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AYALA LIFE ASSURANCE INCORPORATED
DASMARINAS, CAVITE

FIELD STUDY

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**College of Economics, Management
and Development Studies**

CAVITE STATE UNIVERSITY

Indang, Cavite

April 2002

**AYALA LIFE ASSURANCE INCORPORATED
DASMARIÑAS, CAVITE**

**A Field Study
Submitted to the Faculty of
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(major in Economics)**



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*Ayala Life Insurance Incorporated
Dasmariñas, Cavite
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ABSTRACT

COSA, JAYSON DIGMA. Ayala Life Assurance Incorporated, Dasmariñas, Cavite. Field Study. Bachelor of Science in Business Management major in Economics. Cavite State University, Indang, Cavite, April 2002. Adviser: Mr. Louie R. Samson.

A three-month field study was conducted at Ayala Life Assurance Inc. located at Dasmariñas, Cavite. It aimed to provide students an opportunity to apply the knowledge and skills gained in the classroom to actual work situations. Specifically, this field study aimed to enable the student to: (1) familiarize with the working environment of the firm; (2) gain proper exposure in the insurance business and describe its operation; and (3) determine the problems encountered by the firm and recommend the possible solutions to the problems.

The study is focused on the activities and observations on the management, production, company operation, management policies and general services offered by the company. Relevant data were obtained through observation and personal interviews with the employees and staff of the firm.

Ayala Life offers a comprehensive array of products that gives full satisfaction to their clients. Generally, the products which are offered by Ayala Life have different benefits and are being paid through three payment schemes such as annually or yearly, semi-annually or every six months and/or quarterly or every three months. Some of the most recent products of the company are the Educational plan, Protection plan, Savings and Protection plan and Endowment plan.

Ayala Life Satellite Office encountered three major problems in their operation. The first problem was the lack of manpower. The company had difficulties in dealing

with this kind of problem because recruitment of qualified agents was slow. To overcome this problem, it is recommended that the possible solutions are to look and attract more people to be an agent by means of informing those persons about the benefits of being an agent.

Another problem was about agent termination, which involves money discrepancies or unremittances. Money discrepancy pertains to agent's behavior of not returning the premium paid by the customer due to personal problems of the agent. This problem can be solved by giving additional incentives by the company to the agents in order to motivate them to strive for more and not do those malpractices.

The company also has a problem on payment or lapsation of the policy because of the inability of policyholders to pay for their premiums due to financial difficulties. The company should give another chance to their customers and inform them on how important their policies when time of financial needs occur.

The pleasant environment of Ayala Life Dasmariñas Satellite Office gave the author easy time to adjust to his assigned task. On the first day of work in the company, the researcher encountered problems on adjusting to his working environment. The author learned how to make proposals that the manager has assigned to him. The field study enhanced the capabilities of the author to work independently.

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AYALA LIFE ASSURANCE INCORPORATED
DASMARIÑAS, CAVITE ¹

Jayson Digma Cosa

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INTRODUCTION

Life insurance provides compensation to individuals or groups such as family members or charities when the policyholder dies. Some policies also provide funds for people to use during periods of their life when they will no longer be able to earn income through work, such as in the final stages of a terminal illness (Life Insurance Business, 1997).

Insurance, is a legal contract that protects people from the financial costs that result from loss of life, loss of health, lawsuits or property damage. Insurance provides a means for individuals and societies to cope with some of the risks faced in everyday life. People purchase contracts of insurance, called policies, from a variety of insurance organizations (EX-SELL, 1998).

Life insurance is a foundation of a sound financial plan to ensure that the family and loved ones are protected against financial difficulties in the event of a premature