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JPC MARKETING TANZA, CAVITE

FIELD STUDY

MARIBETH S. GONZALES

College of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite

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JPC MARKETING TANZA, CAVITE

Field Study Report
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MARIBETH S. GONZALES
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ABSTRACT

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A field study was conducted in JPC Marketing located in 532 A. Soriano Highway Amaya 1, Tanza Cavite. The study aimed to apply the gained knowledge in business management, familiarize with the working environment, and identify the common problems encountered by the firm and recommend feasible solutions.

Data were gathered through observations and actual participation in the firm's activities. Interviews with the personnel and other staff of the firm were also conducted in order to gather additional information.

The firm is engaged in the distribution of Procter and Gamble (P&G) products. The products are distributed to three provinces, namely: Cavite, upper part of Laguna and Western part of Batangas. Marketing of these products were done by the salesmen to different commercial centers, public markets, supermarkets, groceries and convenient stores.

The business faces a number of problems which badly affected the sales. Some of these problems were failure to meet the consumers' demand at the right time, unavailability of the products, wrong encoding of purchase orders, breakdowns of trucks, malverzation of funds, conspiracy, and waste of time of the employees. Employees' noncompliance to company rules and regulations also contributed to the decline in the growth of the company. Despite the problems, the firm still managed to earn profits.

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JPC MARKETING TANZA, CAVITE^{1/}

Maribeth S. Gonzales

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INTRODUCTION

Marketing is the creation or enlargement of demand for a good or service by a company. It may involve the use of market research, mass media through advertisement and other forms of promotion including sponsorship, special offers and free gifts, packaging at point of sale, pricing, product policy, including the creation of brands and new product development, personal selling and distribution. Successful marketing involves defining and satisfying customers' needs. Although marketing was developed in relation to consumer goods, the principles of marketing are being applied increasingly to industrial goods, to services and for non-profit-making activities such as charities and local and national government activities. An international dimension to marketing is becoming more common as business activity grows (Oxford Illustrated Encyclopedia).

Distribution is the dispersal of goods and services by wholesale and retail trading to final consumers. These products are made available in the supermarkets, public markets, groceries, and even in sari-sari stores.