

**PHIL - ASIA CARE PLANS, INCORPORATED  
BACOR, CAVITE**

**COLLEGE OF ECONOMICS, MANAGEMENT  
AND DEVELOPMENT STUDIES**

**A Field Study Report  
Submitted to the faculty of the  
Cavite State University  
Indang, Cavite**

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**In partial fulfillment  
Of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)**

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**NOTE:**

Original copy to be filed in the Library and one copy each to be distributed to the following: Adviser, Academic Chairman, Case Study Coordinator, Dean and Student.



## ABSTRACT

**BAWAG, MARTE VILLANUEVA. Phil-Asia Care Plans, Incorporated Bacoar, Cavite.** Field Study. Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang, Cavite. April 2002. Adviser: Mrs. Marilou P. Garcia.

A field study was conducted at Phil-Asia Care Plans, Incorporated (PACPI) at Bacoar, Cavite. The objective of the study was to expose the author to the different management operations of the firm, enable the student to apply his knowledge learned in the course to real working situations, provide necessary information about PACPI, and identify the different problems encountered by the firm and recommend possible solutions.

Data and information were gathered from the company's files, through interview with employees and from the records at the Bacoar Municipal Office.

PACPI was formed through a buy-out of the former Consolidated Care Plan, Incorporated. This corporation is engaged in the business of providing Pre-Need Plans, Insurance and Memorial Plans.

PACPI Bacoar is one of the several branches under the head office of Southern Luzon-Calabarzon/ Bicol Territory at Binan Laguna. This branch directed three branches, namely: Las Pinas, Tanza and Cavite City, and was responsible to contribute accounts from their designated territories. The branch was also assigned by the head office to train personnel who will be sent to other branches with vacancies in the region. All of the branches including PACPI Bacoar submit their monthly sales report to the head office.



Marketing of company product is done through sales counselors who attended basic sales training-seminars where they are oriented on the company's profiles, personnel, product concept, features, and commission. Collection of first payments are made through sales counselors, and succeeding payments would be through the assigned collectors in the branch.

A 45-day processing period is practiced by the company in cases of planholder claims.

The 2001 contribution (cash remittance credit) made by PACPI, Bacoor amounted to ₱300, 000. The company obtained 500 new sales.



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