

**PHILIPPINE AMERICAN LIFE INSURANCE COMPANY  
DASMARIÑAS, CAVITE**

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 Economics)

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## ABSTRACT

**AMPARO, RONNIE BATINO, Philippine American Life Insurance Company, Dasmariñas, Cavite.** Undergraduate Field Study. Bachelor of Science in Business Management major in Economics. Cavite State University, Indang, Cavite, April 2002. Adviser: Mrs. Maria Soledad M. Lising.

A three-month field study was conducted at the Philippine American Life Insurance Company located in Dasmariñas, Cavite. Generally, the study aimed to provide a greater amount of opportunity to apply the necessary skills gained in the classroom to actual scenario or situation. This field study was designed to present some information on the agency management, operation, products and services offered, marketing and finance.

The study dealt primarily on the activities and observations that were acquired especially on management, organization, operation, products and services offered, marketing and finance. Relevant data were obtained through pamphlets, brochures and profiles of the company, personal research and interview with the agency manager, senior agency manager and employees.

Philam Life is the number one insurance company in the Philippines. For almost 54 years, the company has continuously concerned with social responsibility of nation-building and helping to uplift the economic welfare.

Their budget comes from three sources, the agency itself, sales operations and branch operations. Agents are considered the most important people in the company because without them, the great majority in the home office would not exist.



The agency operates with different product lines that help meet every individual financial need. These innovative products are Pension Builder, Prosperity, Scholar Gold, International Scholar, Tri-Life, Money Maker Prime, Quick Cashbuilder, Quantum, Versadollar, Versalife, Excelife, Excelife Gold and SHE. Because of these, the agency stays on their vision to keep in touch with every Filipino and helping them to uplift their lives.

Varias agency confronts numerous problems like manpower retention, slow recruitment of new qualified agents, lack of training for the new staff secretaries and trainers and misrepresentation about policies being offered by the company. Those problems are being overcome through meeting requirements of the agent.

Varias agency plans to expand its horizons by diversifying into other related services and continuing effective role of providing financial protection to its policyholders. They also set a target goal of P57 million in the first year premium and hopeful to become an automated insurance center as well as to become a regional office.

Different activities done in the office were encoding changes in policy codes; computing persistency chart; computing for collectibles; keeping agents statement of accounts; receipts and vouchers in their respective folders; and tabulating policy index cards.

It is recommended that unity, trust and respect among staff and employees should be observed because in a business, everybody is involved and if one of them will not cooperate, then the rest of the group will be affected.



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