

## **CREDIT RISK, BUSINESS RISK, PERSONAL FINANCES & BUSINESS SUCCESS OF YOUNG ENTREPRENEURS IN THE PROVINCE OF LAGUNA**

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### **ABSTRACT**

This research study aimed to determine the credit risk encounter by young entrepreneurs along with financial health, credit extension, and macroeconomic consideration Also business risk along with a change in demand, economic conditions, government rules and regulations, and competitions. As well as the personal finances encounter by young entrepreneurs in terms of retirement planning, insurance, mortgage, and savings. Lastly, to know the business success of young entrepreneurs in the province of Laguna in terms of net income / net profit, the volume of sales, and customer satisfaction. Furthermore, it aimed to determine the significant relationship between credit risk and business risk, credit risk between personal finances the relationship between business risk and personal finances. The researcher wants to analyze how do credit risk, business risk, and personal finances, taken singly or in combination, predict the business success of the young entrepreneurs in the province of Laguna. This study utilized the descriptive-correlation research design. It implies that there was a significant relationship between credit risk and business risk in which the factors of business risk such as a change in demand, economic conditions, government rules, and regulations and competition has something to do with the factors of credit risk such as financial health, credit extension, and macroeconomic consideration. Also, it proves that personal finances are dependent on credit risks which are encountered by young entrepreneurs and it shows that retirement planning, insurance, mortgage, and saving has something to do with financial health, credit extension, and macroeconomic consideration. Lastly, it means that personal finances are dependent on business risk and it proves that retirement planning, insurance, mortgage, and savings have something to do with a change in demand, economic conditions, government rules and regulation, and competition.

**Keywords:** Credit Risk, Business Risk, Personal Finances, Business Success, Young Entrepreneurs.