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RCYA FEEDS CORPORATION - STA. ROSA, LAGUNA

## A CASE STUDY

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ARCYA FEEDS CORPORATION - STA. ROSA, LAGUNA

A Case Study

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In Partial Fulfillment  
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## ABSTRACT

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A three-month field practice was conducted at ARCYA Feeds Corporation in Sta. Rosa, Laguna from November 22, 1993 to February 11, 1994 to apply gained knowledge, skills and tools in agribusiness management to real life situation and experiences; to study the management of Arcya Feeds Corporation; to identify the problems of the firm and to propose viable solution to such problems.

During the conduct of the field study, the practitioner was exposed to the different activities of feed production management. Production, marketing, management and finance aspects of the firm were assessed.

Problems identified include the undesirable attitudes of the workers, inside robbery in the factory, unimplemented company rules and regulations, "palakasan" system in hiring applicants and lack of sales representatives to cover wider sales areas.

Strict implementation of policies must be observed. Dishonest workers must be terminated and should be replaced by qualified applicants from outside. Sales representatives must be hired to cover areas where hubbard feeds are not available. A bond must be a major requirement for the applicants to avoid loss of collections.

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# ARCYA FEEDS CORPORATION - STA. ROSA, LAGUNA<sup>1</sup>

by

HENRY V. DEL ROSARIO

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## INTRODUCTION

The feedmilling, livestock and poultry industries share the special "ecosystem" such that the growth or success of one industry depends entirely on the growth or success of the other. Productivity and profitability of a livestock or poultry venture are dependent on production efficiency and technology advancement of feedmilling industries, as these factors are essential towards the capacity to produce high quality feeds at reasonable price.

In the Philippines, feedmilling industry is virtually unknown during the turn of century. The industry started in 1950's from several grain by-product mixers. Today, the industry has grown sizeably turning out over 20 million