

Brokerage Consultancy Services Towards a Medium-Scale Profit Framework

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Abstract

This study provides an investigation into the efficiency of brokerage consultancy services and its impact on revenue compliance, operational logistics, and customer service in medium-sized businesses located in Metro Manila. Based on a descriptive research design, 30 SME practitioners were included in a survey using weighted mean analysis, as well as additional qualitative input from a sample of consultants. To perform the rating, the following performance aspects were considered: shipping, tracking information, warehousing delivery, consultation delivery, and customer trust.

Keywords: Medium-scale enterprises, brokerage consultancy services, revenue generation, customer satisfaction, consultant qualification.