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**LIWAYWAY MARKETING CORPORATION**  
**IMUS, CAVITE**

**FIELD STUDY**

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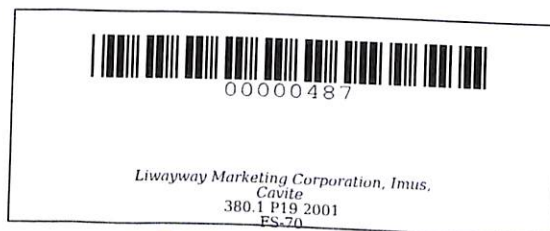
**Indang, Cavite**

**April 2001**

**LIWAYWAY MARKETING CORPORATION  
IMUS, CAVITE**

**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 Economics)**



**MARILYN A. PANGANIBAN  
April 2001**

## ABSTRACT

PANGANIBAN, MARILYN ABELIDA, “**Liwayway Marketing Corporation Imus, Cavite**: A Field Study Report, Bachelor of Science in Business Management, major in Economics, Cavite State University, Indang, Cavite. April 2001. Adviser: Mrs. Cecilia T. Cayao.

A three-month field study was conducted to describe the organization and management, accounting, marketing and financial aspects of the firm as well as identify problems encountered by the firm and recommend feasible solutions to these problems.

Relevant data and information were obtained through observation and interviews with the production supervisors, employees of the firm and through actual participation in the firm's operations particularly in accounting department, and researches from Securities and Exchange Commission (SEC).

Liwayway Marketing Corporation (LMC) manufactures various snacks food products. These are sold in domestic and export markets. It was a corporate type of business organization. The firm follows line and staff organization set up. The employees receive some incentives and benefits to enhance loyalty, cooperation and satisfaction with the management.

The company priced its products according to the cost of production. They advertise products through billboards and celebrity endorsement. The company also offers cash discount and credit terms for those who are buying bigger volume of products.

The company obtained net income after taxes of P10,903,842.09 in 1998 and P11,256,735.66 in 1999. Total assets amounted to P1,248,906,243.36 in 1998 and

P1,545, 909,965.65 in 1999. The total liabilities reached up to P1,220,662,891.71 in 1998 and P1,501,409,878.34 in 1999.

The firm encountered problems in its operation which included machine breakdown and raw materials shortage. These problems can be solved by implementing a regular maintenance activity to continue the operation of the business. The raw materials supervisor on the other hand must project the demand of stock raw materials. The company plans to diversify product lines in maintaining quality of the products.

Filing/sorting, photocopying of office documents, typing/encoding, answer phone calls and computing rejected snack food items were some of the activities performed by the students during her training.

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**LIWAYWAY MARKETING CORPORATION**  
**IMUS, CAVITE <sup>1/</sup>**

**Marilyn A. Panganiban**

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<sup>1/</sup>A field study report presented to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirement for graduation with the degree of Bachelor of Science in Business Management (BSBM) major in Economics with Contribution No. FS-2001-BM-035. Prepared under the supervision of Mrs. Cecilia T. Cayao.

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**INTRODUCTION**

Snackfood or snack item refers to food taken between regular meals, conveniently packed and lasts for a long period without variation in taste. It is considered as one of the fastest expanding sectors in the country. Crunchy snackfood consists of corn chips and potato chips (University of Asia and Pacific, 2000).

One of the major constraints of the local snackfood sector is increasing influx of imported snacks in the market, as indicated by rising importation. Imported products are highly competitive in quality, variety and packaging. Growth is also hampered by raw materials sourcing, particularly for potato chips. Locally sourced potatoes are not good enough for processing, and sometimes supply is inconsistent (University of Asia and Pacific, 2000).

Experts estimate the industry to be worth P 7.8 billion, with growth averaging 15 to 17 percent per annum from 1994 to 1998. The corn chips and potato chips segments