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AMBATA'S SHELL STATION
MANGGAHAN, GENERAL TRIAS, CAVITE

FIELD STUDY REPORT

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and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

April 1998

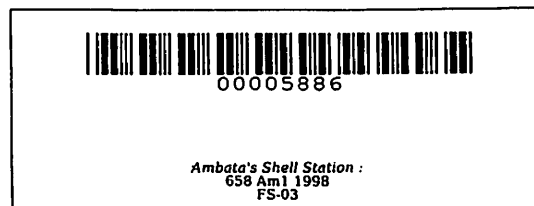
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AMBATA'S SHELL STATION
MANGGAHAN, GENERAL TRIAS, CAVITE

Field Study Report
Presented 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



CHRISTINE M. AMBION
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ABSTRACT

AMBION, CHRISTINE MARQUEZ. “AMBATA’S SHELL STATION-MANGGAHAN, GENERAL TRIAS, CAVITE” Undergraduate Field Study, Bachelor of Science in Business Management, Major in Marketing, Cavite State University, Indang, Cavite, 1998. Adviser : Ms. Lina C. Abogadie.

A three-month field study was conducted at Ambata’s Shell Station located at Governor Drive, Manggahan, General Trias, Cavite to apply the gained knowledge and skills in marketing in actual business situations. It aimed to present and analyze the performance and operation of the Shell station.

The study concentrated on management, marketing and financial aspects of the business. Primary data were gathered through direct observations of activities, involvement in some of its operations and interviews with the manager and staff.

After the evaluation of the business, it was found that the problems of the station include delayed payments from some of the regular customers, cash discrepancies in the sale of gasoline, and some complaints from the customers with regards to the quality of work in forecourt and service bays crew.

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AMBATA'S SHELL STATION MANGGAHAN, GEN. TRIAS, CAVITE^{1/}

Christine Marquez Ambion

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INTRODUCTION

The role of all industry is of vital importance in an economy. Firms belonging to this University ensure continuous supply of petroleum and other related products at reasonable prices all over the country.

Oil products are generally classified as fuels (resulting array of products from crude oil processed in refinery); non-fuel (lubricating oil and greases; and other related products such as tires, batteries and accessories and liquefied petroleum gas (LPG).

There is a growing concern to protect the environment and this will push refineries to produce clearer fuels. Among others, unleaded gasoline is becoming increasingly popular in the Asia-Pacific region. Unleaded gasoline is mandatory in Japan, dominant in South Korea, and already available in Singapore, Taiwan and Malaysia. Demand for low sulfur fuel oil and diesel is also bound to increase.