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SPRINT INTERNATIONAL, INC.  
MUNTINLUPA CITY

FIELD STUDY

JOSEPHINE P. GATDULA

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College of Economics, Management  
and Development Studies

CAVITE STATE UNIVERSITY  
Indang, Cavite

April 2002

**SPRINT INTERNATIONAL, INC.**  
**MUNTINLUPA CITY**

**Field Study Report**  
**Submitted to the Faculty of the**  
**Cavite State University**  
**Indang, Cavite**

**In partial fulfillment**  
**of the requirements for the degree of**  
**Bachelor of Science in Business Management**  
**(Major in Marketing)**

**JOSEPHINE P. GATDULA**  
**April 2002**

## **ABSTRACT**

**GATDULA, JOSEPHINE PEREZ, Sprint International, Incorporated, Muntinlupa, City.** Field Study. Bachelor of Science in Business Management, major in Marketing, Cavite State University, Indang, Cavite. April 2002. Adviser: Dr. Nelia C. Cresino.

A field practice was conducted from November 5, 2001 to January 19, 2002 to provide the student opportunities to acquire knowledge and gain actual experiences, which in turn could be useful for future employment. Specifically it aimed to: provide information about the activities in the Marketing Department of the firm; identify the problems encountered by the firm; and recommend feasible solutions to the problems identified.

Sprint International, Inc. (SII), the exclusive distributor of SPEEDO products in the Philippines, is engaged in garments industry. It is considered as the world's number one swimwear brand. Speedo prides itself with being the sports brand with heritage and expertise based in or near the water. The credibility of the brand is underpinned by technology, design, and innovation, which are considered as the firm's major attraction to the customer. SII operates in the country for 12 years now.

Data gathering was done through interviews conducted with the personnel and staff of the different departments particularly the Marketing Department. Other informations were obtained from the files and records of the company. The study focused on the Marketing Department of the company where the trainee was assigned.

The daily activities in the Marketing Department include monitoring of sales, product analysis to be launched in the market, hiring and training of promotional girls, handling customer inquiries and complaints, analyzing which promotional tool is

effective in launching a new product, and handling special orders and seasonal products. They are also responsible for the preparations prior to store openings.

Product imitation is one of the problems being faced by the company. Another constraint is the seasonality factor of the product. The company should monitor possible places, which make illegal operations. Concerned staff must give more attention to effective promotional tools for product awareness.

The daily activities performed by the trainee included: making and receiving phone calls; encoding; typing and preparing purchase order receipts (PO) and delivery receipts (DR); assisting in issuing promotional girls uniforms; photocopying important documents; transferring documents to different departments for signing; and filing and numbering of HRD forms.

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**SPRINT INTERNATIONAL, INCORPORATED**  
**MUNTINLUPA CITY 𐄡**

**Josephine P. Gatdula**

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**INTRODUCTION**

The garments industry has been known to provide the impetus for transforming strategic industrial policies of import substitution to export promotion. These industries are also known for large employment generation capacity, which has the potential to give turnaround to the stagnant industrial atmosphere if opportunities are highly exploited.

Sprint International, Inc. is the exclusive distributor of Speedo products in the Philippines. Speedo is a brand name that is being trusted and recognized to provide quality materials and products, scientifically designed for and focused on aquatic sports. It takes its inspiration from the authorities on the different sports – the Athletes. Because it is the athletes who believe in the strength and durability of the products. They play a major role in the success of Speedo, giving the firm a great pride.

Although competition is very intensive, Speedo still dominates the garment industry. With superior quality, design, cut and fit, it remains as the world's number one