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2007

RIZAL COMMERCIAL BANKING CORPORATION

SAVINGS BANK, MAKATI CITY

FIELD STUDY

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Indang, Cavite

April 2007

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RIZAL COMMERCIAL BANKING CORPORATION
SAVINGS BANK, MAKATI CITY

A Field Study Report
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 Marketing)



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Rizal Commercial Banking Corporation
Savings Bank, Makati City
332.1 D56 2007
FS-300

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April 2007



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SAVINGS BANK, MAKATI CITY


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ABSTRACT

DIESTA, MARICEL P. Rizal Commercial Banking Corporation 'Savings Bank', Makati City. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2007. Adviser: Dr. Nelia C. Cresino.

A four hundred and eighty hours field study was conducted from December 7, 2006 to February 20, 2007 to apply the knowledge and skills gained in Business Management to the actual work situation. Specifically, it aimed to describe the management, and marketing aspects of the bank; describe the activities undertaken in the firm; and to identify the problems encountered by the bank and recommend some solutions to the problems.

The data used in the study were obtained from the bank records, personal observation, and actual participation in the bank's activity. Interviews with the bank employees and officers and research through the internet were also conducted to gather additional information.

RCBC Savings bank was incorporated to provide retail banking services to its target clientele and serve as the consumer and retail banking arm of RCBC.

RCBC Savings Bank have 110 branches of which 56 branches are located in Manila, while 54 were distributed in selected provinces, 11 branches were located in Cavite. The bank adopted access through computer system, via Internet advertisement. Personal selling and use of telephone were also practiced in the services offered by the bank.

The major activities performed by the trainee were in the balance inquiry and entertaining clients in the New Accounts Section to where she was assigned. The other activities performed were telephoning, photocopying documents, encoding and filing of important documents. These activities were considered as the strength of the training because of the close relevance of the work in the nature of the course Bachelor of Science in Business Management.

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RIZAL COMMERCIAL BANKING CORPORATION
SAVINGS BANK, MAKATI CITY ^{1/}

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^{1/}A field study report presented to the Department of Management, College of Economics Management and Development Studies, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (Major in Marketing) with Contribution No. F 2007-BM04-013. Prepared under the supervision of Dr. Nelia C. Cresino.

INTRODUCTION

Banks are institution dealing generally with a variety of services. The traditional purpose of a bank is to receive and safeguard money. However, the main purpose of most modern banks is to supply credit to businesses and individuals. They extend loans at specified rates of interest and pay interest on money deposited on savings account. Banks safeguard money and valuables and provide loans, credit, and payment services, such as checking accounts, money orders, and cashier's checks. Banks also may offer investment and insurance products, which they were once prohibited from selling. As a variety of models for cooperation and integration among finance industries have emerged, some of the traditional distinctions between banks, insurance companies, and securities firms have diminished. In spite of these changes, banks continue to maintain and perform their primary role—accepting deposits and lending funds from these deposits. (Banks,J. 2006. <http://www.bankingindustry.com> visited on February 20, 2007).