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NHELMA'S FLOWER SHOP  
MANDALUYONG CITY

FIELD STUDY

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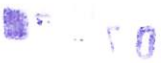
Indang, Cavite

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**NHELMA'S FLOWER SHOP  
MANDALUYONG CITY**

**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)**

  
**ROWENA HAMMOND PELLO**  
**April 1998**

## **ABSTRACT**

PELLO, ROWENA HAMMOND. "NHELMA'S FLOWER SHOP-MANDALUYONG CITY." Undergraduate Field Study, Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite 1998. Adviser: Mrs. Lolita G. Herrera.

A three-month field study was conducted at Nhelma's Flower Shop in Mandaluyong Public Market from November 1997 to January 1998 to apply the knowledge and skills in Business Management to real life business situations, identify the problems faced by the shop and to propose probable solutions to such problems.

During the conduct of the field study, the student was exposed to the different activities in the shop.

Problems identified include limited shop space, informal and inaccurate record keeping, presence of competitors who have more convenient space and too much task assigned to their only three workers who were given salaries below the minimum wage declared by the government. The shop did not issue official receipts and invoices to document their day to day transactions.

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# **NHELMA'S FLOWER SHOP MANDALUYONG CITY<sup>1</sup>**

**Rowena Hammond Pello**

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<sup>1</sup>A Field Study report presented to the faculty of the Department of Economics, Management and Development Studies, College of Agriculture, Forestry, Environment and Natural Resources, Cavite State University, Indang, Cavite in partial fulfillment for graduation with the degree of Bachelor of Science in Business Management, major in Marketing with Contribution No. FS-1998-BM02-014. Prepared under the supervision of Mrs. Lolita G. Herrera.

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## **INTRODUCTION**

Artificial flowers retain their artistic and original outlook upon the beholder and upon the arrangement made by the expert. Flower shops nowadays prefer to stock artificial ones due to their availability in the market. These are more in demand because they are more affordable, can be conveniently traded from place to place, unseasonable, long lasting and always in accurate fashion for any occasion.

For many people, the elemental aspect of artificial flowers makes them so appealing and can arise as much out of necessity as a desire to beautify the home. Today, a growing appreciation of skills included in decorative flower arrangement has led to its recognition as an art. Because of this, decorative flower arrangement is practiced throughout the world.

Artificially made flowers originated in Asian countries. Abundance of fresh flowers in the Philippine market makes a big competition. However, fresh flowers tend