

658

R63

1998

**LAND BANK OF THE PHILIPPINES
TRECE MARTIRES CITY BRANCH**

FIELD STUDY

NANCY S. ROGACION

**Department of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY**

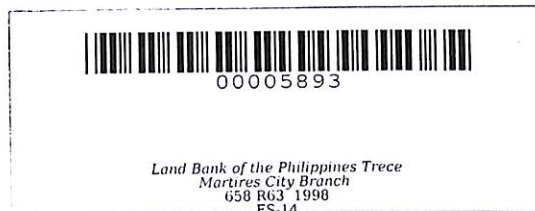
Indang, Cavite

April 1998

**LAND BANK OF THE PHILIPPINES -
TRECE MARTIRES CITY BRANCH**

A 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



NANCY S. ROGACION
April 1998

ABSTRACT

ROGACION, NANCY SALAMATIN, "Land Bank of the Philippines - Trece Martires City Branch," Brgy. Luciano, Trece Martires City, Cavite, Undergraduate Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 1998. Adviser: Nelia E. Feranil.

A 480-hour field study was conducted at Land Bank of the Philippines (LBP), Trece Martires City, Cavite. Generally, the study aimed to apply gained knowledge in business management to practical business situations and to have useful experiences in the real employment situation. Specifically, it aimed to have an exposure and knowledge in various activities of the bank and to describe the bank in terms of organization, management and marketing.

Gathering of data was done through the bank's records. Interviews with the bank personnel and actual participation in some of the bank's activities were conducted to increase the volume of data gathered. Personal observations provided more insights in studying the bank's operations.

LBP is the only universal bank with a social mission to spur countryside development. The bank offers different types of products and services such as deposits (savings, time, current), loan services, other credit facilities and programs for bank-assisted-cooperatives and for countryside financial institutions.

Inspite of the good management of the bank, problems still existed. Lots of clients were not given immediate attention because there were only two tellers, so hiring of an additional teller was recommended. It was also recommended to extend the

banking hours from 8:30 am to 3:30 pm. Past due payments of loans were also encountered, so it was recommended to send notice to borrowers before the maturity date and to give additional penalty to overdue accounts.

In terms of product and service promotion, the bank gave recognition such as “Gawad Pitak” to the most outstanding cooperative. It also introduced some raffle promo and sponsored contests. The bank also distributed calendars and t-shirts to the clients.

Like the other branches, LBP-Trece Martires City Branch is financed by the Head Office. The bank’s financial status indicated successful performance because the bank’s total income in 1997 was estimated at P22,478,000.00 and the total expenses was P13,106,000.00. The net income was P9,372,000.00.

TABLE OF CONTENT

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiii
INTRODUCTION	1
Importance of the Field Study	2
Objectives of the Field Study	2
DESCRIPTION OF THE BANK	3
Historical Background	3
Organization and Management	9
Management policies and practices	15
Motivation and incentives	16
Services Offered	17
Marketing	26
Finance	27
Problems Encountered by the Bank	28
Future Plans	28

	Page
FIELD STUDY EXPERIENCES	29
Activities	29
Observations	30
Problems Encountered by the Author	32
BIBLIOGRAPHY	33
APPENDICES	34

LIST OF FIGURES

Figure		Page
1	Location map of Land Bank of the Philippines- Trece Martires City Branch.	4
2	Lay-out of Land Bank of the Philippines- Trece Martires City Branch (1 st Floor).....	5
2.1	Lay-out of Land Bank of the Philippines- Trece Martires City Branch (2 nd floor).	6
2.2	Lay-out of Land Bank of the Philippines- Trece Martires City Branch (basement)	7
3	Organizational structure of Land Bank of the Philippines-Trece Martires City Branch.....	11

LIST OF TABLES

Table		Page
1	Distribution of manpower/workforce	10
2	Interest rates on time deposit (LBP- Trece Martires City Branch).....	19

LIST OF APPENDICES

Appendix		Page
1	Responsibilities of LBP Personnel	35
2	Steps on How to be an Effective Land Banker	41
3	Guidelines on Rendition of Overtime Services	43
4	Use of Bundy Clock Card/Time Card and DTR	46
5	Information on Types of Special Leave Privileges (SLP)	48
6	Requirements for New Accounts	50
7	Easy Home Loan	52
8	Easy Term Loan for Exporters	54
9	Features of Salary Loan	55
10	Interet Rate and Loan Maturity of Nangunguna Sa Industriya Program, Entrepre-Youth Paghatak sa Pangarap Program, and Todo- Kaya: Isulong and Pagsulong Program	57
11	Lending/Loan Process	58
12	Schedule of Activities, November 10 to January 31, 1998	59

LAND BANK OF THE PHILIPPINES- TRECE MARTIRES CITY BRANCH^{1/}

Nancy Salamatín Rogacion

^{1/}A field study report submitted to the faculty of the Department of Economics, Management and Development Studies, College of Agriculture, Forestry, Environment and Natural Resources 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 with Contribution No. FS98-BM02-017. Prepared under the supervision of Mrs. Nelia E. Feranil.

INTRODUCTION

A bank is an institution that deals with money and its substitutes and whose main function is to provide financial services. Banks accept deposits and provide loans/ extends credit and derive a profit from the difference in the interest rates paid and charged, respectively. They also have the power to create money (The New Encyclopedia Britanica, 1986).

Banking institutions make an important role in the Philippine economy because they serve as credit facilities or they lend their money to support those businesses like cooperatives, farmers and fishermen and entrepreneurs.

Economic activity, as it is known in the Western World could not survive without a continuing flow of money and credit. The economies of all market-oriented nations depend on the efficient operation of complex and delicately balanced systems of money and credit. Banks are an indispensable element in these systems. They provide the bulk