

# **SERVICE MARKETING OF KIA MOTORS DASMARIÑAS**

Case Study  
Submitted to the Faculty of the  
College of Economics Management and Developmental Studies  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management

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January 2018



## **ABSTRACT**

**ESTRELLA, REGINE N. Service Marketing of Kia Motors Dasmariñas. Undergraduate Case Study, Bachelor of Science in Business Management, major in Marketing Management, Cavite State University, Indang Cavite, January 2018. Adviser Professor Betsy Rose S. Fidel**

The study was conducted from February 22 to April 01, 2017 to evaluate the service marketing of Kia Motors Dasmariñas. Specifically, the study aimed to (1) describe the company profile; (2) describe the service marketing activities of the company; (3) analyze the service marketing activities of the company using SWOT analysis; (4) describe the competitive profile matrix and paired comparison method of internal and external factors of the company; (5) describe competitiveness of the firm toward its competitors; and (6) determine the problems encountered regarding the service marketing of the firm and recommend possible solutions to the various problems identified.

In completion of the study, the author had an interview with the Service Manager and staff to give her information needed. To fully understand the operation and the management, the author rendered 320 hours to observe the daily process and activities done by the employees within the Service Department.

Problems were encountered inside the company which includes lack of personnel, late delivery of parts and low sales. As a recommendation, the company should hire more personnel, update clients from time-to-time to lessen complaints, still include promos and discounts and employees should continue attending trainings



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