

## **Transforming Local Products to Global Standards**

**Sheila D. Lee**

<https://orcid.org/0009-0004-6780-7260>

sheila.lee@deped.gov.ph

Philippine Christian University

Manila, Philippines

### **Abstract**

The prevalence of Philippine local products in the global market has witnessed a significant upsurge in recent years. This rise can be attributed to the country's growing capacity to meet international standards across various scientific, technological, social, economic, and environmental dimensions. This research investigated the multifaceted factors that have contributed to this phenomenon and their impact on the environment industry and the broader economic sector. Specifically, it aims to provide an overview of the successful key factors and strategies involved in ensuring that Philippine products, such as Don Roberto's Winery Corporation have met international standards. This is a case study qualitative research design based on the purpose of the study providing substantial evidence supporting the role of local Filipino products, including thorough market research, investment in quality control measures and certifications, seeking government support and guidance, forming partnerships, adapting branding and marketing strategies, and prioritizing product quality and excellence. The results highlight the significant contribution of supply chain integration, quality control systems, marketing strategies, digital platforms, and global collaboration in penetrating international markets (Johnson et al., 2019; Smith et al., 2020; Anderson et al., 2018; Brown et al., 2019; Wilson et al., 2020; Thompson et al., 2021). By comprehending these findings and implementing the recommended strategies, to mention are to Increase Sample Size and Diversity, Triangulation of Data, conducting a Longitudinal Study, Comparative Analysis, External Expert Validation, Policy Recommendations, and Incorporate Customer Perspectives to Don Roberto's Winery Corporation, as a local Filipino product, seize the opportunities provided by market globalization and successfully expand its reach on an international level (Johnson et al., 2019; Smith et al., 2020; Anderson et al., 2018; Brown et al., 2019; Wilson et al., 2020; Thompson et al., 2021).

*Keywords: Business & Management, International Standards, case-study Qualitative research, Philippine setting*