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1993

IVERSAL ROBINA CORPORATION (FEEDS DEPARTMENT)

QUEZON CITY : A CASE STUDY

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DON SEVERINO AGRICULTURAL COLLEGE

Indang, Cavite

April, 1993

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UNIVERSAL ROBINA CORPORATION (FEEDS DEPARTMENT)-QUEZON CITY:

A CASE STUDY

A Case Study

Presented to the Faculty of the
Department of Agricultural Economics and Agribusiness
Don Severino Agricultural College
Indang, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Agribusiness



00004347

Universal Robina Corporation (Feeds
Department) Quezon City
338.1068 Au7 1993
CS-54

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April 1993

ABSTRACT

AUSTRIA, GIRLIE MENDOZA. "UNIVERSAL ROBINA CORPORATION (FEEDS DEPARTMENT)". An Undergraduate Case Study. Bachelor of Science in Agribusiness. Don Severino Agricultural College. April 1993. Adviser: Ms. Lina C. Abogadie.

A three-month field study was conducted at Universal Robina Corporation - Feeds Department, located at 110 E. Rodriguez Ave., Libis, Quezon City. It aimed to apply the gained theoretical knowledge, skills and tools in agribusiness management into practical and useful experiences in the field. During the whole duration of the study, problems were identified and possible solutions were recommended.

It was found out that the business was facing problems on superior-employee relationship and resistance of the employees to the reorganization. To solve this problem, policies and guidelines regarding employees' discipline should be enforced strictly.

Maintaining good quality products was also one of the problems that the department was facing. Strict quality control of the processes in making the products should be implemented to produce quality products.

Lastly, monitoring and evaluation of the competitors' products should be maintained in order for the business to be competitive.

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UNIVERSAL ROBINA CORPORATION (FEEDS DEPARTMENT) ^{1/}

by

GIRLIE M. AUSTRIA

^{1/}A case study presented to the faculty of the Department of Agricultural Economics and Agribusiness, Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for Graduation with the Degree of Bachelor of Science in Agribusiness (BSAB). COntribution No. AB - 93 - 10. Prepared in the Department of Ag. Economics and Agribusiness under the supervision and guidance of Miss Lina C. Abogadie, Adviser.

INTRODUCTION

The feedmilling industry is on its rapid growth and development due to the increasing demand in animal products and by-products. According to Private Development Corporation of the Philippines (PDCP), the country has a total of 262 feedmills registered in the Bureau of Animal Industry as of 1991. Out of 262 feedmills, 189 are commercial feedmills and 73 are producing for their own requirements. Ten large commercial feedmillers dominate the industry with 47% of the total rated capacity of 7,213.12 MT. But inspite of these, there is still shortage of feeds because of the increasing demand and unstable supply of feed