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TOYOTA-DASMARIÑAS, CAVITE

FIELD STUDY

JENNY ROSE N. CUADRA

*College of Economics, Management
and Development Studies*

CAVITE STATE UNIVERSITY

Indang, Cavite

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TOYOTA-DASMARIÑAS, CAVITE

Undergraduate Field Study
Submitted to Faculty of the
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In partial fulfillment
of the requirements for the degree of
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(major in Marketing)



JENNY ROSE N. CUADRA
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Republic of the Philippines
CAVITE STATE UNIVERSITY
Indang, Cavite

COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES

Field Study of: **JENNY ROSE N. CUADRA**

Title: **TOYOTA-DASMARIÑAS, CAVITE**

APPROVED:


MYRACHAEL S. NOLASCO 3-15-07
Adviser Date


LINA C. ABOGADIE 4-5-07
Technical Critic Date


RODERICK M. RUPIDO 4.10.07
Field Study Coordinator Date


NELIA C. CRESINO 4-12-07
Chairman, Department Date
of Management


LUZVIMINDA A. BODRIN 04/17/2007
Dean Date

Note:

Original copy to be filed in the University library and one copy to be distributed to each of the following: Field Study Adviser, RDE Coordinator, Department Chairperson, Dean and Student.

ABSTRACT

CUADRA, JENNY ROSE N. Toyota-Dasmariñas, Cavite. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2007. Adviser: Mrs. Myrachael S. Nolasco.

A field study was conducted to train the students in actual work and get exposed to the different activities in the company in order to enhance their business insights; describe the organization, management policies and practices employed by the company; describe the products and services offered by the firm; and identify the problems encountered by the firm and recommend feasible solutions.

The study was conducted at Toyota Dasmariñas, Cavite from November 07, 2006 to February 09, 2007. The data were gathered through observations and interviews with the Assistant Sales Manager, Sales Supervisor, Sales staff and Marketing professionals. Other information needed was obtained from the records of the company, Securities and Exchange Commission (SEC), and Department of Trade and Industry (DTI).

There are 100 employees in the company. The company provides allowances, incentives and other benefits in order to motivate its employees to perform their work efficiently.

The company has four departments which include Finance and Administration, Sales Administration, Insurance, Parts and Services.

The problems encountered by the company were: dealers failure of the to e-mail the details about engine number and frame number because there was no available unit in the main source; some clients lacked requirements when buying a car; and some marketing professionals forgot the proper selling procedures.

The field study provided the trainee with experiences and exposures regarding the activities of the business especially on the Sales Department of Toyota. The trainee was also exposed to activities in the releasing office like preparing of warranty booklets, encoding the applications for vehicle financing and certification of rustproofing.

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TOYOTA-DASMARIÑAS, CAVITE^{1/}

Jenny Rose N. Cuadra

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INTRODUCTION

Many people consider that owning a vehicle is a necessity. Despite the worsening traffic, the inconveniency of odd-even scheme and other hazards of driving, more and more people are still joining the bandwagon of having their own cars. The convenience of owning one adds more to its attraction. Besides, it is easy for one who owns a car to go anywhere he pleases (Simbulan, 2002).

Selecting a car is not a problem. The world is booming with the shapes and power of cars. Most of the cars seen on Philippine cities and highways are assembled. There is simply too many models to choose from depending on one's performance and budget. Any body who is interested to have one can just buy it from his favorite dealer (The Manila Chronicle as cited by Simbulan 2002).

Since early 1990's, car sales have been on an upward trend particularly after the government infrastructures and Car Development Program were put in place. A major factor behind this is an increased availability of convenient financing scheme (Simbulan, 2002).