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**SALES FORCE MANAGEMENT OF RETAIL STORES
IN SELECTED TOWNS IN CAVITE**

THESIS

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**SALES FORCE MANAGEMENT OF RETAIL STORES
IN SELECTED TOWNS IN CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
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In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(major in Marketing)

MARDELYN L. DE JESUS
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ABSTRACT

DE JESUS, MARDELYN L. Sales Force Management of Retail Stores in Selected Towns of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing. Cavite State University. Indang, Cavite. April 2006. Adviser: Ms. Maria Corazon A. Buena.

A study was conducted in selected towns of Cavite to describe the socio-economic characteristics of the retail store operators in selected towns of Cavite; determine the business characteristics of selected retail stores in selected towns of Cavite; describe the recruitment and selection process of the sales force ; identify the training for the sales force; determine the compensation plans and incentive programs, and identify the problems encountered by the store operators in managing the sales force of selected retail stores in selected towns of Cavite.

A total of 100 respondents composed the samples of the study. Data were gathered through personal interviews from January to February 2006.

Descriptive statistical tools such as frequency count, mean, percentage, range, and ranking were used in presenting and analyzing the data gathered.

Results of the study revealed that the respondents generally belonged to the younger age bracket, male and married. All had also taken formal education. The average household size was six and the gross family income averaged at PhP32,761, wherein the major source of income was from retail stores.

The selected retail stores were under sole proprietorship form of business organization, operated for an average of six years and with an average asset size of P3, 816, 400. An average of 15 employees comprised the total number of employees in the

retail stores with an average of ten employees engaged in selling who comprised the members of the sales force.

The retail stores refer to walk-in applicants as the major source of applicants in terms of recruitment and selection process. The applicants were personally interviewed and were given medical/physical examinations and psychological tests before hiring.

On-the-job training was the common type of training given to the members of the sales force which was commonly done annually. Workbooks/manuals were the common instructional materials used for such training to familiarize the sales force to the store.

The average basic salary of the members of the sales force was PhP2,803.00 with SSS as common benefits enjoyed by the respondents.

It was reported that the major problem encountered by the respondents was misbehavior members of the sales force.

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SALES FORCE MANAGEMENT OF RETAIL STORES IN SELECTED TOWNS IN CAVITE ¹

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INTRODUCTION

Retailing is a process of selling consumer goods directly to consumers. Unlike the wholesaler, who sells goods to other businesses for resale, the retailer is the final agent through which products pass on their way from manufacturer to user. The retailer deals directly with consumers and must be aware of and even anticipate their needs and desires. Some of the larger retail firms are the discount store, chain store, department store, and supermarket. Retailing also includes house-to-house canvassing, mail-order selling, vending machines, petrol stations, and street stalls (Microsoft® Encarta® Encyclopedia 2003).

Retailing has undergone even more change. Intensive pre-selling by manufacturers and the development of minimum-service operations—for example, self-service in department stores—have drastically changed the retailer's way of doing business. Supermarkets and discount stores have become commonplace not only for