

Swot of malvar, batangas essay



**ASSIGN
BUSTER**

This old place was a barrio in Lipa during the colonial periods, but on the 16th of December 1918, the acting Governor General of the Philippines Hon. Charles B. Yeater proclaimed Luta as a town.

The town was named in honor of the late General Miguel Malvar, the last brave Filipino General to surrender to the Americans. The proclamation took effect on January 10, 1919, and on the same day the municipality was inaugurated. This admirable place has a stunning blue sky where birds like Maya fly, and different species of tropical trees where they live.

In the morning, fresh morning air will blow you away with a dazzling view of sunrise in the south, while in the dawn, you'll see and hear the playing children with their cheerful laughter while the fulfilling sun is setting. Malvar also has amazing scenery, the Calejon Falls. This local attraction consists of two major falls and two smaller ones; these falls are attracting the adventurous eyes of the tourist visiting the place.

Malvar is truly a wonderful paradise because of its scenery, atmosphere, people, and culture.

I The 2nd class municipality of Batangas | Geographical Map of Malvar, Batangas Strength Is It ironic that every city that the national highway is flowing through or the ways going to NCR are rich and prosperous, like the cities of Batangas, Lipa, Tanauan, Calamba, Binan, Santa Rosa, and San Pablo? If you are wondering why, it's because these cities have an easier access to the National Capital Region (NCR). If you have an easier access to NCR, your local government can easily invite and convince investors to build establishments in your towns.

Since It's along the major highway, travelling people going to Metro Manila from distant provinces can easily see the stablishments & stop by, so customer Is not a major problem. In relation to this, the municipality of Malvar Is located along the national highway going to Manila by chance.

Thus, this Is strength for the Muncilpallty. This Is a strength that other municipality doesnt have; today In Malvar, little by little, establishments are being built. The recent famous establishment built In Malvar Is the 7/1 1 store located at the front of Batangas State university.

If more and more establishments will be built, attracting investors, Malvarenos also have an easier access going to Manila, Malvarenos who work there can easily go to work.

It's making the lives of the people living in Malvar easier, compared to people living in rural places, far from major roads; if you're going to buy something at SM for example, you'll have to walk very far until youVe reach a terminal then another ride, etc.. It's Just too hard for some of us, especially to Malvarenos who isn't use to these things.

In the Philippines today, there are still some places wherein there are no fixed roads, no power and water supply, no lamp posts, and doesn't have a complete set of government buildings. Fortunately, the municipality of Malvar has all of these, if not otally all, some of it. During the 18th century until the late 1950's, the road in Malvar isn't yet concrete, but during the 1960's until the 70's the road was fixed, transportation was easier than before going to Batangas City and to Manila.

It was also during the 1970's when a water pipe supply was fixed, so that Malvarenos Nouldn't find a hard time getting water from a well.

If the water supply and a fixed road took sometime before it was available in Malvar, power supply isn't. Malvar's power supply was already available since World War II during the 1940's, providing the Malvarenos light during the night. The company running and facilitating the power supply before is TIEADCO from Tanauan, Batangas.

Today, the Batangas Electric Company (BATELEC) is the one running and facilitating the power supply not only in Malvar, but the whole province of Batangas (except for Santo Tomas).

Like other cities and municipalities, Malvar have a set of government buildings to meet the demands of the people. Clinic or hospitals like St. Nazarius Medical Clinic, Malvar Maternity ; Lying Clinic Clinic and Rural Health Clinic is saving the endangered lives of the ill Malvarenos, giving them the medical attention they need.

Banks like Banks of the Philippine Islands (BPI), Metrobank, Progressive Rural Bank, and Rizal Commercial Banking Corporation (RCBC) are securing the money of the Malvarenos from the thieves, and the money is getting bigger as time goes by.

The Municipal Hall of Malvar meets the demands of the people in many ways. First, people can complain their concerns to the mayor, vice mayor or to the councilors. Second, they can ask paper documents they may need in applying Jobs, building buildings, establishing business, etc. Also, the

municipal hall has a Public Employment Service Office (PESO) for all unemployed Malvarenos out there looking for a job. Finally, it provides jobs to professional Malvarenos like being a municipal engineer, municipal accountant, municipal budget officer, etc.

Moreover, education is one of the most important steps in achieving your goals and dreams in life. In relation to this, the local government of Malvar wants all her people to be educated for him/her to be a successful individual, so the local government built affordable public schools for the citizens who can't afford to pay in a private school. Schools like Malvar National High School, Malvar Central School, San Pedro National High School, and Luta Norte Primary Schools are educating Malvarenos, so that one day he/she can contribute to the society.

Thereupon, these are all strengths because these things are helping the people and the economy of Malvar.

Without all these things today in Malvar, people will live in an old-fashioned way, unable to catch-up with the modern world today, being stagnant contributing to the income of Malvar which can be used to improve the municipality. The Malvar Central School, located in Poblacion, Malvar, Batangas. Educating grades 1 to 6 in Malvar, Batangas. The Malvar Maternity Clinic located inside the compound of the Municipal Hall in San

Pioquinto, Malvar, Batangas. Malvar Maternity Clinic is accepting spontaneous deliveries. The clinic is open for 24 hours, which admits delivery services for the pregnant women of Malvar and immediate health services to any patient seeking immediate medical care at the clinic.

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The clinic also offers a proper newborn care for all babies being delivered at the center along with post natal care, including perineal repair. The Pres. J. P. Laurel Highway the major highway in Malvar, Batangas, from Lipa City, Batangas to Santo Tomas, Batangas.

This national highway is connecting Malvar to Batangas, City and to Manila, and to the other parts of Luzon. Malvar wouldn't be the same today if that highway didn't exist. We can say that Malvar has a power supply, since there are working lamp posts shown in the picture, giving light to the motorist and people walking in the side walk during nighttime. 7/11, an international convenience store located along the highway in Malvar.

Poblacion, Malvar, Batangas, in front of Batangas State University. Weakness
' If ever there's an ugly thing here in Malvar, it's our public market, for the prices there are unreasonably high!

"It's better for me to buy in the Tanauan Public Market" said by a citizen of Malvar when I ask what is the ugliest thing in our municipality. Malvar Public Market is located in Brgy. Poblacion, Malvar, Batangas.

If you're from Tanauan and you're riding to a Jeepney going to Lipa, you can have a chance to see or to visit the Public Market, if the Jeepney you're riding on will take the long way going to the market in St. B. Leviste. The Public Market is just a small market, but there are available meats, fishes, fruits, vegetables, herbs, gilingan, clothes, school supplies, etc.

The Public Market was before a sabungan, but later converted into a Public Market.

This is a great advantage to the people in Malvar, since they don't have to go to Tanauan or Lipa just to buy the things they need. However, many Malvarenos still prefer going to Tanauan or Lipa Public Market, Waltermart Tanauan, SM Lipa, or The Robinsons in Lipa, because the prices of goods in the market is very high. " One day I'm buying the ingredients that I need for our dinner and I've found out that one pack of garlic in the market is PHP 40.00, but when I'm in Manila it's just PHP 10.00! It's just too expensive" said by a citizen of Malvar. Thus, the customers in Malvar Public Market aren't as many as the customers of Tanauan and Lipa Public Market.

and made some actions to solve it. First, they made a campaign to the Malvarenos to buy from their own market, but still some Malvarenos prefer buying in a different market; who wants to unreasonably high prices of goods? Anyway, the second action that the local government had done is putting a big price board in the market, to serve as a guide to the customers against overpricing vendors.

Some were convinced, but still more Malvarenos still prefer other markets. The third one is changing the routes of the Jeepneys going to Lipa. Before, the Jeepneys simply go straight to Lipa, but now, it's taking the long way around. The Jeepneys will take a turn and pass through the inner streets of Poblacion then turning and passing through the Public Market.

The local government did this, so that the people riding in the Jeepneys can see that there's a public market in Malvar where they can buy their needs.

Thus, the market will be alive and people will be flocking into the market from different places; but still, people prefer other markets. This is a one

weakness in Malvar until today. the Malvar Public Market during midday, few or no customers at all.

he Bantay Presyo board in Malvar Public Market, by the local government of Malvar that serves as a guide to all Malvarenos buying food's in the market, this picture also shows us some high prices of foods, like the bawang or garlic; in the Malvar Public Market, it's per kilo is PHP 40. 0 – 70. 00 compared in Manila, only PHP 10. 00. A Jeepney going to Lipa, passing through the compound of the market, a tactic of the local government for the market to flourish; since people riding in the Jeepney are seeing that there's a local market there where they can buy food & other needs.

Opportunity According to Hon. Carlito Reyes, the mayor of Malvar, the municipality is growing so fast. In fact, Malvar is included to 2012's fastest urbanizing municipalities in the country, which is a good opportunity for all Malvarenos.

According to the 2007 census, Malvar has a total population of 41 , 730 with a total number of 8, 678 households; comparing to the 2000 census, the population and the number of households really grew. More establishments are also built in the municipality.

In the year 2010, the number of registered businesses in Malvar is 333, but on the year 011, the number of registered business is 495; from this, we can really say that Malvar is growing really fast. Companies like “ MetroTurf”, a horse racing company, have established its own branch in the municipality.

Aside from this company, there are more companies that were already built before like CDO, Little Fuse, Yasaki, Epson, etc. These companies are giving Jobs to unemployed Malvarenos.

Thus, there will be a fewer number of crimes, because most of the people has a Job where they can get their money for their everyday living, instead of committing crimes for them to have money. There will be also a lesser number of tumbay or adults whose idle everyday doing nothing. These establishments or companies don't only benefits the citizens, but also the economy of the municipality.

The income class of Malvar is PHP that Malvar is a 4th class municipality. These establishments are paying taxes to the local government, so if more establishments and factories will be built here in Malvar, the government will receive more taxes that can eventually make us a 1st class municipality with an income class of PHP though Malvar have schools, and people have money to sustain the things they need, here are still some people who failed to finish their studies because of some financial or personal issues.

Thus, they can't have a Job, for they didn't meet the required experience in education.