

658.8

D56

2004

CAVITE APPAREL CORPORATION

FIELD STUDY

ROSALIE P. DIESTA

*College of Economics, Management
and Development Studies*

CAVITE STATE UNIVERSITY

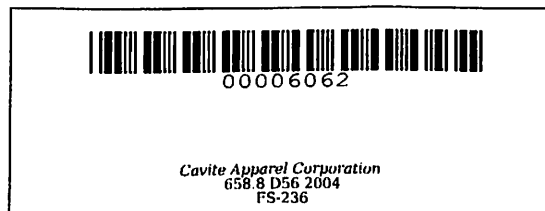
Indang, Cavite

APRIL 2004

²/₂
CAVITE APPAREL CORPORATION

**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)**



ROSALIE P. DIESTA
April 2004

ABSTRACT

DIESTA ROSALIE PANDORO. Cavite Apparel Corporation, EPZA, Rosario, Cavite. Field Study, Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser : Mrs. Marilou P. Garcia.

A three and a half month field practice was conducted at Cavite Apparel Corporation, Philippine Economic Zone Authority (PEZA), Rosario, Cavite. It aimed to expose the student to the different activities of the firm and gain experiences on how to work as an employee, to know the organization and management, production, marketing and human resources management being employed by the firm; and determine the problems encountered by the firm and recommend some possible solutions.

Information and data about the company were gathered from files and records and through personal interview with the administrative staff and other employees who were knowledgeable about specific matters like management policies, production, marketing and operations of the company. Other relevant information were gathered from the CEMDS library, Internet and CvSU library.

Cavite Apparel Corporation was established in November 1989. A group of Filipino investors organized it to manufacture men's suits for the export market. Cavite Apparel Corporation management brings with it the pioneering technical expertise in the manufacture of men's suits in the Philippines with 20 years experience in both textile and garments production.

The company started with a machinery / equipment producing 500 suits per day. Since then, additional machineries and equipment were acquired to achieve a capacity of

1200 suits per day. The firm is in the business for 14 years now and employs a local workforce of 673 direct / indirect labor including the management.

The firm is run and managed by the Board of Directors headed by the President. The day-to-day operations is attended by the Vice-President and Executive Director with the assistance of its under departments.

The management team of Cavite Apparel Corporation pursues a policy of openness and cordiality. They strictly enforce their rules and regulations in order to maintain the smooth flow of operation and grow continuously. Also, the management gives some benefits and incentives in order to motivate well their employees to perform well.

Cavite Apparel Corporation is proud of being the only manufacturing company in the Philippines accredited by J.C. Penney, Bill Blass, Foreman, Hary Amies, Clark and other signature brands through its main importer, Neema Clothing, Ltd. The company has already established its good reputation of the better suit manufactures in the U.S.A. They produce coats and pants of high quality. The production capacity of the firm is 36,000-45,000 suits per month. All of their products are distributed in the export market.

A problem encountered in its operation was the delay in production due to delay of the arrival of raw materials.

Cavite Apparel future plans are to put another manufacturing plant in Bataan or Batangas province and to expand its market coverage not only in the United States of America but also in Europe in order to be more globally competitive.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Importance of the Field Study.....	2
Objectives of the field Study.....	2
METHODOLOGY	4
Time and Place of the Study.....	4
Data Collection.....	4
Scope and Limitation of the Study.....	4
THE FIRM	5
Historical Background.....	5
Description of the Firm.....	6
Organization and Management.....	9
Management Policies and Practices.....	12
Identification cards.....	13

Categories of employees.....	13
Working hours and breaktime.....	14
Job attendance.....	14
Penalties.....	15
Motivation and incentives.....	15
Human Resource Management.....	17
Recruitment policies.....	18
Production Department.....	21
PPIC department.....	22
Computer room.....	22
Stencil section.....	22
Fabric warehouse.....	24
Cutting department.....	24
Pants department.....	26
Coat department.....	28
Finishing department.....	30
Independent team.....	30
Production scheduling.....	30
Marketing.....	33
Product.....	33
Price.....	34
Place / Channel of distribution.....	34
Promotion.....	34

Problems Encountered by the Firm..... 36

Recommendation..... 36

Future Plans of the Firm..... 37

FIELD STUDY EXPERIENCE..... 38

 Observations..... 39

 Problems Encountered by the Student..... 39

 Reflections/Insights..... 40

 Feedback/Suggestions..... 40

SUMMARY..... 41

BIBLIOGRAPHY..... 43

APPENDICES..... 44

LIST OF FIGURES

Figure		Page
1	Location map of Cavite Apparel Corporation.....	7
2	Lay-out of the company showing the different areas.....	8
3	Organizational chart of Cavite Apparel Corporation.....	10
4	Company's recruitment flow.....	19
5	Production process.....	23
6	Flow chart of cutting department.....	25
7	Flow chart of pants department.....	27
8	Flow chart of coat department.....	29
9	Flowchart of finishing department.....	31

LIST OF APPENDICES

Figure		Page
1	Tardiness written reminder.....	46
2	Leave of absence form.....	49
3	Performance evaluation form.....	51
4	Overtime request form.....	54
5	Manpower requisition form	57
6	List of machinery.equipment.....	60
7	Product Information From (PIF).....	62
8	Sample of Pattern.....	65
9	Sample of pattern of the wrong and right side of the model.....	72
10	Certificate of completion.....	80
11	Summary of workhours rendered.....	82
12	Endorsement letter.....	86
13	Memorandum of agreement.....	88

CAVITE APPAREL CORPORATION
EPZA, ROSARIO, CAVITE ^U

Rosalie P. Diesta

1/ 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 the degree of bachelor of Science in Business Management major in Marketing with Contribution No.FS 2004 BM04-037. Prepared under the supervision of Mrs. Marilou P. Garcia.

INTRODUCTION

The word *textile* (from the Latin *texere* means “to weave”) originally meant a fabric made from woven fibers. Today the term signifies any of a vast number of fabrics produced by weaving, knitting, felting and other techniques. It also refers to the enterprises that spin yarn from dyers of fabrics (Glorier Encyclopedia, 1995).

The term “*clothing*” in its widest sense includes a great range of materials that man wears or applies to his body. In addition to garments made of woven fabrics, clothing is made from such varied materials as body paint, fur, feathers and jewels (Grolier Encyclopedia, 1995).

Just when man begins to wear clothing is not known because the perishable materials that early man would have used for clothing have not survived for archaeologists to study. At some point in mans evolution, however, he began to adorn himself with flowers, seeds, bones and other objects, as do some primitive tribes today.