

**PROMOTION AND DISTRIBUTION STRATEGIES OF JARO  
DEVELOPMENT CORPORATION**

Undergraduate Case Study  
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## ABSTRACT

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A case study was conducted at Jaro Development Corporation in Buhay Na Tubig, Imus, Cavite from October 9 to November 9, 2017. The study was conducted to analyze the promotion and distribution strategies of JDC. The study aimed to; (1) describe the nature of the business; (2) analyze the promotion strategies of JDC using SWOT; (3) describe the distribution channels of JDC; (4) analyze the distribution strategies of JDC using SWOT; (5) identified the problems of the firm and recommend solutions.

This study focused on the promotion and distribution activities of the firm. Information were gathered from the company through personal interviews with branch manager and employees concerned with promotion and distribution. Observations were also done to better understand the promotion and distribution activities of the firm.

The data observed and gathered by the researcher were presented and analyzed descriptively. Significant information were emphasized to discuss the promotion and distribution of Jaro Development Corporation.

The firm is a corporate type of business. Jaro Development Corporation follows a line and staff of organization. The organization is headed by the president, followed by the vice president of different departments. As for the different departments, they have their own designated managers to whom they must report to.



Jaro Development Corporation used various strategies to compete effectively with its competitors such as: sales promotion and personal selling. They offered discounts to senior citizens who purchase their products. They also offer discounted prices to some of their products. They are also giving premiums like calendar and umbrella to customers who purchase their products.

They introduce their product personally. Sending staff to different activities like seminars and conferences helped the firm generate prospective clients and made the firm more known.

One level business marketing channel starting from JDC and passes to (HRI) hotel, restaurants and other institutions. Two level customer marketing channel started from the company (JDC) to the supermarkets, wet markets, (IMS) independent meat station and to the end users.

The company encountered problems in transporting products such as damaged products during delivery. The presence of competitors leaves target consumers a lot of choices. The reality further cuts the market share.

The company plans to expand its outlets in their identified potential areas. The expansion of their outlets and the development of their business will benefit the people not only in terms of offering them more choices but of providing customers innovations that will eventually be part of the meat industry. By doing these things the company will achieve their goals.



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