

Amistoso, Lovely B., Bacas, Maxine B., De Asis, Justin O., Deocampo, Relyn Z., Dosano, Leonila A., Gregorio, Christine B., Labannon, Fatima B., Pajonilla, Rechel P., Viejo, Delma A., Villanueva, Jasper V., **FINANCIAL CHALLENGES AND COPING STRATEGIES OF SMALL AND MEDIUM ENTERPRISES**, Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration, Northern Iloilo State University, Estancia, Iloilo, March 2024.

ABSTRACT

This descriptive study determined the financial challenges and coping strategies of 100 small and medium enterprises. The data were gathered through the researchers-modified questionnaire and were analyzed through mean, standard deviation, and Pearson's correlation. Results revealed that the financial challenges and coping strategies of small and medium enterprises in Sara, Iloilo were enumerated in the questionnaire. Results showed in terms of budgeting, operating cost and seasonal high variations of goods which lead to over-ordering of stocks were often a challenge, while in terms of source of capital, being unable to generate enough cash for business, difficulty in accessing commercial banks, just enough savings to sustain the business expenses, and difficulty finding the right funding solutions were always a challenge. Coping strategies in terms of loan: having enough collateral for the loan, knowing the right lending companies to access loans and knowing the right funding options were often strategies; in terms of promotion: offers, discounts, and bulk buying were often strategies. There was no significant relationship between financial challenges in terms of budgeting and coping strategies in terms of loans and promotions, financial challenges in terms of capital and coping strategies in terms of promotions, but there was a significant relationship between financial challenges in terms of source of capital and coping strategies in terms of promotion.

Keywords: *Financial Challenges, Coping Strategies, Small and Medium Enterprises.*