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2002

**MOLDEX REALTY, INC. HERITAGE HOMES  
TRECE MARTIRES FIELD OFFICE**

**FIELD STUDY**

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

**CAVITE STATE UNIVERSITY  
Indang, Cavite**

**April 2002**

**MOLDEX REALTY, INC. HERITAGE HOMES  
TRECE MARTIRES FIELD OFFICE**

**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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*Moldex Realty, Inc. Heritage Homes, Trece  
Martirez field office  
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April 2002**

## **ABSTRACT**

**ADRIANO, CELESTE G. Moldex Realty, Inc. Heritage Homes Trece Martires Field Office. Field Study. Bachelor of Science in Business Management, Major in Marketing, Cavite State University. Indang, Cavite, April 2002. Adviser: Ms. Judith Buena.**

An undergraduate field study was conducted in Moldex Realty, Inc. Heritage Homes Trece Martires (MRI-HHTM) Field Office in Trece Martires City. It aimed to describe the operations and activities in the field office and the services given by the personnel to its clients or homeowners, identify the problems and the future plan of the firm, describe the experiences of the author in the conduct of the study, and present recommendations that will help solve the problems identified in the firm.

The operations of MRI-HHTM Field Office is dependent on the other divisions like the Purchasing, Accounting and Accounts. There are seven common activities in the Heritage Homes Trece Martires (HHTM) Field Office. To wit: (1) Housing Inventory Update, (2) Notice to Proceed House Construction Monitoring, (3) List of Corrective Works Monitoring, (4) Repair Request Monitoring, (5) Turned-Over Units Monitoring, (6) Weekly and Monthly Reports Preparation, and (7) Unit Costing and Work Scheduling. The MRI-HHTM Field Office personnel provides its service by assisting in terms of the physical move-in, installation of temporary electric facilities and water line, construction of house extension or fence, provision of shuttle service and clubhouse facilities.

Requesting for supplies, especially for maintenance was the main problem of HHTM Field Office. Numerous complaints of homeowners in different aspects like

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**MOLDEX REALTY, INC. HERITAGE HOMES  
TRECE MARTIRES FIELD OFFICE<sup>1/</sup>**

**Celeste Garcia Adriano**

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<sup>1/</sup>A field study report submitted 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 requirements for graduation with the degree of Bachelor of Science in Business Management, Major in Marketing with Contribution No. FS 2002-BM04-036. Prepared under the supervision of Ms. Judith V. Buena.

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**INTRODUCTION**

Real property is any property consisting of land or building as distinct from personal property (Merriam-Webster, Inc., 1994). In broad definition, it is a name given to the commodity "realty", which includes land and all human improvements (trees, house or buildings) that have been placed or made permanently on the land including not only the surface of the land but also everything under its surface such as oil, gas, coal, or other minerals, the nature and extent of its interest therein. It is a name given to the business engaged in by those persons who conduct commercial transactions in real estate (Grolier, Inc., 1989).

Real estate industry is classified under the tertiary industry or the commonly called service industry, one of the classifications of industry. Service industry includes industries that while producing no tangible goods, provide services or intangible gains or