

**LAND BANK OF THE PHILIPPINES
TAGAYTAY CITY BRANCH**

A Field Study Report
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(Major in Economics)



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ABSTRACT

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A three-month field study was conducted at Land Bank of the Philippines (LBP) Tagaytay City Branch located at Tagaytay Centrum Tagaytay City, Cavite. Generally, the study was conducted to enable the student to acquire knowledge and practical experiences on different bank operations. Specifically, the study aimed to familiarize and expose the student to the LBP's management policies and practices, motivation and incentives offered to employees, and services offered; apply the knowledge gained in the classroom to actual work situations; identify the problems encountered by the bank; and recommend feasible solutions to the problems identified.

Necessary information were obtained through the records and files, operations manual and other publication materials of LBP. Personal interviews with the bank's manager and employees, and actual observation of the bank's activities were also done to gather additional information.

Land Bank of the Philippines is a government universal bank whose mission is to promote growth and development especially in the countryside. It has taken the lead in extending financial assistance to various development players – particularly to small farmers and fisherfolk cooperatives, small and medium enterprises, and mass housing – which are identified as the Bank's priority sectors.

Land Bank Tagaytay Branch functions as: an implementing agency of CARP involved in land valuation, compensation to owners of private agricultural lands, and

collection of amortizations from CARP farmer-beneficiaries; provider of financial and technical assistance to small farmers and fisherfolk and Agrarian Reform beneficiaries (ARBs); an official depository of government funds; and a government bank with a social mandate to spur countryside development.

The problems experienced by the Bank as identified by the author are manpower shortage and disorganized records and files. Another problem encountered by the Bank was when the computer system was off-line which causes delayed banking transactions.

The author recommended that the Bank should consider hiring additional personnel in order to improve not only the filing system but also its service to customers. Also, employees should participate in preserving the cleanliness of the Bank's premises, including all of its equipments and in proper handling and operation of the said device. A computer technician can be hired from time to time for the appropriate maintenance of the computer equipments.

LBP Tagaytay City Branch is planning to provide Automated Teller Machine to its customers. Likewise, the Bank plans to focus in the improvement of customer service through expansion of its credit facilities, widening of the deposit base, and offering of high-yielding ATM accounts.

In general, Land Bank of the Philippines – Tagaytay City Branch is a well-managed firm that is committed and dedicated to provide quality service to customers.

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