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SANTO PHILIPPINES, INCORPORATED,
MAKATI CITY

FIELD STUDY

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and Development Studies*
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**SANYO PHILIPPINES, INCORPORATED,
MAKATI CITY**

**Undergraduate 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)**

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ABSTRACT

LA ROSA, WENNIE C. Sanyo Philippines, Incorporated, Makati City. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University Indang, Cavite. April 2007. Adviser: Professor Lina C. Abogadie.

A three-month field study was conducted in Sanyo Philippines, Incorporated located at Don Chino Roces Avenue Extension, Makati City. It aimed to provide opportunities for students to apply the knowledge and skills acquired from the classrooms to actual business operations. Specifically, it aimed to identify the products and services offered by the firm, describe the company's operations, and determine the problems encountered by the firm and recommend feasible solutions.

Gathering of data was done through research and interviews with the company personnel who are knowledgeable on relevant details, such as company profile, products and services offered, existing management policies, selling procedure and prices. Information about the Philippine appliance industry and organizational structure were taken from the internet and reading materials from Cavite State University Library.

The company offered several high quality appliances and other products. Selling process started with the Key Account Managers who send proposals to the dealers. Prices of the products were determined by top management.

The company promoted its products by using advertising and sales promotion techniques and sold its products nationwide. The most saleable items were refrigerators and television sets.

The problems encountered by the firm include delayed deliveries, improper handling of stocks, inaccurate filing of stocks and congested warehouse due to big volume of imported products.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vi
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
LIST OF APPENDICES.....	xii
INTRODUCTION.....	1
Importance of the Study.....	3
Objectives of the Study.....	4
Methodology.....	5
THE FIRM.....	6
Historical Background.....	6
Description of the Firm.....	7
Organization and Management.....	9
Management policies.....	14
Motivation and incentives.....	16
Marketing.....	20
Finance.....	32
Problems Encountered by the Firm.....	32

	Page
Plans of the Firm.....	34
FIELD STUDY EXPERIENCES.....	35
Activities Undertaken.....	35
Observations.....	36
Reflections and Insights.....	37
Recommendations.....	37
SUMMARY.....	39
BIBLIOGRAPHY.....	41
APPENDICES.....	42

LIST OF FIGURES

Figure		Page
1	Location map of Sanyo Philippines, Incorporated.....	8
2	Office lay-out of Sanyo Philippines, Incorporated.....	10
3	Organizational structure of Sanyo Philippines, Incorporated	11
4	Selling procedure.....	31

LIST OF TABLES

Table		Page
1	Products offered by the firm.....	23
2	Prices of Sanyo products as of January 2007.....	24
3	Incorporated Statement of income and deficit of Sanyo Philippines.	33

LIST OF APPENDICES

Appendix		Page
1	SEC Registration	43
2	Company logo.....	44
3	Daily time record	45
4	Products displayed in the showroom	46
5	Disciplinary schedule	47
6	Samples of Sanyo advertisements	48
7	Request letter	49
8	Memorandum of Agreement	50
9	On-The-Job Training Agreement and Liability Waiver	51
10	Acceptance letter	52
11	Field study performance evaluation.....	53
12	Certificate of completion.....	54

**SANYO PHILIPPINES, INCORPORATED,
MAKATI CITY^{1/}**

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INTRODUCTION

Home appliance is a device designed to perform a specific function, especially an electrical device for household use. Also, it performs for therapeutic or correction function and is very useful for a particular job for home and office use (McNamara, 2005). There was a time when household appliances were considered as luxury items. However, times have changed so that these consumer durables have instead become necessities in practically every Filipino home. This is best evidenced by the fact that one can observe at least a television or refrigerator, or an electric fan in almost every home. The presence of these appliances in one's daily life, which has eventually become part of his way of life, seems to indicate the difference. Although, the Philippine economy may still be in the doldrums and that the consumers have become more frugal in circumspect about parting with their cash, one would be inclined to think that the household appliance industry is not doing badly these days.