

ABSTRACT

PRINCESS WEDNESDAY V. SAMBILE “Supply Chain Management: The Case of Aguinaldo Blend Coffee” Undergraduate Case Study, Bachelor of Science in Business Management, major in Marketing, College of Economics, Management and Development Studies, Cavite State University, Don Severino delas Alas Campus, Indang, Cavite. March 2012. Adviser: Mr. Gener T. Cueno.

The case study was conducted at CvSU Coffee Trading and Processing Center located in Cavite State University - Main Campus, Indang, Cavite. It aimed to analyze the supply chain management of Aguinaldo Blend coffee. Specifically, it identified the various components of the supply chain of Aguinaldo Blend coffee, the people/agencies involved in the supply chain, the processes and activities of the supply chain and the problems and prospects of the entire supply chain and recommend feasible solutions.

Primary data were obtained through personal interviews with the staff of the Coffee Trading and Processing Center, suppliers, distributors, retailers and consumers.

Descriptive method was used to describe the supply chain of Aguinaldo Blend coffee. Tables, figures and graphical representations were used in presenting the processes, performance and components of the supply chain.

The Aguinaldo Blend coffee was founded by Dr. Alejandro Mojica with the help of the researchers of National Coffee Research Development and Extension Center (NCRDEC) last 2001. The starting capital was Php23,000 which was provided by NCRDEC. On the same year, the Aguinaldo Blend coffee was formulated, marketing was done to selected markets such as the faculty and staff of Cavite State University Main Campus, CvSU Marketing Center and Coffee Town Center in Imus, Cavite. In 2008, the management of the Aguinaldo Blend coffee was given to the Office of Business Affairs (OBA) which was under the Office of the Vice President for External and Business

Affairs (OVPEBA) of the University. At present, the Aguinaldo Blend is one of the Income Generating Projects (IGPs) of CvSU.

The supply chain of Aguinaldo Blend coffee is divided into three components which include the materials flow from suppliers (upstream), transformation of materials into finished products (internal process) and the distribution of the product to customers (downstream). Suppliers of coffee beans include the Gourmet Farms, Inc. and several coffee farmers from different barangays of Indang. The new packaging material is supplied by the Artwork located at San Juan, Manila.

Aguinaldo Blend coffee is distributed through several marketing outlets such as Shoreline Kabalikat sa Kaunlaran Inc., Daluyan Community Resource Center, Office of Business Affairs of CvSU Naic and Main campus, and Café Severino.

Problems regarding coffee processing include the worn-out coffee processing equipment and maintaining the quality of the product, limited budget and lack of product promotion were also identified as problems of the Center.

Aguinaldo Blend coffee faces a tough competition among local (and international) coffee procedures in terms of taste and price.