film. It also offers Videography for Commercial/Advertisement, Video-Campaign and Video-Infomercial. Teatro Cam Norte has its latest services offer on Acting Workshops for Theater and Film. Along with the roster of manpower of the company headed by its Chief Executive Officer, Mr. Benjamin D. Enesio and its, Executive Vice-President, Mr. Tristan Paolo G. Clemente; Treasurer- Ms. Lorea Angel Bernal; Secretary- Ms. Janella Tricia Cabrera. TCN Film Production has two department, one is Technical Department headed by Mr. Renz Myco Mangubat; Director of Photography- Mr. Jeremiah Sabihon; Sound Engineer- Mr. Eugene Rasco; Production Assistant- Mr. John Paul Wyndel Caballero; Musical Scorer- Mr. Dracy Matthew Mañebo; Visual Effect Editor- Mr. Jam Adelantar; and Production Design- Mr. John Michael Angelo Montuya. While in the Acting Department, it is headed by Ms. Em-Em Merciales; Company Talents are Mr. Ivan Gonzales, Mr. Jrell Fajardo and Mr. Christian Sajul.

The company in its initial capitalization of Php50,000.00 wherein almost 75% of it, went to purchasing of gadgets such as camera, tripod, lightings and sound equipment. The

remaining 25% of the capital serves as the revolving funds use in the daily business operation.

The Gap Analysis lies on the capability of Teatro Cam Norte Film Production in establishing its image and name that portrays quality services. The on-going status of the Teatro Cam Norte in the present business venture and it placed in the market to go side-by-side with some existing companies who are also engaging the same business in the province of Camarines Norte. This research collated finding to make a better marketing strategy of the Teatro Cam Norte based on the collected data gathered in this study.

RESEARCH QUESTION

Generally, this study aims to develop an effective marketing strategy for TEATRO CAM NORTE (TCN) Film Production. The research identifies several major problems arise during the conduct of study mirrored in the following questions:

1. What is the business profile of target clients along with industry, business type, years of operation and capitalization?
2. What is the level of awareness of the target clients on the services provided by the Teatro Cam Norte Film Production along with the scope of service, financial terms, and customer channels?
3. What profile affects the client's level of awareness?
4. What marketing strategy can be proposed to improve the patronization towards Teatro Cam Norte Film Production?

Figure 1

Theoretical Paradig

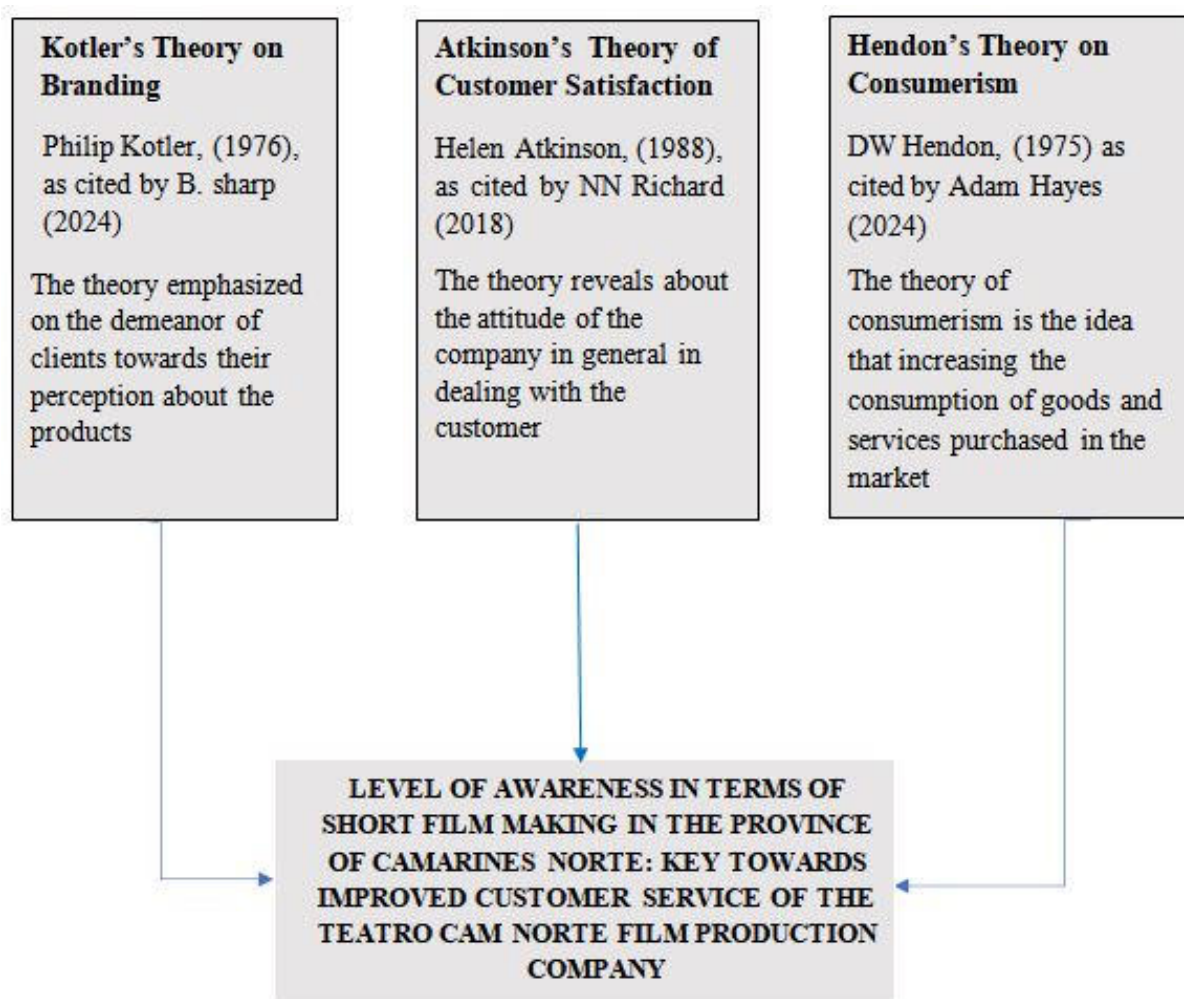


Figure 1 implies the relevance of these theories to the study of Level of Awareness in Terms of Film Making in the province of Camarines Norte: Key Towards improve customer service of the Teatro Cam Norte Film Production Company, integrates in their different findings which are applicable in determining the needed output of the study, thus:

KOTLER'S THEORY ON BRANDING emphasized on the demeanor of respondent toward their perception about the products. In this theory, Kotler explained that brand perception is "the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market". This theory however, connectively inclined with the objectives of the research to address problem specifically on perceiving the brand being offered by the Teatro Cam Norte Film Production. Kotler's theory contributes the essential information relative to the branding image of a company as what this research wishes to achieve. In his book entitled, "Marketing Management", Philip Kotler, 1976; he defined brand as "a complex concept incorporating many elements. The image of the product and a

promise to deliver quality”, This is being supported by B. Sharp et al., 2024, entitled “The market-based assets theory of brand competition” citing Kotler’s presentation of a hypothetical brand switching table along with the discussion of segmentation, targeting and positioning (STP) theory on brand competition, its scientific law and regularities in argumentation to be able to project it as emerging concept in modern marketing, which basically a good application in discussing the problem of this research. ATKINSON THEORY ON CUSTOMER’S SATISFACTION, 1988, revealed about the

attitude of the company in general in dealing with the customers. It profounds that “cleanliness, security, value of money and courtesy of staff determine customer satisfaction”. Thus, customer satisfaction is imperatively needed to discuss in this research in order to determine what qualities of services of Teatro Cam Norte Film Production that will support the evaluation of level of awareness of the target clients. In the article by NN Richard 2018, entitled “The role of service attributes in customer satisfaction” citing Atkinson (1988) to ascertain the finding that cleanliness, safety, value of money and courtesy of staff determine customer satisfaction. This study helps the researchers in excerpting respondents’ answers to know their leverage in achieving the purpose of getting their interest and awareness to engaged with the service offered by the Teatro Cam Norte Film production.

DW HENSON THEORY OF CONSUMERISM, 1975, entitled “Towards a Theory of Consumerism” manifests the thoughts that individuals who consume goods and services in large quantities will be better off. Which according to Hayes, Adam 2024, in his article entitled “Consumerism: Definition, Economic impact, pros & cons” states that, “consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal, and that a person’s well-being and happiness depend fundamentally on obtaining consumer goods and material possessions. This theory is important in capitulating the idea that a small business company like Teatro Cam Norte Film Production can offer more services to justify the needs of the target clients.

By way of incorporating these data and information from these theories in analyzing the problems raised in the research, will help boost up the idea of the researcher to come up for a better recommendation and solution as well. These theories enumerated will be backed up with other related studies and literatures to amplify its fundamental explanation into much broader and updated information.

Figure 2

Conceptual Paradigm

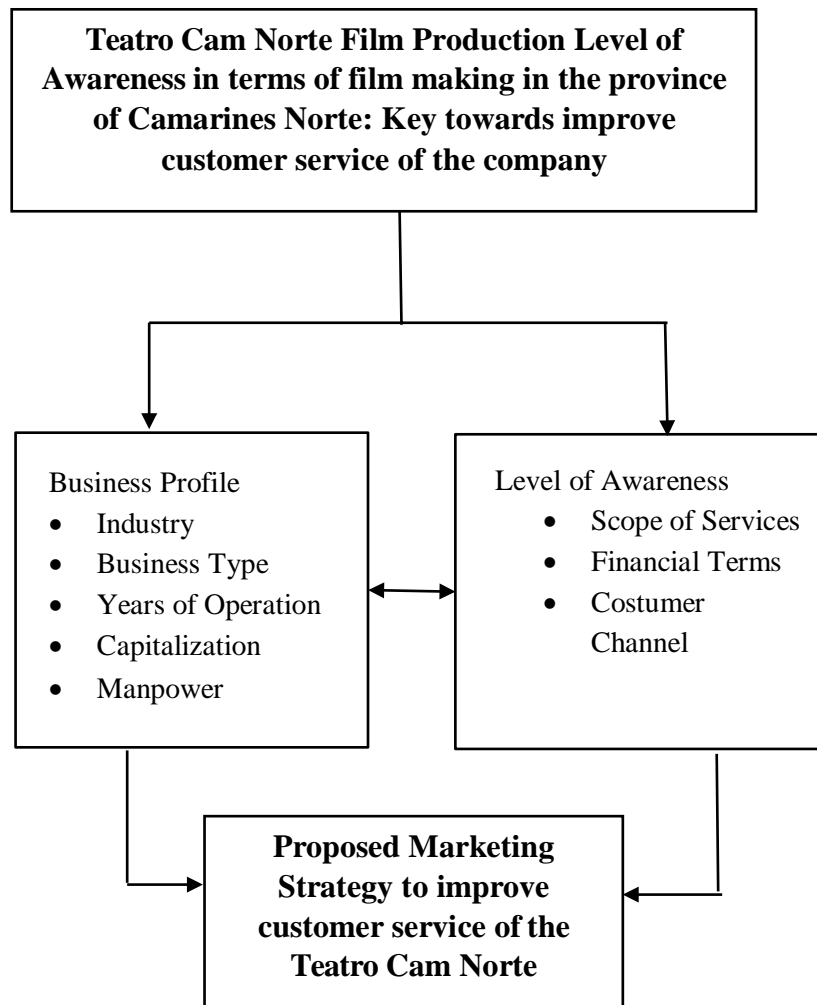


Figure 2. represents the correlations of variables that imperatively interconnection with each other to determine the needed output of the study.

Independent variables in this research are based on the objectives to determine the business profile of the target clients as to their industry, business type, years of operation, capitalization and manpower.

The dependent variables of this research are the measurements on evaluating the level of awareness of the target clients on the services offered by the TCN Film Production as to the scope of service, financial terms and costumer channels.

RELATED STUDY AND LITERATURE REVIEW

Based on the study conducted by Frank Nana Kweku Otoo, 2024 on his article entitled "Assessing the influence of financial management practices on organizational performance of small-and medium-scale enterprises", indicates that working capital

significantly influenced organizational performance. Capital budget management significantly influenced organizational performance. It is being supported by the article conducted by Adobe Experience Cloud Team, 2023, entitled “Customer profile examples for targeted marketing strategies”, explains that an organization needs a deep understanding of their customers to drive effective marketing strategies and conduct valuable research”, thus “Customer profiles play a crucial role in achieving this objective”. This study is very essential to pattern since the objective of determining the target clients of Teatro Cam Norte Film Production is important factor to consider. In identifying valuable target clients. According to Mark Fairlie, 2024, on “How to Identify Your Target Audience”, “Marketing requires a clear view and a firm understanding of your target”. In other words, you should know who will likely interest or patronize your product or service.

The article "Navigating the New Age: Exploring Operations and Modern Business Models in Film and Television Production" highlights how the film industry has adapted to globalization, technological advancements, and changing consumer behaviors (Zeng, 2024). Teatro Cam Norte Film Production can leverage these insights to enhance customer awareness by showcasing their comprehensive production process and modern business models, such as the Long Tail and 360- degree approaches, to meet evolving client preferences. By emphasizing their use of digital technologies and innovative distribution methods, Teatro Cam Norte Film Production can attract clients who value accessible and cutting-edge services. This approach will help improve client awareness and engagement, ultimately leading to increased brand patronization.

Social media marketing had significant impact on brand visibility, and online presence on brand awareness. Jusuf Zeqiri et al. (2024) highlight how tailored social media strategies enhance brand awareness, image, and engagement. Muhammad Salman Arshad et al. (2024), emphasize that strong online presence and digital marketing campaigns boost customer awareness. Additionally, industry and product/service categories influence awareness, with consumer-brand engagement playing a crucial role, as noted by T. Ndhlovu & T. Maree (2023). Client characteristics such as age and product usage frequency also impact brand familiarity, supported by Gartner (2024). Lastly, the quality of products/services and customer experiences, highlighted by Ding & Tseng (2021), contributes to building brand awareness through positive associations and word-of-mouth referrals.

Based on Article by Karl Feldman, 2024, entitled “Top 10 Marketing Techniques for Professional Services”, states that “traditional marketing techniques are giving way to strategies that are designed with modern client in mind and the old ways are no longer enough.” Meaning, the new approach to marketing strategy is more likely giving focus on the impact of today's situation. The offspring of new innovation to adapt the current situation is important in framing marketing strategy. As being defined by the Investopedia Team, 2024, entitled “Marketing Strategy: what it is, how it works, and how to create one”, explains that marketing strategy refers to a business overall plan to convince customers to buy its products and services”. They further explain that, “marketing strategy determining how to reach

prospective consumers”. Through these related studies, the researchers be able to collate data that will define effectively the main objective of this research which is to proposed an effective marketing strategy to the Teatro Cam Norte Film Production.

In meeting the objectives’ materializations of the research, the gap analysis of this research focus on incorporating related studies being excerpted to make a comparative evaluation between these data and be able to adapt the effective propositions to come up for a certain solution. Pick up the essential information and connect it with the data gathered during the survey of respondents, and thereby make a thorough discussion between its application and recommendations.

Methods Research Method

The research design of this study uses the descriptive- correlational design, with different methods incorporating in determining relative outputs. This design used to determine the level of awareness in terms of film making in the province of Camarines Norte, key towards improve customer service of the Teatro Cam Norte Film Production Company. Excerpting first the profile of respondents including the name as optional column, age, kind of industry, type of business, years of operation and range of capitalization to be averaged thru frequency and percentage.

Five set of questions were asked in evaluating the level of awareness of the target clients on the services provided by the Teatro Cam Norte Film Production along with the scope of service, financial terms and customer channels to be gauged using Weighted Mean and Rank. In ascertaining the business profile that affect the clients’ level of awareness, determinants are figured using chi-square method, while in conceptualizing the proposed Marketing strategy, the research uses Thematic Analysis. There is a corresponding scale to be chosen by the respondents such as: 1- Not at all aware, 2- Somewhat Aware, 3- Moderately Aware and 4- Highly Aware.

Sampling Procedures

This study used purposively-convenience sampling method through distributing survey form in a face-to-face administration process to selective 30 respondents who are owners or administrators of Hotels, Resorts, Clinics and Studios within the province of Camarines Norte. A letter of permission was sent to the respondents before administering the survey and they have the option to accept or decline the proceeding.

Personal Profile of Respondents:

Table 1. Personal profile of Respondents

Age Bracket:	FREQUENCY	PERCENTAGE
18-35	13	43%
36-45	5	17%
46-55	6	20%
56-75	6	20%
Total	30	100%
Gender:		
Male	15	50%
Female	15	50%
Total	30	100%
Civil Status		
Single	12	40%
Married	14	47%
Widow/Widower	4	13%
Total	30	100%
Educational Attainment		
High School Graduate	1	4%
College level	16	53%
College Graduate/Degree Holder	13	43%
Total	30	100%

Table 1. shows the age of respondents that were bracketed in order to determine their stand on the variables and how age connotes different views in terms of their understanding of the given determinants. Bracket 18-35 comprised of 13 frequencies with equivalent of 43% as the highest percent share, followed by brackets 46-55 and 56-75 both with 6 frequencies that accumulates 20% each, and followed by bracket 36-45 with 5 frequencies that comprised of 17%. With regard to the Sex status indicates that the total number of male and female respondents is in equal quantity which recapitulated with 15 frequencies each and both comprised of 50%. The number reflects the reality of how this modern era defaces the notion of men is more likely to handle business than of women. The Civil status of respondents shows married status has 14 frequencies that accumulates 47%, while single respondents with 12 frequencies with 40% and Widow status got 4 respondents with 13%, while educational attainment of respondents, there is 1 respondent with high school education that comprised 4% of the total frequency, while respondents with college education got 16 frequencies with 53% accumulation and the degree holder respondents accumulated 13 total frequencies with 43% equivalent.

This implies that majority of the respondents are within the early middle-aged group that belongs to age bracket 18-35 who are owners or administrator of the businesses located within the province of Camarines Norte that reflectively projected the strong presence of young entrepreneurs who are openly in discussing the research agenda while the age bracket

of 36-45 were the least respondents who are in the middle aged group whereby projected that most of those ages belong to the said bracket are not into business. The equal footing of both sexes in the field of business is clearly seen in the survey conducted among the respondents who are business administrators and owners of the businesses in the province of Camarines Norte. Data shows that married people are dominating the business industry comprising the 457% of the total frequency while the least number of respondents based on their civil status are the widows that accumulate only 13% of the total frequency. The data reflect the result that majority of respondents were in college level that accumulated 16 frequencies with 53%, which basically equipped persons to handle business considering the required skills and knowledge to operate the business while the least number of respondents belong to high school level with only 1 frequency and accumulated 4% of the total respondents. Basically, education has a big part to get the enough knowledge of handling business, thence, seldom of high school level have persons indulged on business,

The significance of age of the respondents to incorporate with the finding of this research aligns with the study of Ryan Holmes, 2018 entitled “The Average Age of a Successful Entrepreneur? The Answer is a Shocker.” explains that overall, mid-career like of 32 years old entrepreneurs are five times more likely to still be in business five years later than those starting a business out of college. According to theconversation.com 2018, entitled “Why middle-aged entrepreneurs are better than young one?” discusses that young entrepreneurs are often native users of the most modern technology, are more flexible and do not have family commitments. However, most middle-aged like 36-45 age bracket are into prime working lives and most of them are into employments according to oecd.org 2022, “Employment Rate by Age Group. The imperative implication of sex in the concept of this study is, which gender can give most interest in responding the questions. According to Michelle Ovens, 2019 on her article at Forbes, entitled “Business On The Basis Of Sex”, the interest of women in business bolster up their claim from discrimination in the business world, that stretching their wings and finding its power. In an online article by ai- bees.io, 2024 Entitled “Gender in Entrepreneurship: Does it still matter in 2024? Explains that the gender in entrepreneurship continuous to expand. Women are underrepresented in entrepreneurship in nearly all developed nations, and the gender disparity is startling. According to the said article, although women have less experience than men when starting a business, women are more likely than men to train in tasks carried out by entrepreneurship before starting a business. Meaning both sexes have the capacity to perform well in handling the business which this study sought this aspect as important when excerpting respondents’ level of interest to the services offered that will concern with their business. The significance of civil status in determining the respondents’ interest in the subject matter of the research lies on the study that married people are more enthusiastic to handle business and indulge in strategic approach to earning money as compared to single and widow with the same background. Basically, married businessman or business woman are inclined towards fewer social interaction and devote more of their time in earning for the family, unlike the single and widow people they do not think more of earning for others but only for themselves. According to article strategypeopleculture.com by Andy Botwin, 2023, entitled “Business

and Married – A Success Story, emphasizes that the blending of personal and professional lives, particularly when intertwined with marriage, demands skillful equilibrium. Meaning, a serious dedication is being put to their interest including all things concerns with the business, while according to Dr. Dipesh D. Uike, 2019 on his study entitled. “The Impact of Marital Status on the Entrepreneurial Intention of People” stated that marital status affects the entrepreneurial intention of the people. Single or widow and married people have different entrepreneurial intention, such as single have higher attitude towards behavior and perceived behavioral control than married people with higher subjective norms than single people. Educational attainment is very vital in the formation of business venture especially during its initial set-up. According to the article of ResearchGate.net, 2022 entitled “Educational Attainment of Owners and Employees”, reveals that most of the 72.2 percent of the business owners attained college degree and the rest are high school, undergraduate and high school or elementary level. Based on the study by Skye Schooley, 2024 in her article in businessnewsdaily.com entitled, “Should you skip College to Start a Business?”, explains that college can help you gain expertise in specific business subjects while learning and honing soft skills like communication, time management and leadership. Incorporating this qualification to the research, businessman/woman into college have wide understanding in answering the questions given in the survey.

Result and Discussion:

Table 2. Business profile of the Respondents

Kind of Industry:	FREQUENCY	PERCENTAGE
Tourism	11	37%
Construction	1	3.25%
Retail	12	40%
Agriculture	1	3.25%
Health Care	3	10%
Pharmaceutical	1	3.25%
Manufacturing	1	3.25%
Total	30	100%
Type of Business:		
Sole Proprietorship	23	77%
Partnership	5	17%
Branch Office	2	6%
Total	30	100%
Years of Operation:		
0-5 years	13	43%
6-10 years	10	33%
10 years above	7	24%
Total	30	100%
Capitalization:		
5,000 – 10,000	3	10%
10,001 – 20,000	1	3%
20,001- 50,000	7	23%

50,001 – 100,000	2	7%
100,001 – 500,000	10	33%
500,001 – 1,000,000	2	7%
1,000,000 above	5	17%
TOTAL	30	100%

Table 2 shows the kind of industry of the respondents where Tourism got 11 frequencies and accumulates 37%; Construction, Agriculture, Pharmaceutical and Manufacturing both have 1 respondent with only 3.25 % each; Retailers comprised of 12 frequencies with 40%; and Health Care got 3 respondents with 10%. With regards to the type of business of the respondents, the Sole Proprietorship got 23 frequencies with 77%; Partnership with 5 respondents with 17%. and Branch Office have 2 respondents with 6%. With the years of operation of business of the respondents where it was presented thru bracketing, thus, from 0-5 years the frequency is 13 with 43%; from 5-10 years, the frequency is 10 with 33% while 10 years above got 7 respondents with 24% of the total frequency. In terms of capitalization of business of the respondents bracketed in peso currency as follows with corresponding data; 5,000-10,000 got 3 respondents with 10% accumulated share, 10,001-20,000 has 1 respondents with 3%, 20,001-50,000 got 7 respondents with 23%, 50,001-100,000 has 2 respondents with 7%, while 100,001-500,000 got 10 respondents with 33%, followed by 500,001-1,000,000 with 2 respondents that accumulated 7% and 1,000,000 above got 5 respondents and accumulated 17% of the total frequency.

Data shows that majority of the respondents were into Retail business with 40% and closely followed by Tourism business with 37%. Seemingly the nature of services being offered by the Teatro Cam Norte Film Production Company is within the industry that aligns in the business with majority respondents. Meaning the interest of the scope is within their concern. Unlike the least respondents such as Construction, Agriculture, Pharmaceutical and Manufacturing with only % each have less of interest with the nature of services offered to them. The data projected that majority of the respondents are Sole Proprietorship with highly 77% of the total frequency. In this context basically the type of performing business within the province of Camarines Norte as the scope of delimitation of this research are those sole proprietorships or the owner of the business is handling by only one entity, for the reasons that most of them started their business as their personal goal and aspirations accordingly. While the least of respondents are those with Branch offices with only 6% in the total frequency. This implies that branches offices are seldom handling decision in terms of responding the surveys or interest with the concept. Data shows that those businesses within the span of 0-5 years projected as the majority responders. Basically, new businesses tend to observe and interest things that concern with their business. Unlike those who are doing business for quite many years, they are no longer entertaining usual offers. Data shows that majority of the respondents belong to bracket 100,001-500,000 capitalization with 33% share of the total percentage, while the least number of respondents belongs to 10,001-20,000 business capital with only 3% share in the total percentage. The disparity of the number

between the highest and the lowest frequency reflects the huge difference and implicate that most businesses nowadays who invest big money has active participation in considering offers that matters their business operation, while those with less capitalization has a bit care.

The kind of industry of the respondents is very vital in conceptualizing the output of the research, specifically those who are majority callers such as the Retailers and the Tourism Industry in entertaining the possibility of acquiring the services offered by the Teatro Cam Norte Film Production which is advertising their businesses. According to the article by smartyads.com, 2024 entitled, “Advertising in Retail: Benefits, Types, Strategies”, reveals that Retail business commits advertisement that aims to showcase the features and benefits of products or services in a way they will resonate with potential customers and drive sales. The same with the study of the article in audience.co, 2023, entitled “The Importance of Tourism Advertising”, imparts that advertising is essential to tourism business to stay ahead of their competition, promote their brand, and thrive. The data in table 2.1 is significant in determining the output of the survey to relate with the objective of the research. According to corporate finance institute.com article written by Gabriel Lip, 2024, entitled “Sole Proprietorship” emphasized that they enjoy full control and profits from the business but incur unlimited legal liability personally. Meaning, the reason why most respondents are those sole proprietors because they can easily decide on all matters that concern with their business unlike those business with partnership and branch offices, they cannot easily decide without consulting other people in the business. This is being supported by the article of americanexpress.com, written by Bruna Martinuzzi, 2023 entitled “The Advantages and Disadvantages of a Business Partner”, explains that there are potential conflicts between business partners like differences of opinion or unequal effort put into the business, thus, the decision making is not easy because of this differences. The prevalence of responses can be on the curiosity of new business to adapt applicable means to improve their business. According to study of forbes.com written by Benjamin Laker, 2024, entitled “Why Curiosity might be the most Underrated Skill in Business”, implies that, curiosity among new entrepreneurs allow them to see beyond immediate challenges and consider alternative perspective. Rather than relying on what’s already known or proven, they are willing to venture into the unknown, experimenting with different strategies and approaches. As what the article of researchgate.net authored by Georgeta Llie, 2014 entitled “Old and New in the Contemporary Business Models”, explains the comparison of old and new business models in terms of its finance the way in which it funds investment in process and products until they can generate financial returns, wherein old business venture finance from personal savings, family and business associates while new businesses organized venture capital, hence, the latter are more open to new investments in their business. The significance of capitalization in excerpting the objectives of the research is primarily to determine the capability of the respondents to invest in spending advertisement services that would question their financial capacity without compromising the budget. This view is aligned to the article of vestr.com 2021, entitled “Capitalization: The Financial Framework of Success, implies that a well-structured capitalization plan can enhance a company’s financial strength, attract investors, and facilitate strategic initiatives. This further defended the fact that the more a business

possesses strong capitalization, it can sustain the needed expenses including promotional expenses that vitalizes their existence in the business industry. Based on the study published by the linkedin.com 2024, entitled “Impact on Capital Deprivation on Small Businesses: Strategies for Survival”, implies that, this challenges enterprises face when they lack sufficient financial resources or access to funding, have the tendency to halt grow, hinder operational efficiency, thus, limited access to funds can severely affect a business’s ability to invest in new technologies which is key for staying competitive in an increasingly digital market.

Level of Awareness of target clients of Teatro Cam Norte Film Production company Scope of Service:

Table 3. Level of Awareness of the respondents to the scope of service of the Teatro Cam Norte Film Production Company

Parameters	Mean	Rank	Interpretation
The TCN Film Production offers business services on Film making, Video-coverage for commercials and Talent Workshop	2.33	3.5	SA
TCN Film Production provides well-crafted materials in terms of video making that suit in your business advertisement	2.36	2	SA
The TCN Film Production provides manpower to provide your needed quality output in availing the services they offered	2.33	3.5	SA
The CTN Film Production provides high quality gadgets and technical equipment use in shooting with distinctive studio for quality post production and editing	2.3	4	SA
The TCN Film Production provides catchy and relevant stories in conceptualizing the filming for your much needed advertisement	2.5	1	MA
OVERALL	2.36		SA

Notes: 3.25-4.00- Highly Aware (HA); 2.50-3.24 – Moderately Aware (MA); 1.75-2.49- Somewhat Aware (SA); 1.00-1.74- Not Aware (NA)

Table 3 reflects the level of awareness of the respondents to the scope of service of the Teatro Cam Norte Film Production, with 5 parameters to appraise such as, whether the TCN Film Production offers business services on film making, video-coverage for commercial and talent workshop, got 2.33 Weighted mean, rank 3 in the tabulation with an interpretation of Somewhat Aware (SA); followed by the parameter whether TCN film Production provides well-crafted materials in terms of video making that suit in your business advertisement, got 2.36 Weighted Mean and rank 2 with Somewhat Aware (SA) interpretation. About the parameter that the TCN Film Production provides manpower to provide your needed quality output in availing the services they offered, got 2.33 Weighted Mean and also rank 3 in the tabulation with Somewhat Aware (SA) interpretation; while the parameter, whether the TCN Film Production provides high quality gadgets and technical equipment use in shooting with distinctive studio for quality post production and editing, got 2.3 Weighted Mean and rank 4 in the tabulation with an interpretation of Somewhat Aware (SA); and the parameter which determine if the TCN Film production provides catchy and

relevant stories in conceptualizing the filming for your much needed advertisement, got 2.5 Weighted Mean and rank 1 in the tabulation with an interpretation of Moderately Aware (MA). An overall Mean of 2.36 with a general interpretation of Somewhat Aware (SA).

Data shows that the highest indicator in determining the level of awareness of the respondents to the scope of service of the Teatro Cam Norte is the parameter on whether the TCN Film Production provides catchy and relevant stories in conceptualizing the filming for your much needed advertisement, that accumulates 2.5 Weighted Mean with an interpretation of Moderately Aware, implies that majority of respondents aware of that scope of service by the TCN Film Production which is basically justify the service of the company in conceptualizing story in doing advertisement. While less of the respondents aware of whether the CTN Film Production provides high quality gadgets and technical equipment use in shooting with distinctive studio for quality post production and editing with 2.3 Weighted Mean and an interpretation of Somewhat Aware (SA). That reflects the unmindful opinion of the respondents to the parameter, which only show that the mentioned scope of service of the TCN Film Production is not quite knowledgeable to them.

Given the data, most respondents aware of the TCN Film Production to provide catchy story in making video commercial as their form of advertising, which construed that a catchy story can boost up their business. According to the Article published by www.domestika.org, written by Michael Pirone 2024, entitled “15 Best Storytelling Ads to boost your Marketing in 2024”, emphasized that, in a world flooded with ads, crafting messages that resonate deeply with audiences is a real challenge. Marketers know the data alone is not enough; it’s the emotional connection that dives engagement. This aligns with the views of the article in Investopedia.com by Janet Fowler 2022, entitled “8 Highly Successful Advertising Campaigns”, explains that, the catchiest slogans don’t just stick in your head; they can also change the way you think about the product being advertised. A good advertisement persuades you to buy the product or service being advertised. But a highly successful advertising campaign solidifies a new catchphrase and become a cultural reference. On the other hand, in the given data, less of respondents aware that the TCN Film Production provides high quality gadgets and equipment use in shooting and conducive studio for quality post production and editing. This implies that the company does not have enough capability of having high quality tools based on the knowledge of the respondents, wherein the presence of quality technical materials and process are also expected. In an article by impaxs.com authored by Alex S, 2023, entitled “Video Equipment 101: Everything you Need to Make High Quality Video Content”, enumerates the uses of high definition and detailed equipment in shooting video commercial and film as well, such as, using stationary microphones, DSLR 4k shooting and high quality shots for longer recording, use of tripods as permanently set up of shoots, the importance of lightings, other extra touches and accessories along with the use of laptop on a standing desk for easy access to notes, script and others resources while filming. In the post production, the article suggested to use platform that organize video content and create a workflow that progresses from raw content to complete output. The significance of this part to provide services in a package satisfaction, which

according to the article of videoprosandiego.com published 2023, entitled “Enhancing Video Production: The Transformative Impact of Quality Equipment” says that in video production, is it the skill of the creator or the caliber of the equipment that truly makes different, and the importance of investing top-notch gear that will elevate your content.

Financial Terms:

Table 4. Level of Awareness of the respondent to the financial terms of Teatro Cam Norte to the services offered.

Parameters	Mean	Rank	Interpretation
It offers impressive discounts of 10%	2.23	5	SA
Engaged with the partial payment of 50% down payment and 50% full payment upon completion of the service with corresponding contract in a more advantageous agreement with the customers	2.3	4	SA
Recuperating unsatisfied output without paying additional charges even beyond the stipulated agreement only to suffice the satisfaction of the customer	2.4	1	SA
TCN Film Production aside from cash, accepting the use of G- cash, credit cards, debit cards, checks and other mobile payments and digital wallets for easy convenient of the customers	2.37	2	SA
Other expenses allotted during the shoot are shouldered by the Film Production if it were not stipulated in the agreed contract	2.33	3	SA
OVERALL	2.33		SA

Notes: 3.25-4.00- Highly Aware (HA); 2.50-3.24 – Moderately Aware (MA); 1.75-2.49- Somewhat Aware (SA); 1.00-1.74- Not Aware (NA)

Table 4 shows the level of awareness of the respondents to the Financial Term of Teatro Cam Norte Film Production with five enumerated parameters such as: It offers impressive discount of 10%, with 2,23 Weighted Mean, rank 5 at the tabulation with Somewhat Aware interpretation; Engaged with the partial payment of 50% down payment and 50% full payment upon completion of the service with corresponding contract in a more advantageous agreement with the customers, got 2.3 Weighted Mean and rank 4 with an interpretation of Somewhat Aware (SA); Recuperating unsatisfied output without paying additional charges even beyond the stipulated agreement only to suffice the satisfaction of the customer, with 2.4 Weighted Mean and rank 1 at the tabulation and interprets as Somewhat Aware (SA); TCN Film Production aside from cash, accepting the use of G-cash, credit cards, debit cards, checks and other mobile payments and digital wallets for easy convenient of the customers, with 2.37 Weighted mean and rank 2 in the tabulation with an interpretation of Somewhat Aware (SA); Other expenses allotted during the shoot are shouldered by the Film Production if it were not stipulated in the agreed contract, got 2.33 Weighted Mean and rank 3 in the tabulation with an interpretation of Somewhat Aware (SA). Table 4 has an overall Mean of 2.33 and with an interpretation of Somewhat Aware (SA).

The prevalence parameter which is, recuperating unsatisfied output without paying additional charges even beyond the stipulated agreement only to suffice the satisfaction of the customer, implies the capability of the Teatro Cam Norte Film Production in handling troubleshoot without compromising too much from the clients. This strategy, is an additional come-on to the customer as a distinct feature of the services offered. On the other hand, the least rank is the parameter that offers impressive discounts of 10%. It can be taken into account that the clients can be possibly unaware of the promo, but it could be also be possible that clients are not considering the prices of the service but the quality of output.

The significance of the result of the data gathered implicate how the company perform or deliver their services in terms of client's preferences. According to sciencedirect.com in their journal written by Somesh Kumar Sinha and Priyanka Verma dated 2020, entitled "Impact of Sales Promotion's benefits on Perceived Value: Does Product Category Moderate the Results? Wherein the findings of said study that creating effective sales promotion depend on the tolls used which are now flourishing in the modern marketing practices for the reason that they catch the attention of the prospective consumer and simulate them towards a positive purchase decision. Same true with the contention of the article published by business.qld.gov.au 2023 on "Sales Promotion and Discount", that implies the role of sales promotion as designed to immediately increase exposure and capture attention, stimulate demand and encourage purchases and drive sales of your products and service. On the other context, quality of product or services is more important to the buyers that of prices. This aligns with the study published by researchgate.net and authored by Nicholas Wilson 2022, entitled "Price Satisfaction VS Product Quality: Which Factor Has A More Significant Effect on Customer Loyalty Toward Green Product", thus, based on their findings, product quality plays a slightly more important role in affecting consumers' loyalty as opposed to price satisfaction.

Customer Channel:

Table 5. Level of Awareness on Customer Channel of the Teatro Cam Norte Film Production on the services offered

Parameters	Mean	Rank	Interpretation
TCN office has its physical office within the heart of Camarines Norte located at Happy Homes Phase 3, of Daet, Camarines Norte where there are always available personnel to address your inquiry	2.33	3	SA
Customer can reach the TCN Film Production through their social media account in Facebook as TCN Film Production Facebook Page	2.37	2	SA
Fliers and brochures are disseminated within the conspicuous places of the province for information	2.33	3	SA
Personal business letters and visits are conducted by the TCN Film Production to the prospective clients	2.27	4	SA

The editing process is channeled thru g-drive or personal inspection for customers' monitoring before it comes up for final output	2.4	1	SA
OVERALL	2.34		SA

Notes: 3.25-4.00- Highly Aware (HA); 2.50-3.24 – Moderately Aware (MA); 1.75-2.49- Somewhat Aware (SA); 1.00-1.74- Not Aware (NA)

Table 5 shows the awareness of respondent on the customer channel of Teatro Cam Norte Production on the services offered, with 5 enumerated parameters such as: TCN office has its physical office within the heart of Camarines Norte located at Happy Homes Phase 3, of Daet, Camarines Norte where there are always available personnel to address your inquiry, with 2.33 Weighted mean, rank 3 in the tabulation and with an interpretation of Somewhat Aware (SA); the parameter, Customer can reach the TCN Film Production through their social media account in Facebook as TCN Film Production Facebook Page, got 2.37 Weighted mean, rank 2 with an interpretation of Somewhat Aware (SA); Fliers and brochures are disseminated within the conspicuous places of the province for information, got 2.33 Weighted mean, also rank 3 in the tabulation and with an interpretation of Somewhat Aware (SA); Personal business letters and visits are conducted by the TCN Film Production to the prospective clients, got 2.27 Weighted Mean and rank 4 with an interpretation of Somewhat Aware (SA); while the parameter that, The editing process is channeled thru g-drive or personal inspection for customers' monitoring before it comes up for final output, got 2.4 Weighted Mean and rank 1 in the tabulation with an interpretation of Somewhat Aware (SA). Table 5 has an overall Mean of 2.34 with an interpretation of Somewhat Aware (SA).

Data shows that majority of the respondents know Teatro Cam Norte Film Production's customer channel through their process of editing by sending thru g-drive or personal inspection for customer monitoring before it comes up for final output. This implies of the capability of the company to provide effective channel of delivering the services to the customers. On the other hand, the respondents are unaware of the company's channel of distributing personal business letters and visits to the prospective buyers, that implies that respondents were clueless of such activities by the company.

The prevalence parameter of the data gathered in table 5 is the capability of the company to provide output and updating the process thru g-drive, and personal I inspection before came to finalize the output. This aligns with the article, indeed.com written by Indeed Editorial Team dated 2024, entitled "Channel Strategy: Definition, Benefits and Tips", explains that channel strategy refers to a vendor's plan to move a product or service through a chain of commerce to the end customer. Nowadays, the most popular means of delivering services and output is through social media, which being supported by the article of khoros.com by the Expert Insights 2024, entitled "Top Social Media Channels for Customer service in 2024", reveals that customer service on social media is unique, it can manifest in various forms from direct messages (DM) seeking a private resolution to public posts that call for brand accountability. Customers also have high expectations of brands to respond on social media, hence, it further explains that customer expect to hear back within three hours

of reaching out. The least of the parameters which is the distributions of fliers and sending personal business letters to the clients, which supported by the study conducted by 75media.co.uk authored by Paul Inman, 2024 entitled “Do Flyers Really Work for Business in 2024?” explains that, no doubt, brands and advertisements are becoming increasingly preoccupied with digital marketing channels in the modern age, however, with offline advertising techniques such as flyers and leaflets distributions offering genuine value to brands.

Table 6. Correlation between Profile and Level of Awareness

	Scope of Service	Financial Terms	Costumer Channels
Industry	X ² (18, N = 30) = 21.4337, p = 0.2581	X ² (18, N = 30) = 18.0612, p = 0.4516	X ² (18, N = 30) = 30.3752, p = 0.03395***
Business Type	X ² (9, N = 30) = 13.2727, p = 0.1506	X ² (9, N = 30) = 15.5202, p = 0.0776	X ² (9, N = 30) = 16.171, p = 0.06339
Years of Operation	X ² (6, N = 30) = 6.447, p = 0.375	X ² (6, N = 30) = 8.1583, p = 0.2267	X ² (6, N = 30) = 10.1487, p = 0.1185
Capitalization	X ² (18, N = 30) = 17.2765, p = 0.5042	X ² (18, N = 30) = 22.2893, p = 0.2194	X ² (18, N = 30) = 26.1942, p = 0.0954
Note: *** p is significant (p<0.05)			
X2 (degrees of freedom, N = sample size) = chi-square statistic value, p = p value.			
A P-value less than 0.05 is deemed to be statistically significant, meaning the null hypothesis should be rejected in such a case. A P-Value greater than 0.05 is not considered to be statistically significant, meaning the null hypothesis should not be rejected. This happens when There is not enough evidence to suggest an association between variable A and variable B.			
Ho: There is no significant relationship			
Ha: There is a significant relationship			

Table 6 discussed about the statistical analysis of the data gathered in determining the profiles that affect the clients' awareness in the given parameters as determinants to the respondents' answers. The results provide therewith implies that the Kind of Industry of the respondents is considered as statistically significant. This finding sought the importance of relationship of Industry in the scope of service, financial term and customer channel of the services offered by the Teatro Cam Norte Film Production.

The result reveals relationship between the Type of Industry of the respondents with the customer channel of the company is statistically significant, while Business Type, Years of Operation and Capitalization are seemingly statistically insignificant with the Scope of Service, Financial Term and Customer Channel of the Teatro Cam Norte Film Production.

Meaning, the type of industry put a big impact or factor in availing the video-advertising service by the Teatro Cam Norte Film Production, hence, most of the respondents' industry such as retails and hotels are the prevailing profiles in determining the interest and awareness to the prospect customer.

In the research conducted by Khowanass Saeed Qadar, Pshdar A. Hamza and Rizhin Nuree Othman on "Analyzing Different Types of Advertising and its Influence on customer choice", marketers spend money on a variety of media platforms in order to influence consumers purchasing choice, thus, every advertisement on every media platform has a unique composition that engages the customers in different way depending on the platform. In connecting this concept with the statistical analysis of the study, the customer channel of the industry is most likely significant in their relationships. The type of industry of the prospected clients is a big factor in acquiring the services offered by the Teatro Cam Norte Film Production.

Proposed Sustainable Marketing Strategy for Services Provided by the Teatro Cam Norte Film Production

Inputs

1. Primary Resources – The researchers proposed Marketing Strategy using data from thirty (30) respondents representing owners and administrators of local business with their personal and business profile within the province of Camarines Norte.
2. Secondary Resources - The researches employed all major relevant literatures that are at least five (5) years old in publication, as well as strategic business practices, and marketing framework as reference to the set of questionnaires asked to gather data in identifying problems and objectives to come up for a proposed marketing strategy.

Process

1. Performed as documentary analysis of the Marketing framework of the Teatro Cam Norte Film Production as basis of identifying the parameters used in disseminating surveys questionnaires.
2. Conducted surveys to identified respondents using a structured questionnaires that contain a Likert Scale to gauge the level of their answers on the given respective parameters.
3. The responses from the surveys were gathered and tabulated.
4. Consolidated, summarized and presented the data gathered from the survey to analyze result.

5. From the excerpted results and findings in the collected data, a proposed marketing strategy was conceptualized as the main output.

Output

A developed Marketing Strategy conceptualized by the researchers using the data gained from the respondents, evaluating the findings statistically to come up for a proposed output that gauge the level of awareness of in terms of film making in the province of Camarines Norte: key towards improve customer service of the Teatro Cam Norte Film Production.

MARKETING STRATEGY: THE VOLT-IN MODEL

The VOLT-IN model of Marketing Strategy is designed by the researcher that stands for infusing power-up of strategies aligning with the concept of empowering the level of awareness of prospective clients of the Teatro Cam Norte Film Production to the service they offered and eventually engaged with the services.

Figure 3.1 Marketing Strategy for Scope of Service of the Teatro Cam Norte Film Production

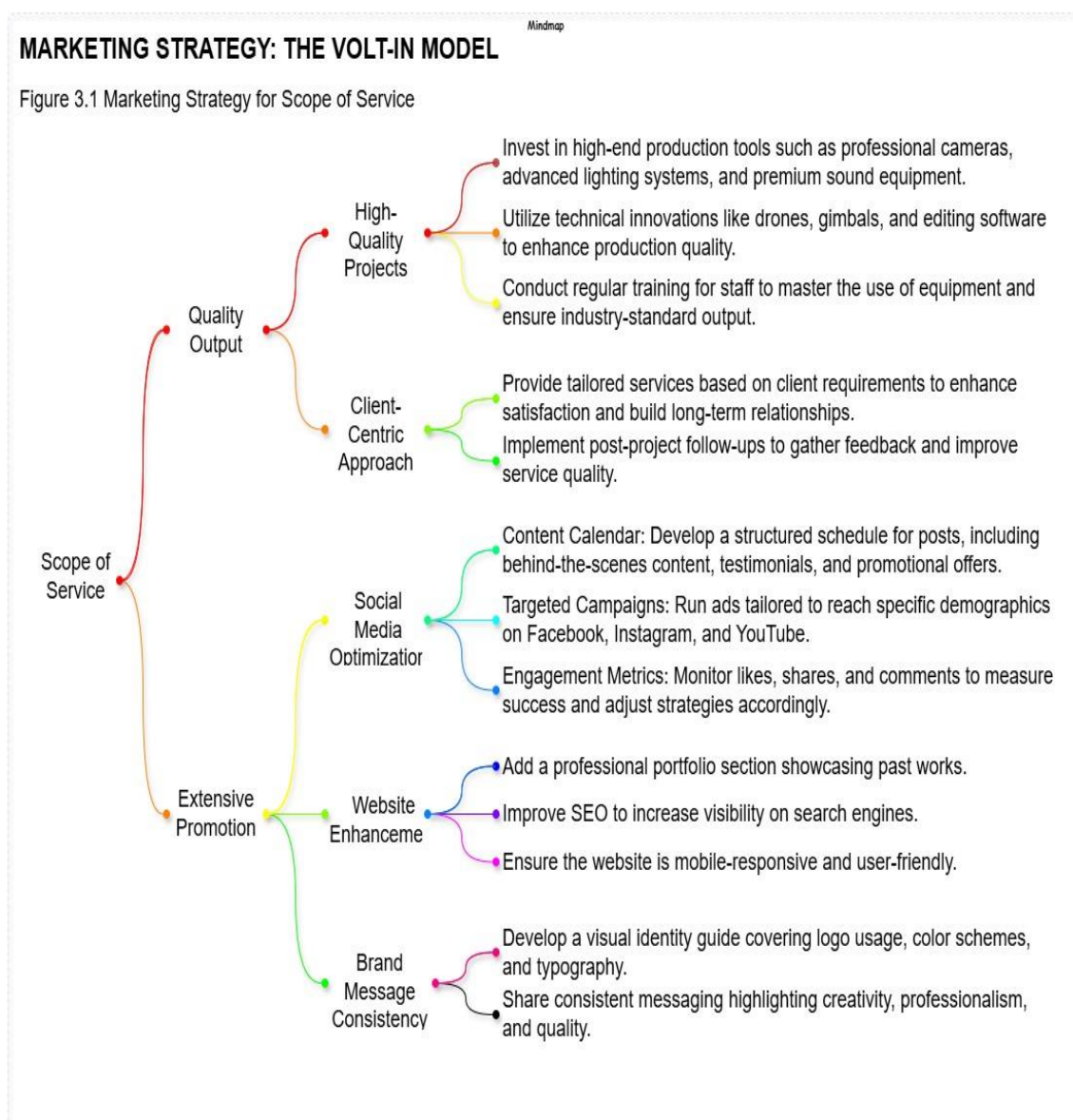


Figure 3.1 shows the Marketing Strategy for scope of service of Teatro Cam Norte Film Production using the spiral framework to intensify all available medium and platforms in promoting the business of providing services for video-commercial, film making and acting workshop for theater and film talents. To incorporate two schemes of establishing the company's status in the market through identifying first the Quality Output by providing high quality projects and Client-Centric approach. Second the Extensive Promotions using Social Media Optimization, Website Enhancement and Brand Message Consistency.

Figure 3.2 Marketing Strategy for Financial Term of the Teatro Cam Norte Film Production

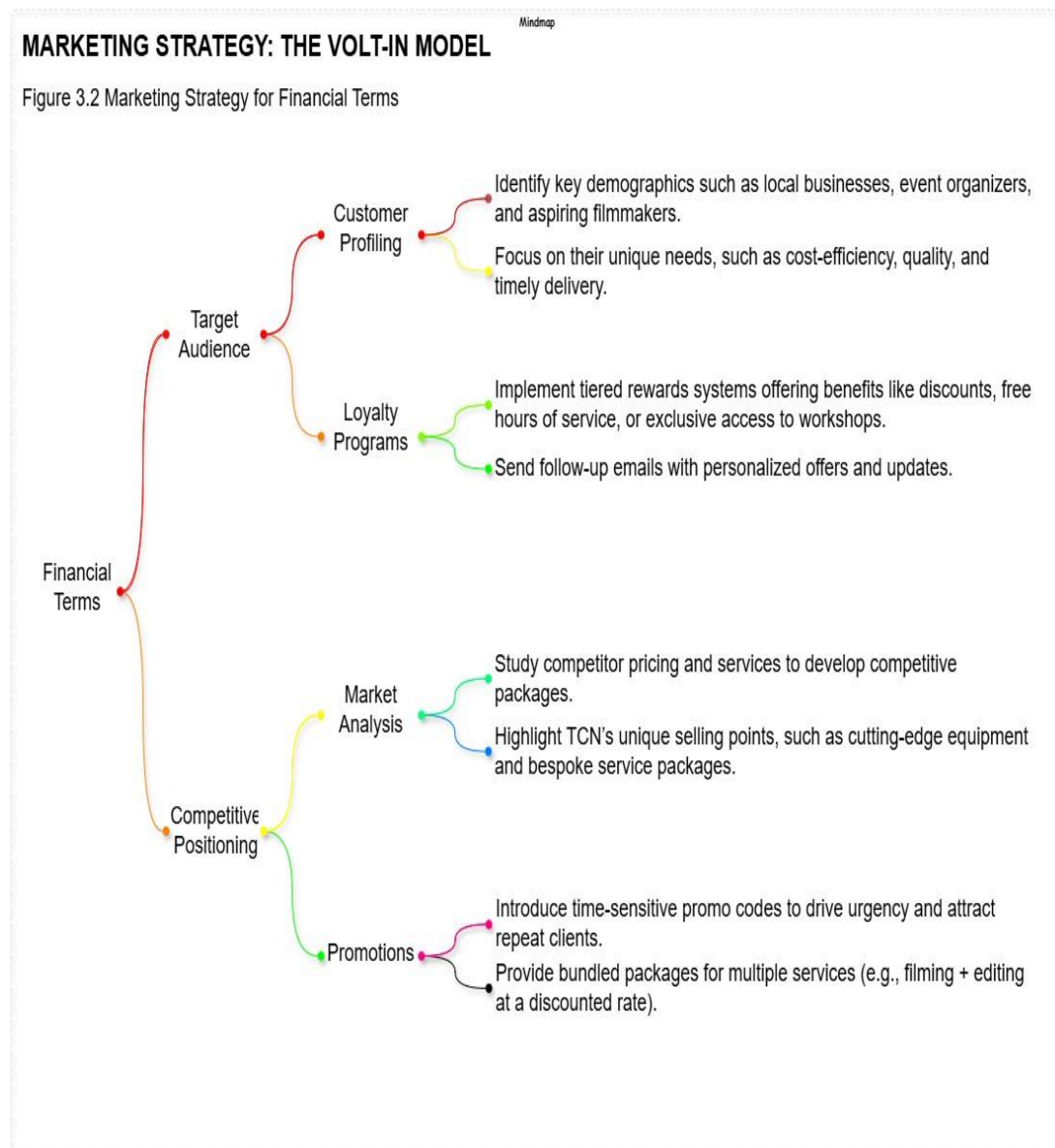


Figure 3.2 shows that the parameter of target audience in determining the customer profile from which excerpts the offer of the company on loyalty programs such as rewards, discounts and products promos to enhance the financial terms for customer's satisfaction. This strategy also refers the competitive positioning so as to provide market analysis and

promotions that turn out to develop pricing and packages competitively to have a concrete quality management service.

Figure 3.3 – Marketing Strategy on Customer Channel of the Teatro Cam Norte Film Production

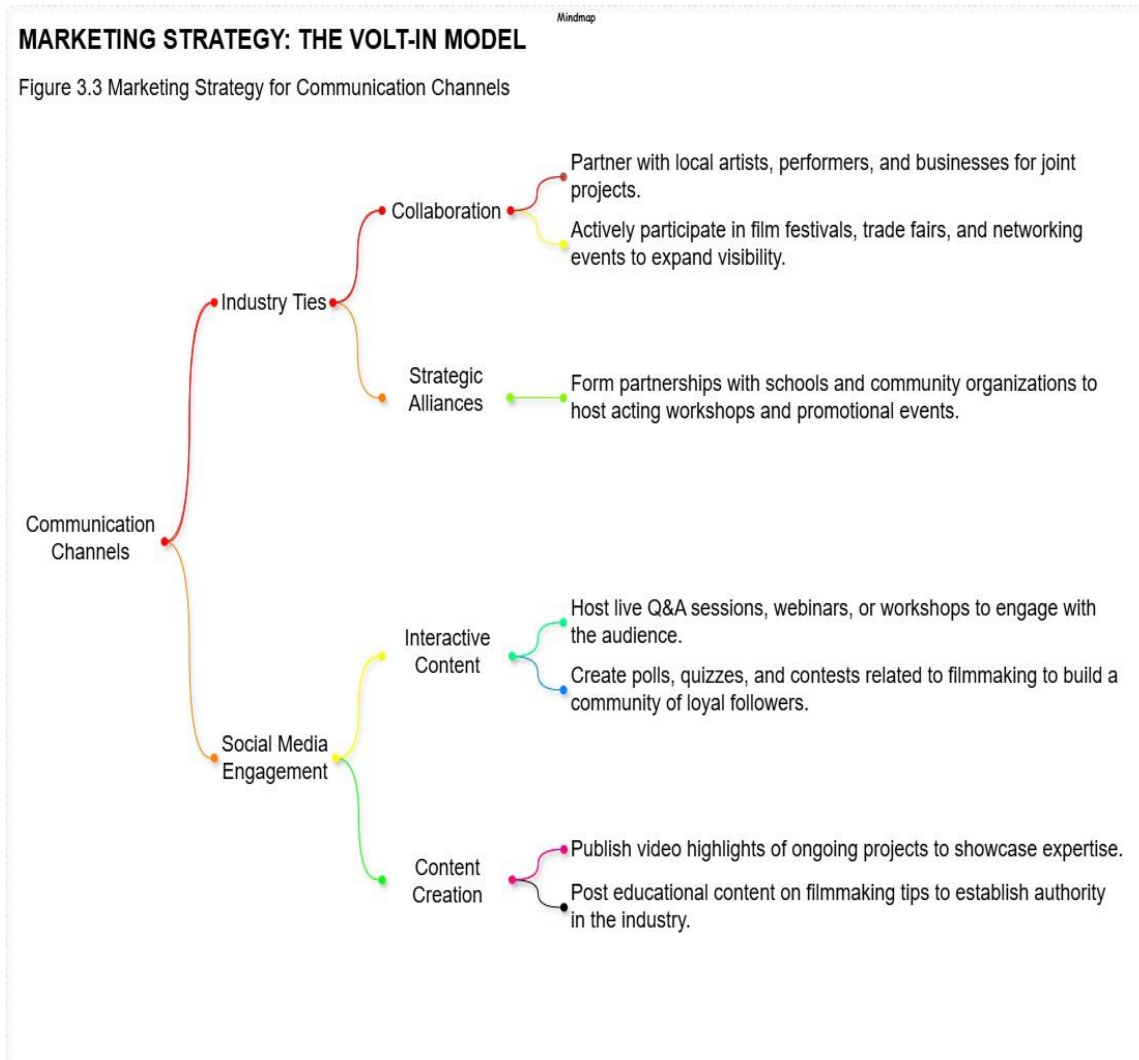


Figure 3.3 shows the strategy on enhancing customer channels of the services provided by the Teatro Cam Norte Film Production includes the Industry Ties wherein it provides the systems of first, collaboration with partners to local business for joint projects, participate in film festivals, trade fairs and networking events. Second is Strategic Alliances which is partnering with schools and other community organizations in conducting workshops and events. Another strategy is by Social Media Engagement by providing interactive content and content creation to boost up the social media pages and platform of the company with the series of webinars, online workshops engagements, that built community of loyal customers, Likewise, publish videos and ads ongoing projects to showcase expertise and post educational content of filmmaking tips to establish authority in the industry.

Recapitulations of Marketing Strategy for Teatro Cam Norte (TCN) Film Production

1. Scope of Service

A. Quality Output

1. High-Quality Projects:

- Invest in high-end production tools such as professional cameras, advanced lighting systems, and premium sound equipment.
- Utilize technical innovations like drones, gimbals, and editing software to enhance production quality.
- Conduct regular training for staff to master the use of equipment and ensure industry-standard output.

2. Client-Centric Approach:

- Provide tailored services based on client requirements to enhance satisfaction and build long-term relationships.
 - Implement post-project follow-ups to gather feedback and improve service quality.
-

B. Extensive Promotion

1. Social Media Optimization:

- Content Calendar: Develop a structured schedule for posts, including behind-the-scenes content, testimonials, and promotional offers.
- Targeted Campaigns: Run ads tailored to reach specific demographics on Facebook, Instagram, and YouTube.
- Engagement Metrics: Monitor likes, shares, and comments to measure success and adjust strategies accordingly.

2. Website Enhancement:

- Add a professional portfolio section showcasing past works.
- Improve SEO to increase visibility on search engines.
- Ensure the website is mobile-responsive and user-friendly.

3. Brand Message Consistency:

- Develop a visual identity guide covering logo usage, color schemes, and typography.
 - Share consistent messaging highlighting creativity, professionalism, and quality.
-

2. Financial Terms

A. Target Audience

1. Customer Profiling:

- Identify key demographics such as local businesses, event organizers, and aspiring filmmakers.
- Focus on their unique needs, such as cost-efficiency, quality, and timely delivery.

2. Loyalty Programs:

- Implement tiered rewards systems offering benefits like discounts, free hours of service, or exclusive access to workshops.
 - Send follow-up emails with personalized offers and updates.
-

B. Competitive Positioning

1. Market Analysis:

- Study competitor pricing and services to develop competitive packages.
- Highlight TCN's unique selling points, such as cutting-edge equipment and bespoke service packages.

2. Promotions:

- Introduce time-sensitive promo codes to drive urgency and attract repeat clients.
- Provide bundled packages for multiple services (e.g., filming + editing at a discounted rate).

3. Communication Channels

A. Industry Ties

1. Collaboration:

- Partner with local artists, performers, and businesses for joint projects.
- Actively participate in film festivals, trade fairs, and networking events to expand visibility.

2. Strategic Alliances:

- Form partnerships with schools and community organizations to host acting workshops and promotional events.
-

B. Social Media Engagement

1. Interactive Content:

- Host live Q&A sessions, webinars, or workshops to engage with the audience.
- Create polls, quizzes, and contests related to filmmaking to build a community of loyal followers.

2. Content Creation:

- Publish video highlights of ongoing projects to showcase expertise.
 - Post educational content on filmmaking tips to establish authority in the industry.
-

4. Action Plan and Timeline

Phase 1: Equipment Upgrade and Training (Months 1-3)

- Purchase high-end tools and equipment.
- Conduct team workshops to improve technical skills.
- Phase 2: Digital Marketing Rollout (Months 4-6)

- Launch the revamped website with updated portfolios.
- Begin targeted social media ad campaigns.
- Initiate loyalty programs for existing clients. Phase 3: Strategic Networking and Events (Months 7-9)
- Partner with schools and local businesses for events.
- Attend industry-specific festivals to boost visibility. Phase 4: Continuous Improvement (Months 10-12)
- Collect feedback from clients to refine services.
- Monitor and analyze campaign results for adjustments.

CONCLUSION

This section presents the findings and recommendations recapitulating the overall results of the research to make a clear understanding of the problem raised with corresponding solution.

Scope of Service of the Teatro Cam Norte Film Production

The prospected clients among the existing businesses in the province of Camarines Norte are those into Retail and Tourism Industry. The simple explanation to this finding is that the services offered by the Teatro Cam Norte film Production is mostly often subscribed by these mentioned industries since they are in the same line of business. The service provider should identify first these positive customers and then offer a very competitive price and through visual presentation, present to the clients the achievements of the company when it comes to providing quality services.

One of the significant findings of this research is the awareness of prospected clients to the credibility of the Teatro Cam Norte Film Production in providing catchy story and script in conceptualizing film and video-commercial services. The Company in sustaining such impression should engaged more on posting and flaunting in social media platform for continuing information.

Financial Term of the Teatro Cam Norte Film Production

The prospected clients do not give much attention to the price of the service but more of the quality of the output. Meaning, although in a competitive industry, pricing is the most concealing factor to consider with, hence, based on the respondents' answer, they prefer to have a quality service that give more toll on price. Promos and giveaways are imperative to boost up sales but the problem with the financial term lies on the value of money to invest by the clients who are also venturing business to justify it with the kind of service they received. The company should focus on producing quality output and concentrate on investing with

high quality equipment. Study shows that good and catchy story and script are also considered as delightful ingredients of a good film and video-commercial but without high quality equipment still the technical side of the output will suffer.

Customer Channel of the Teatro Cam Norte Film Production

In over-all assessment, Teatro Cam Norte Film Production is not well known in the market industry specifically within the province of Camarines Norte. The company's profile did not promptly register in the minds of the respondents who are the possible prospected clients of the company. The awareness of the clients is too minimal in terms of the services provided by the Teatro Cam Norte. The company should engage more on joining trade fair, and other industry events in order to boost up their identity. Still the power of social media to capture the majority of audiences that will eventually turn to be their clients.

Profile that affects the clients' level of awareness

The type of industry is the profile of the company that significantly affect the clients' level of awareness. Meaning, Teatro Cam Norte film Production must distinctively identify its nature of services as to what industry they are belong because clients are confused of its business identity. This industry relationship can attract those with the same line of industry as one major factor of getting their interest and awareness. By identifying the kind of industry, a good brand perception will follow.

The proposed marketing strategy for TCN Film Production ensures a focus on quality, extensive promotion, and strategic financial management. By implementing these refined steps, TCN can achieve enhanced visibility, customer retention, and a stronger competitive position in the market.

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