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PHILHARBOR FERRIES AND PORT SERVICES, INC.
ALABANG, MUNTINLUPA CITY

Field Study

JOCELYN M. CAMAÑAG

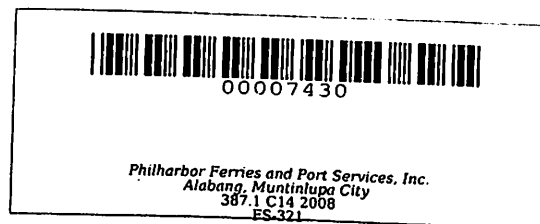
*College of Economics, Management and
Development Studies*
CAVITE STATE UNIVERSITY
Indang, Cavite

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PHILHARBOR FERRIES AND PORT SERVICES, INC.
ALABANG, MUNTINLUPA CITY

Undergraduate Field Study
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

In partial fulfillment
Of the requirement for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



JOCELYN M. CAMAÑAG
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ABSTRACT

CAMAÑAG, JOCELYN MAYORGA. Philharbor Ferries and Port Services, Inc. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University. Indang, Cavite. April 2008. Adviser: Prof. Myrachael Nolasco

A field study was conducted at Philharbor Ferries and Port Services, Inc. (PFPSI, Inc.) located at 7B Mapfre Corporate Center Building, Acacia Avenue, Madrigal Business Park, Ayala Alabang, Muntinlupa City from November 26, 2007 to February 22, 2008. It aimed to expose the student to the real world of business through actual participation in the operations of the firm, describe the organization and management, operations, marketing strategies, identify the problems encountered by the firm and recommend feasible solutions.

The necessary data were gathered through observations and personal interviews with employees from the different departments. In addition, other documents were obtained from the company manuals and records and its website (<http://www.philharbor.com.ph/>).

Philharbor is a domestic shipping company created by Mr. Christopher and Mrs. Mary Ann Pastrana on November 29, 2002 that provides RORO services with a commitment to serve the public through efficient, safe and cost-effective vessels plying the Philippines National Nautical Highways. Philharbor has nine vessels plying the Matnog – Dapdap route, Liloan – Lipata route and Roxas – Caticlan route.

The author was assigned in the marketing department doing phone calls, sending fax messages and assisting the marketing officer during the Christmas program; in the

Information System Management Services (ISMS) department, doing computer works; and Human Resource department, assisting the applicants, giving examinations and posting SSS contributions of employees.

In conducting the study, the author encountered some financial problems. Computer facilities were limited for her to accomplish her assigned tasks in the office.

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PHILHARBOR FERRIES AND PORT SERVICES, INC.
ALABANG, MUNTINLUPA CITY ^{1/}

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INTRODUCTION

Roll-on / roll-off (RORO or ro-ro) ships are designed to carry wheeled cargo such as automobiles, trailers or railroad cars. RORO vessels have built-in ramps which allow the cargo to be efficiently “rolled on” and “rolled off” the vessel when in port. While smaller ferries that operate across rivers and other short distances still often have built-in ramps, the term RORO is generally reserved for larger ocean-going vessels. Various types of RORO vessels include ferries, cruiseferries, cargo ships, and barges (Bryson, 2007).

Today, maritime industry is a very competitive field of business. As part of President Gloria Macapagal Arroyo’s major agenda for countryside development, the government pushes through the project for the improvement of the National Nautical Highway. The government is promoting the use of RORO transport services that help businessmen, farmers, and motorists to be more convenient and save costs in transporting