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HANJIN SHIPPING COMPANY  
CAVITE BRANCH

FIELD STUDY

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Department of Economics, Management  
and Development Studies  
CAVITE STATE UNIVERSITY

Indang, Cavite

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**HANJIN SHIPPING COMPANY  
CAVITE BRANCH**

**Undergraduate Field Study Report  
Submitted to the Faculty of the Department  
of Economics, Management and Development Studies  
Cavite State University  
Indang, Cavite**

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



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## **ABSTRACT**

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A three-month field education was conducted at Hanjin Shipping Company Cavite Branch, located at 1st Street, CEPZA, Rosario, Cavite. Generally, it provided the chance to apply the gained knowledge in business management in the actual situation. Specifically, it aimed to gather information on organizational management, operation and marketing aspects of the firm. Problems were identified based on the company's past operations and future plans arose from these problems.

Gathering of data was done through observations and actual participation in the firm's activities and personal interviews with the branch manager, customer service personnel and HRD personnel in the main office.

Part of the training was exposure and involvement in almost all detailed operation/activities of the firm and actual work as a new customer service personnel in the firm.

Hanjin Shipping Company is one of the youngest global carriers in the industry which covers specialized cargo handling from conventional, high-cube dry containers to its flat rack, open-top containers, in addition to its vastly expanding reefer service to carry a variety of goods for its customers around the world.

Hanjin Shipping Company offers products and services to its customers. Products include containers on different specifications. On the other hand, services include

perfectionism, customer information management system, one-stop service, customer satisfaction survey, information system for customer, WAN (Wide Area Network), feeder management system and after sales service.

In its operation, the firm encountered the following problems of which future plans arose.

In spite of the good management, the firm has still some marketing problems in terms of competition. Competition between shipping carriers have become intense along major corridors as well as the emergence of mega-sized carriers which attempt to capture the share of the market, including the rise of oil prices and dramatic changes in foreign exchange rates. This condition paralyzes the operation of the firm.

As they enter the next stage in the maritime industry with the emergence of strong market competition by alliances, deregulation, and large-scale vessel expansion, Hanjin is rendering to move forward in pursuit of a vision which is to become a leading global logistics network through continued expansion and refinement of value-added services for the 21st century.

To expound its services, the sales or marketing people should become more aggressive in specifying the products and services offered every now and then to the clients through telefax machine. This will help the firm to be recognized and/or be well known, enabling it to compete with other shipping lines.

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# **HANJIN SHIPPING COMPANY CAVITE BRANCH <sup>1</sup>**

**Bernadette Cunanan Gatdula**

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## **INTRODUCTION**

Services are identifiable activities that are the main object of transaction designed to provide wants and satisfaction of customers. There are several classifications of commercial services by industry and one of these is transportation services which include freight transportation and passenger service on common carriers, automobile repairs and rentals, etc. (Lovelock, 1991).

Freight carriers move commercial goods from one place to another. All modes of transportation are used to transport freight. The means of transportation usually depend on the type of goods being moved and the cost and time it takes to move them.

Ships are used for freight transportation whenever possible because it is the cheapest method available. Most international freight is transported by cargo ships; oil is transported by specialty designed supertankers; and most bulky cargo