

658

D64

1998

AYALA PLANS INC. CAVITE REGIONAL OFFICE

FIELD STUDY

MIRAFLORES FLOY G. DIZON

Department of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY

Indang, Cavite

April 1998

✓
AYALA PLANS INC., CAVITE REGIONAL 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)**



MIRAFLOR FLOY GATDULA DIZON
April 1998

ABSTRACT

DIZON, MIRAFLOR FLOY G. "AYALA PLANS, INCORPORATED, CAVITE REGIONAL OFFICE". Undergraduate Field Study Report. Bachelor of Science in Business Management (BSBM) major in Marketing. Cavite State University, April 1998.

Adviser: Mr. Florindo C. Ilagan,

A field study was conducted at Ayala Plans, Incorporated (API) Cavite Regional Office located at Nueno Avenue, Imus, Cavite. The objectives of the study were to enable the student to get involved in different activities of the firm, to give the student a chance to apply what she has learned in the classroom in actual situations and to assist the students to develop skills and abilities for professional and personal advancement.

Ayala Plans, Inc.. Cavite Regional Office occupies 80 square meters of Lolo Berong Building.

Marketing of company's product is done through sales counselors who attended basic sales training-seminar where they are reoriented on company's history, people behind the company, concept of the product, features of the product and commission. Collection of payments is done by the sales counselor or depositing in the trustee bank of the firm which is Bank of the Philippine Island (BPI).

The 1997 gross income of API Cavite was P6,747,478.22. Its total operating expenses amounted to P905,282.20. Salaries/wages incurred the highest expense which amounted to P310,523.40 while the lowest cost was the office supplies amounting

to only P4,267.80. The total net income for the whole year of 1997 amounted to P5,839,196.02

The problems of the firm include maintaining the sales force active, low sales, lack of knowledge of the sales counselor, overdue receipts, undated payments and wrongly-filled up application forms. These problems can be minimized by conducting trainings, close supervision and monitoring of the activities of the sales counselors.

There were different activities made during the conduct of the field study. These include orientation, observation, interviews, checking of attendance, recording, giving receipts and application form, paying electric and telephone bills.

The student also encountered problems during the conduct of the field study. The student did not know the rules and regulations of the company and likewise, she did not know some of the names of the sales counselors and their assigned area managers and district managers.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Importance of the Field Study	2
Objectives of the Field Study	3
THE FIRM	4
Historical Background	5
Organization and Management	7
Marketing	15
Finance	16
Problems Encountered by the Firm	18
Future Plans	19

	Page
FIELD STUDY EXPERIENCES	20
Activities Undertaken	20
Observations	20
Problems Encountered by the Student	21
BIBLIOGRAPHY	23
APPENDICES	24

LIST OF FIGURES

Figure		Page
1	Location map of Ayala Plans, Inc., Cavite Regional Office	5
2	Office layout of Ayala Plans, Inc.	6
3	Organizational structure of Ayala Plans, Inc. Cavite Regional Office	8
4	Comparative collection of educational plan and pension plan	13

LIST OF TABLES

Table		Page
1	Monthly collection of Ayala Plans Inc., Cavite Regional Office for the year 1997.	14
2	Income Statement for the year 1997.	17

LIST OF APPENDICES

Appendix		Page
1	Top 22 sales counselor qualified for death, disability, dismemberment benefits	25
2	Price of educational plan (Ages 0-7 years old)	26
3	Price of pension plan (Various Maturity Dates)	28
4	Name of sales counselors and their first year collection	29
5	Banking agreement in paying the plan in BPI	30
6	Temporary receipt of Ayala Plans, Inc., Cavite Regional Office	31
7	Features of educational plan	32
8	Features of pension plan	33
9	Application form for pension plan	34
10	Application form for educationa plan	35
11	The activity of the student	36

AYALA PLANS, INC., CAVITE REGIONAL OFFICE¹

MIRAFLORES FLOY G. DIZON

¹A Field Study report submitted to the faculty of the Department of Economics, Management and Development Studies, College of Agriculture, Forestry, Environment and Natural Resources, 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. FS1998-BM02-009. Prepared under the supervision of Mr. Florindo C. Ilagan.

INTRODUCTION

After the mid-20th century, inflation in the cost of a college education kept pace with that of the economy in general. It was predicted that as long as college operating cost rose, the financial burden of student and their parents would continue to grow. The expense of higher education is an obstacle to many young men and women who have the intellectual and educational qualifications for college work. On the other hand, increasing number of students go to college, many of them are selecting the less costly institution and many by getting financial aid. Many parents fill the gap between their resources and the cost of college by getting financial aid in the form of job, scholarship and education plan (Encyclopedia Americana, 1980).