

JUNO CARS, INCORPORATED
MANDALUYONG CITY

Field Study

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JUNO CARS, INCORPORATED
MANDALUYONG CITY

Undergraduate Field Study Report
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major in Marketing

KAREN ANNIE M. MAGTANGOL
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ABSTRACT

MAGTANGOL, KAREN ANNIE M. Juno Cars, Incorporated, Mandaluyong City. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University Indang, Cavite. April 2011. Adviser: Prof. Gener T. Cueno.

A field study was conducted at Chevrolet Shaw Mandaluyong City from November 18, 2010 to February 5, 2011, for the student to be trained and be exposed to the real work situation as well as to the different management activities in an actual business operation. It also gave the student the opportunities to experience responsibilities and challenges of an employee and apply what she has learned from four years of studying. During the training, the author also learned how to handle problems arising from the actual business operations and was able to recommend actions that might solve those problems.

Data such as historical background, organization and management, policies, motivation and incentives, products and services were gathered from the corporation's file. The problems encountered and plans of the company were gathered through observations and interviews.

Juno Cars Incorporated Chevrolet Shaw, received the following awards: first runner-up in General Motor Asia Pacific Sales Contest 2002, first runner-up in Aftersales Department in 2002, Finance Department for the Year in 2002 and in 2004, Goldmark of Excellence Award Dealer in 2004, and two-time Goldmark Dealer of the Year for 2005 and 2009.

The products offered by the company are Chevrolet Avoe, Chevrolet Cruze, Chevrolet Camaro, Chevrolet Captiva, Chevrolet Suburban and Chevrolet Tahoe.

The author was assigned in the Financial Department and Human Resource and Administration Department (HRAD) where she performed different activities. She experienced doing the disclosure of agreement, made some follow-up calls regarding credit application and helped in conducting the hiring process.

The author observed that the company needs to update the information posted on its website as well as its Philhealth, Pag-IBIG, and Social Security System benefits files to avoid problems when employees avail of their claims.

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JUNO CARS INCORPORATED^{1/}

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INTRODUCTION

A vehicle is a device that is designed or used to transport people or cargo. Most often vehicles such as bicycles, cars, motorcycles, trains, ships, boats, and aircraft are manufactured. (www.wikipedia.org)

Vehicles that do not travel on land are often called craft, such as watercraft, sail craft, aircraft, hovercraft, and spacecraft. Land vehicles, on the other hand, are classified broadly by what is used to apply steering and drive forces against the ground: wheeled, tracked, railed, or skied. Examples of vehicles that travel on land are automobile, tricycle, van, bus, truck, motorcycle and many more. (www.wikipedia.org)

The Philippine auto mobile industry continues to experience double-digit growth, with total vehicle sales rising to 14.2 percent in 2008 compared to previous year. This can be attributed to the steady stream dollar inflows from overseas Filipino workers and investment by rising entrepreneur that the local auto industry has so far bucked the trend