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GOURMET FARMS, INCORPORATED
SILANG, CAVITE

FIELD STUDY

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College of Economics, Management
and Development Studies

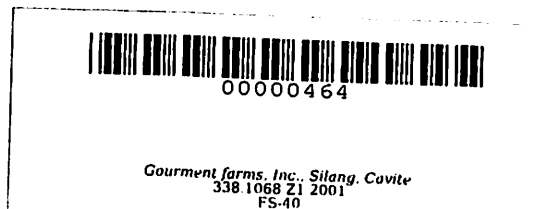
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GOURMET FARMS, INCORPORATED
SILANG, CAVITE

A Field Study
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(Major in Economics)



MYLENE A. ZAPANTA
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ABSTRACT

ZAPANTA, MYLENE AMBATA, “Gourmet Farms, Incorporated, Silang, Cavite”. Undergraduate Field Study, Bachelor of Science in Business Management, major in Economics, Cavite State University, Indang, Cavite, April 2001. Adviser: Mr. Adonis N. Meñez.

A field study was conducted at Gourmet Farms, Incorporated (GFI), one of the companies under Escaler and Company, Inc. (ECI) located at Aguinaldo Highway, Lalaan II, Silang, Cavite. There was an exposure to the firm’s different management operations and the opportunity to apply the knowledge acquired in the classroom discussion.

Data and information were gathered from company’s records/files and through research, observation and personal interview with the personnel of Human Resource Department and the Manager of different firms under ECI.

The field study covered 480 hours of training in the firm as well as data gathering. This was an exposure to the different activities to get ready for future employment.

The field study conducted complements with the theories learned in the classroom discussion. It provided wide experiences to the students to develop their skills particularly on the use of office equipment and machine. The cooperating firm in return needs to conduct a well-planned programmed trainee’s orientation to come up with a better apprenticeship.

Gourmet Farms, Incorporated is well known for its Gourmet Restaurant in Metro Manila and Cavite. It has the main Gourmet’s Restaurant located in Silang, Cavite and four more branches in Manila, who are now competing with other food chains.

Gourmet Farms, Incorporated is the supplier of own coffee, tea, dressing, sauces and vegetables in its own restaurant. It gives good services to the customers that enable them to feel at ease during the stay in the restaurant.

Gourmet Farms, Incorporated is turning into a bigger corporation, knowing for their perfect coffee, tea, dressing, sauces and vegetables that enable the costomer to patronize it again.

During the span of the training in Human Resource Management, the following skills were developed: preparation of business letter, filing, photocopying, use of fax machine and computer, cashiering and analysis of orders and sales.

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GOURMET FARMS, INCORPORATED SILANG, CAVITE

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INTRODUCTION

Food gives strength and energy at all ages. Food is necessary to maintain life. The right food is necessary to maintain health (Lexicon Universal Encyclopedia, 1983). Today, more restaurant operators are thinking of possible ways on how to efficiently serve the customers.

Many businessmen have their own reasons why they established restaurants. First, they believe that restaurant is a potentially money factory. Successful restaurants are highly profitable. Second, potential for a buy – out since a successful owner is likely to be courted by a buyer. Third, it is a place to socialize, satisfying the need of people with a high need for socialization. There is constant and varied interaction with people. Fourth, few businesses offer challenge to the competitive person. Fifth, once someone has learned a