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MASAGANA FEEDS, INCORPORATED - BOCAUE, BULACAN
A CASE STUDY

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and Agribusiness*

DON SEVERINO AGRICULTURAL COLLEGE

Indang, Cavite

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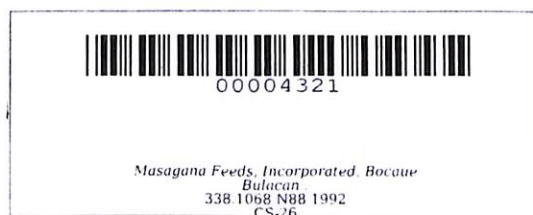
*M*MASAGANA FEEDS, INCORPORATED - BOCAUE, BULACAN

A CASE STUDY

A Case Study

Presented to the Faculty of
Department Agricultural Economics and Agribusiness
Don Severino Agricultural College
Indang, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Agribusiness



RODEL ROMANES *NUESTRO*

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ABSTRACT

NUESTRO, RODEL ROMANES, "Masagana Feeds, Incorporated: A Case Study." Bachelor of Science in AgriBusiness, Don Severino Agricultural College, April 1992. Adviser: Ms. Lina C. Abogadie.

A three-month field practice was conducted at Masagana Feeds, Incorporated in Bocaue, Bulacan from November 6, 1991 to February 6, 1992 to gain knowledge, skills and tools in agribusiness management to real life situation and experiences; to study the management of Masagana Feeds, Incorporated; to identify the problems of the firm and to propose probable solution to such problems.

During the conduct of the field study, the student was exposed to the different activities of feeds production management. Production, marketing and management aspects of the firm were assessed.

Problems identified include the decrease in sales, the organizational set-up, internal problems, staffing process and the leniency of the lending policy of the company.

The company's organizational structure must revealed what really exist to prevent conflict in authority. It must also set-up a clear policy regarding the hiring of people and must maintain a moderate lending policy.

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MASAGANA FEEDS ,INC. - BOCAUE , BULACAN

A CASE STUDY^{1/}

by

RODEL R. NUESTRO

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INTRODUCTION

Feedmilling is one of the most important agri-based industries in our country. Swine, poultry and other livestock production are vitally linked to it. With the country's population of about 61 million, there is a need for a continuous growth of this industry to supply indirectly the nutritional needs of its people. Increased animal production could be achieved only if there is always adequate and available quality feeds .

During the turn of the century, the feedmilling industry is virtually unknown in the Philippines. Only later that this industry became established as an integral part of