

EXCELLENT QUALITY APPAREL
CEPZ, ROSARIO, CAVITE

FIELD STUDY

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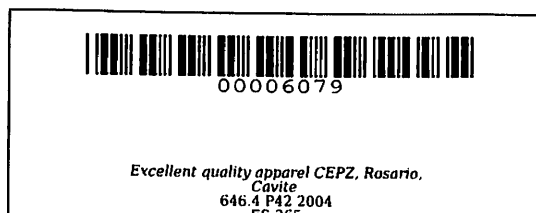
*College of Economics, Management
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Indang, Cavite

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EXCELLENT QUALITY APPAREL
CEPZ, Rosario, Cavite

Undergraduate Field Study
Submitted to the Faculty of the
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In partial fulfillment
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(Major in Marketing)



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ABSTRACT

PERLADO, ARNEL AURE. Excellent Quality Apparel, Inc., Cavite Export Processing Zone, Rosario, Cavite. Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Dr. Nelia C. Cresino.

A three-month field study was conducted at Excellent Quality Apparel, Inc. (EQAI) in Cavite Export Processing Zone at Rosario, Cavite from November 17, 2003 to February 14, 2004. The objective of the study was to apply gained knowledge and skills in Business Management to actual situations. Specifically, it aimed to discuss the organization and management practices of Excellent Quality Apparel, Inc., describe the production and marketing aspects of the firm, and determine problems encountered by the firm and recommend feasible solutions to problems encountered.

The necessary data and information were obtained from the company's files and records. These were substantiated with observation and interview with the staff and employees of the firm. Other relevant information was taken from encyclopedia and from the CvSU library.

Excellent Quality Apparel, Inc., which was established in July 3, 1996, is one of the subsidiaries of Tristate Holdings, Limited, (THL) a medium to large size international group of garment manufacturing companies with well established factories in China and Taiwan. Operation for THL in March 1998 in the Philippines sprung from Tristate Industrial Company, Inc. in Novaliches, Quezon City, and its first Philippine subsidiary.

Other subsidiaries include Broadstreet Apparel, Inc. in Metro Manila and all Asia Garment Industries in Rosario and A-Grade Garment Manufacturing, Corp. in Dasmarinas, Cavite.

The Company distributes their products in foreign market such as U.S.A, Canada, England, and Mexico.

The major customers of these countries are famous international signature collectors such as Ann Taylor, Liz Claiborne, Eddie Bauer and Mast Express.

The company plans to expand their factory in different countries like Vietnam and Thailand to earn more profit in the year 2005. They also want to have more buyers and more orders from customers.

The conduct of field study helped the trainee improved his skills and developed his self-confidence in doing the task assigned to him.

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**EXCELLENT QUALITY APPAREL
CEPZ, ROSARIO, CAVITE ¹**

Arnel A. Perlado

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INTRODUCTION

The clothing industry is one of the largest industries in the world. Most people wear some kinds of garments, accessories, or ornaments. People need clothing more than they need anything else except food and shelter. They need it to keep them warm in cold weather, to shield them against rain, wind and snow and as a covering to keep their skin from being bruised and cut (Compton's Encyclopedia, 1979).

The contemporary system of industrialized clothing production did not exist before the mid-19th century. Although important advances in the mechanization of spinning and weaving had been taking place during the previous centuries, clothes making continued to be a hand skill (Lexicon Encyclopedia, 1999).