

ABSTRACT

FACTORS THAT CONTRIBUTE TO THE FAILURE OF YUMIX

The purpose of this research paper is to find the phenomena or the factors that influence or contribute to the downfall and shutting down of the company. Failure can happen to anyone, in any place, and anytime disregarding status, income and position, for someone who cannot solve their problems and deficiencies, it will be a threat to their personal life, and unfortunately along with that the company's performance might be affected too. This paper uses qualitative methods to approach factors that cause failure in Yumix. This research finds that the human resource management aspect needs to be taken care of in order to operate a smooth functioning business as if one aspect is not taken care of seriously, other aspects follow through faltering causing a domino effect in the long run of a business. The results of this research find that Yumix's business failure occurred due to many poor human resource conditions of the company.

Keywords : Domino effect, downfall, deficiencies, phenomena, influence, human resource management, faltering

