

658.8

P41

2002

CAPITAL INDUSTRIES, INC.
CUBAO, QUEZON CITY

FIELD STUDY

NERISSA P. PERENA

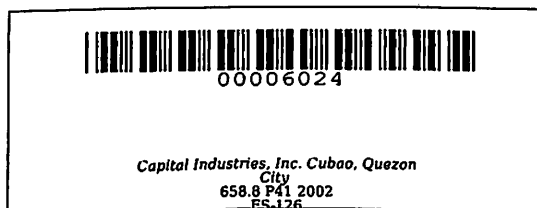
College of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite

April 2002

CAPITAL INDUSTRIES, INC.
CUBAO, QUEZON CITY

A Field Study
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)



NERISSA P. PEREÑA
April 2002

ABSTRACT

PEREÑA, NERISSA P. Capital Industries, Inc. Cubao, Quezon City. A Field Study Report Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang Cavite. April 2002: Adviser: Mr. Roderick M. Rupido.

A three-month field study was conducted at Capital Industries, Inc. located at 147 Boni Serrano corner 8th Avenue Cubao, Quezon City from May 16, 2001 to August 18, 2001 to identify problems affecting the department of accounting/credit and collection of the firm and to recommend feasible solutions for such problems.

Data were collected through observations and actual interviews with the different heads of the company. Other data were collected from the brochures, pamphlet and other related reading materials. The financial data were provided to the student by the company. Other related data were obtained from the Libraries of CvSU, Tagaytay City and on the Securities and Exchange Commission (SEC).

The author observed that the products and services are in high quality that gave satisfaction to the customers. The company follows the rules of ethics and they have a dress code or uniform.

Exposure in different activities in said department was the major responsibilities performed by the trainee.

Clerical works such as filing the paid and non-paid invoice, sorting, encoding, answering phone calls and photocopying were also done. Computing the monthly incentives, encashing, depositing, encoding in sales book and filing the check voucher,

were done at Finance Department. These activities were considered strengths of the trainee.

The author recommends proper delegation of authority to avoid overlapping of duties. The company should have a rigid regular monitoring of the collector's routes as changes initiated by collectors appear to happen without consultation. It is further recommended that the firm advertise the products and services to help increase market size and clientele. Several computer units must be upgraded and new units and programs must be acquired.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	v
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST APPENDICES	xiii
LIST OF APPENDICES FIGURES	xiv
INTRODUCTION	1
Objectives of the Field Study	2
Importance of the Field Study	2
METHODOLOGY	3
Time and Place of the Study	3
Data Collection	3
Scope and Limitation of the Study	3
THE FIRM	4
Historical Background	5

Description of the Firm.....	6
Organization and Management.....	9
Motivation and Incentives.....	12
Basic Pay.....	12
Overtime Pay.....	12
Benefits.....	12
Marketing.....	12
Product.....	12
Price.....	13
Promotion.....	13
Place.....	13
Finance.....	14
Problems Encountered by the Firm.....	18
Future Plans.....	18
FIELD STUDY EXPERIENCES.....	19
Pre-training Activities.....	19
Activities.....	19
Problems Encountered by the Student	21
Observations	22
Reflection/Insights	23

SUMMARY, CONCLUSION AND RECOMMENDATION	24
Sumamary	
Conclusion	24
Recommendation	25
BIBLIOGRAPHY	26
APPENDICES	27

LIST OF TABLES

		Page
Table		
1	Balance Sheet of CII year ended 1999 to 2000	15
2	Operating Expenses of CII year ended 1999 to 2000	16
3	Statement of income and retained earnings year ended 1999 to 2000	17

LIST OF FIGURES

	Page
Figure	
1 Location Map of Capital Industries, Inc.	7
2 Plant layout of Capital Industries, Inc.	8
3 Organizational structure of CII	10

LIST OF APPENDICES

		Page
Appendix		
1	The Front of Capital Industries, Inc.	28
2	Company Logo	29
3	Products Offered by the Firm	30
4	Service Offered by the Firm	31
5	Company Rules and Regulations	32
6	Forms Used by the Company	40
	* Original Receipt	41
	* Sales Invoice	42
	* Purchase Order	43
	* Delivery pick-up receipt	44
	* Leave application form	45
	* Gate Pass	46
7	Constitution and By-Laws	47

LIST OF APPENDICES FIGURES

		Page
Appendix Figure		
1	Resume	68
2	Recommendation Letter	69
3	Acceptance Letter	71
4	Memorandum of Agreement	73
5	Certification	76

CAPITAL INDUSTRIES, INC.
CUBAO, QUEZON CITY 1

Nerissa P. Pereña

1 A field study report submitted to the Faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (BSBM) major in Marketing with Contribution No. FS 2002 – BM 04-077. Prepared under the supervision of Mr. Roderick M. Rupido.

INTRODUCTION

Materials handling that refers to the process involved in the physical movements of products is affected greatly by weight bulk and, fragility as well as by packaging requirements. (Benett et al., 1998).

Capital Industries, Inc. is in materials handling business for more than twenty-one years. It belongs to the industry where contracts by different manufacturers are involved to support the business as complete line of allied products and services for the customers. It is involved in sale, repair and maintenance and rental of materials handling equipment including hand pallet trucks, personal lifters, light-heavy equipment like forklifts and selling of vehicular, commercial and industrial tires, batteries, lubes and oils.