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**AMERICAN STANDARD,
LAS PINAS CITY**

FIELD STUDY

NAPOLEON R. SALVACION

**College of Economics, Management
and Development Studies**

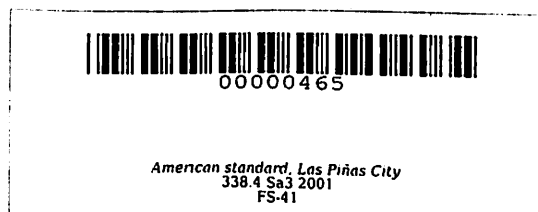
**CAVITE STATE UNIVERSITY
Indang, Cavite**

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**AMERICAN STANDARD,
LAS PIÑAS CITY**

**A 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 Economics)**



NAPOLEON R. SALVACION
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ABSTRACT

SALVACION, NAPOLEON ROSANES. American Standard, Las Piñas City. Undergraduate Field Study, Bachelor of Science in Business Management, Major in Economics, Cavite State University, Indang Cavite, April 2001. Adviser: Mrs. Nelia E. Feranil.

A 480-hour field study was conducted from October 30, 2000 – January 31, 2001. It aimed to present the company's organization and management, production, marketing and financial performance of the firm, determine the problems encountered by the firm in its day-to-day operation and formulate some feasible solutions.

Information and data about the company were gathered from files and records of the company, and through interviews with the administrative staff who are knowledgeable with the specific matters such as the management policies and practices, and the financial operation of the company. Other relevant information were gathered from the CvSU library, internet and Securities and Exchange Commission (SEC).

American Standard, also known as Sanitary Wares Manufacturing Corporation, was organized and established in June 1961 as a joint venture between American Standard Inc. of the United States of America, and a group of pioneering Filipino investors. In 1990, American Standard gained control of the corporation in the major buy-out. Subsequently, the company went public and is now being traded in the stock exchange.

The company has a broad market base. It has a wide product range which caters all types of customers belonging to economic classes "A" through "D". The biggest group of the company's buyers is the specifiers group which consists of contractors, developers, architects and interior designers.

The company produces a complete line of world class vitreous china sanitary wares. These were water closets, lavatories, bidets, urinals, toilet paper holders and soap holders. To complement these vitreous china products, the company is also marketing other items such as brass fittings, bathtubs and whirlpools.

The company has a total work force of 470. In 1999, company's equity was P240,115,523.00 but realized a net loss of P39,398,005.00.

The construction industry was in turmoil and the retail market was weak, because of reduced buying power related to high unemployment which was the company's major problem. It was suggested that the company must develop new products at lower prices so that other small businesses or dealers/retailers can avail of its products without sacrificing its quality. They must use, therefore, local materials that are as effective as the imported materials that they are using.

The company plans to maintain market leadership in the face of growing competition through new and innovative products and services; thus making the company a profitable venture for its customers and shareholders.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT.....	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES.....	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xiv
INTRODUCTION.....	1
Importance of the Study.....	3
Objectives of the Study.....	3
METHODOLOGY	4
Time and Place of the Study	4
Data Collection.....	4
Scope and Limitation of the Study	4
THE FIRM.....	5
Description of the firm.....	5
Historical Background	5
Organization and Management	8
Management policies and practices.....	14
Hiring	14

Promotion	16
Working hours and break time	16
Uniform	17
Job attendance.....	18
Penalties.....	18
Performance appraisal	18
Motivation and incentives	19
Production.....	21
Mold shop department	22
Slip and glaze department	22
Cast shop department.....	22
Green ware inspection and spray department	24
Kiln department	24
Glost inspection/Quality assurance department.....	25
Warehouse and shipping department.....	25
Marketing.....	25
Finance.....	35
Balance sheet	37
Income statement.....	37
Problems Encountered by the Firm	38
Future Plans.....	39
FIELD STUDY EXPERIENCES.....	40
Observations.....	41

Problems Encountered by the Student.....	41
Reflections/Insights	42
Feedbacks/Suggestions.....	43
BIBLIOGRAPHY	44
APPENDICES	45

LIST OF FIGURES

Figure		Page
1	Location map of American Standard	6
2	Lay-out of the company showing the different areas	7
3	Organizational structure of American Standard	9
4	Organizational structure of Finance Division.....	11
5	Vitreous China process Flow.....	23

LIST OF TABLES

Table		Page
1	List of international customers, American Standard, 2000	26
2	List of dealers and distributors, American Standard, 2000	28
3	List of distributors with multiple branches nationwide, American Standard, 2000	30
4	List of company's products	31
5	List of professional builders groups, American Standard, 2000....	35

2

Appendix		Page
1	Logo of the American Standard.....	46
2	Supervisor/managerial leaves and absences form.....	47
3	Company rules and regulations.....	48
4	Request for overtime work form.....	53
5	Company's product catalogue	54
6	Company's balance sheet	75
7	Company's income statement.....	76
8	Return goods report.....	77
9	Gate pass form	78
10	List of activity.....	79
11	Front view of the company's office.....	84
12	Company's show room.....	85
13	The author doing computer works.....	86
14	The author computing taxes of the company's local dealers and distributors.....	87

**AMERICAN STANDARD
LAS PIÑAS CITY ^{1/}**

Napoleon R. Salvacion

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INTRODUCTION

The term “whitewares” is any of a broad class of ceramic products that are white to off-white in appearance and frequently contain a significant vitreous, or glassy, component. These include products such as fine china dinnerware, lavatory sinks and toilets, dental implants, and spark-plug insulators. Whitewares depend upon a relatively small set of properties for their utility; imperviousness to fluids, low conductivity of electricity, chemical inertness, an ability to be formed into complex shapes. These properties are determined by the mixture of raw materials chosen for the products, as well as by the forming and firing processes employed in their manufacture (Grolier Incorporated, 1995).

Plumbing is considered as the art and science of installing pipes, fixtures, and apparatus in buildings to convey water and other substances including the discharge of