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WONIL EMBROIDERY CORPORATION
EPZA, ROSARIO, CAVITE

FIELD STUDY

APRILYN J. JAVIER

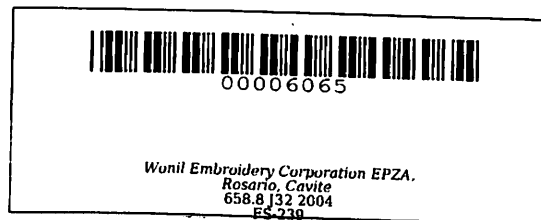
College of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
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WONIL EMBROIDERY CORPORATION
EPZA, ROSARIO, CAVITE

A Field Study
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)



APRILYN J. JAVIER
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ABSTRACT

JAVIER, APRILYN JOCSON. Wonil Embroidery Corporation, EPZA, Rosario, Cavite. Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University. April 2004. Adviser: Mrs. Rowena R. Noceda.

A 480-hour field study was conducted at Wonil Embroidery Corporation (WEC), located at Lot 10 Block 5 Phase 2 Philippine Economic Zone Authority (PEZA), Rosario, Cavite. Generally, the study aimed to apply the knowledge and skills gained from the classrooms in actual business operations. Specifically, it aimed to describe the organizational set-up, marketing and management practices of the company, determine the various activities of the company, and identify the problems encountered by the company and recommend practical solutions to the problems identified.

The data necessary in the conduct of the study were gathered from the company's manuals and records and through observations made by the trainee on the company's operations. In addition, interviews with the officers and staff were conducted to verify the observations made.

The company is engaged in embroidery services. It uses sophisticated/computerized embroidery machines in its operations. It provides the embroidery job requirements of garment manufacturers/exporters.

The problems encountered by the company as observed by the trainee were shortage of manpower, delayed payments from the customers which caused financial crisis, damages of the products, and high cost in processing documents due to custom duties.

The firm should hire additional qualified office staff. It should also provide intercom inside the production area for easy communication between the staff and supervisors. Also, it should implement effective strategies to be more competitive in the field of embroidery.

The three-month training was spent in doing clerical works like typing of contracts, filing, printing, and photocopying of documents, answering phone calls, receiving and sending fax messages and e-mails, preparing pay envelope for the workers, and processing documents in PEZA and Bureau of Customs. The trainee also learned the proper way of processing documents required for export.

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WONIL EMBROIDERY CORPORATION
EPZA, ROSARIO, CAVITE^{1/}

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INTRODUCTION

Embroidery is the art of applying a design using a thread to the garment. It is the most widely used techniques for decorating apparels nowadays. Embroidery and most other fiber and needlework arts are believed to originate in the Orient and Middle East. It is a general term for ornamental stitch work applied to any kind of fabric using any kind of thread (including hair). It is an extremely ancient and widespread craft (Oxford Illustrated Encyclopedia).

Embroidery companies nowadays are using modern embroidery techniques in order to be more competitive. This is by means of using computerized embroidery machines. Most garment buyers are interested in colorful and complicated designs due to high demands. Garment manufacturers/exporters negotiate with embroiderers to do the sub-contractual operation.