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NESTLE PHILIPPINES INCORPORATION  
CARUYAO, LAGUNA

FIELD STUDY

CECILIA MARGES CRUZ

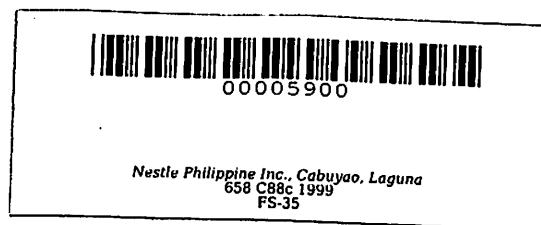
College of Economics, Management  
and Development Studies  
CAVITE STATE UNIVERSITY  
Indang, Cavite

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**NESTLE PHILIPPINES INC.**  
**CABUYAO, LAGUNA**

**A Field Study**  
**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)**



**CECILIA MARGES CRUZ**  
**April 1999 //**

## ABSTRACT

CRUZ, CECILIA MARGES, "Nestle Philippines Inc., Niugan, Cabuyao Laguna". Undergraduate Field study, Cavite State University, April, 1999. Adviser: Mrs. Lolita G. Herrera.

A three-month field study was conducted at Nestle Philippines Inc. located in Niugan, Cabuyao Laguna. It aimed to provide an opportunity to apply gained knowledge and skills gained in the classrooms to actual situations. This field study report presents some information on the company's operation, organization and management, production, and marketing.

Gathering of data was done through observation, personal research and interviews with the persons who are knowledgeable with specific matters.

The company is engaged in the production and sales of food and beverages. Being one of the biggest food companies in the world, they are globally organized, serving almost every major market worldwide. The company produces high quality products and meets specific nutritional requirements and relevant to the needs of the consumers. The company's objectives include the following; the company will always be guided by standards of integrity and professionalism and strive to preserve the reputation of excellence which has earned as well the trust and confidence of its consumers.

Being in the spirit of free enterprise, the business must earn a reasonable profit to enable to continue serving the consumers, provide for the welfare of their workers and employees, ensuring investors of a fair return and performing their duties and responsibilities as good corporate citizens of this country.

## TABLE OF CONTENTS

	PAGE
BIOGRAPHICAL DATA .....	iii
ACKNOWLEDGMENT .....	iv
ABSTRACT .....	vii
LIST OF FIGURES .....	x
LIST OF APPENDICES .....	xi
INTRODUCTION .....	1
Importance of the Field Study .....	2
Objectives of the Field Study .....	3
DESCRIPTION OF THE FIRM .....	4
Historical Background .....	4
Location of the Firm .....	5
Organization and Management .....	9
Company Operations .....	13
Marketing .....	14
Problems Encountered by the Company .....	16
Future Plans .....	16
FIELD STUDY EXPERIENCES .....	17
Activities .....	17

Observations .....	18
Problems Encountered by the Author .....	21
 BIBLIOGRAPHY .....	 22
APPENDICES .....	23

## LIST OF FIGURES

Figure		Page
1	Location map of Nestle Phils., Inc. .... Cabuyao Plant	6
2	Vicinity map of Nestle Phils., Inc. .... Cabuyao Plant	7
3	Plant layout of Nestle Phils., Inc. .... Cabuyao Plant	8
4	Orgnizational chart of Nestle Phils., Inc. ....	10

## LIST OF APPENDICES

Appendix	Page
1 Pictures of building and logo ..... Cabuyao Plant.	24
2 Pictures of Nestle Phils. Inc. .... Products lines.	28
3 Minutes of the Meeting .....	35
4 Company Profile .....	42
5 Pictures of Working Uniform .....	70
6 Company's Code of Conduct .....	72

**NESTLE PHILIPPINES INC.**  
**CABUYAO , LAGUNA <sup>1/</sup>**

**Cecilia M. Cruz**

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**INTRODUCTION**

The food manufacturing industry comprises all business operation involved in processing raw materials and distributing it to sales outlets. The entire industry includes; farms, ranches, and producers of raw materials (*Grolier Encyclopedia, 1993*).

Most food processing seems to have begun as an extension of kitchen preparation techniques and scaled up to furnish enough surplus products to be bartered or sold outside the household. Expansion of a business entailed building more or larger processing equipment. Gradual improvements in design were made to increase yield or to improve quality. (*Grolier Encyclopedia, 1993* ).

In 1998 entities involved in food manufacturing and beverage installed 30,214 or 36 percent of the 84,931 manufacturing establishments in the country. These entities