

# **A Definition of Problems Faced in the Cut Flower Local Growers Industry**

**R.C. Dayon<sup>1</sup>, N.O. Caramelo<sup>2</sup>, L.C.F. Conejos<sup>3</sup>, D.A. Kilongkilong**

*Department of Industrial Engineering, University of San Jose-Recoletos*

*Cebu City Philippines*

*nalz04@yahoo.com<sup>1</sup>, caramelo\_nethell11@yahoo.com<sup>2</sup>, luvs\_marzz@yahoo.com<sup>3</sup>*

## Abstract

The Philippine cut flower industry has evolved from a garden hobby to commercial enterprise only in the early 1980s. The production of fresh cut flowers is intended primarily to cater to the domestic market. As the preference and buying capacity of both high and middle class consumers have changed and improved, domestic requirement has grown so fast in tandem with institutional demand brought about by the growing tourism industry. Supply chain management is essential in enhancing the business operations to meet the customers' needs while at the same time improving the profitability of the business venture. This paper intended to determine the extent to which the local cut flower growers adhered to the various components (ordering process, production, handling, transportation, distribution, and inventory management) of the supply chain management to improve their marketability and competitive advantage by conducting surveys and interviews amongst the workers in the Cut Flower Local Growers in Cebu. The results of this study proved that there is a need to improve the current system of the cut flower local growers in Cebu by including a technology based equipment system, preservatives, standardization of handling techniques, transportation process, and to include the use of refrigeration units.