

LAND BANK OF THE PHILIPPINES  
TAGAYTAY CITY BRANCH

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FIELD STUDY

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Indang, Cavite

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**LAND BANK OF THE PHILIPPINES  
TAGAYTAY CITY BRANCH**

**Field Study Report  
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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*Land Bank of the Philippines Tagaytay City  
Branch  
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**April 1998**

## ABSTRACT

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A three-month field study was conducted at Land Bank of the Philippines (LBP) Tagaytay Branch, located at Kaybagal Road, Tagaytay City. Specifically, it aimed to gather information on organization, management, production, marketing and financial aspects of the bank. Problems were identified and feasible solutions were recommended.

Gathering of data was done through observation and actual participation in the bank's activities and personal interviews with the branch manager, cashier, executive assistant, bookkeeper and head of the accounting department. Financial data were estimated from the annual report of finance from the head office.

Part of the training was exposure and involvement in almost all activities of the bank.

Land Bank of the Philippines is the only universal bank with a social mission to spur countryside development. The bank also supports the industrial and agricultural development of the country. It also gives cooperatives, small entrepreneurs, vendors and small farmers technical and credit assistance.

LBP Tagaytay Branch offers deposits and loans. In 1997, the bank's financial status indicated a successful and impressive performance. To maintain the financial stability of the bank, controllable expenses should be monitored and minimized.

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**LANDBANK OF THE PHILIPPINES  
TAGAYTAY CITY BRANCH<sup>1</sup>**

**Jonathan C. Cruz**

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**INTRODUCTION**

Banking institutions have significant contributions in the economy. Banks have different categories in their services offered, because some banks are owned by government which means that their subsidies come from the government and some are private which means their resources depend upon their income.

A bank is a financial institution which serves not only as a depository of funds but also as a source of credit of business organizations. It also provides an accumulation of savings in small amounts, which in effect benefits not only the banks in providing them with loanable funds but also the depositors by acquiring interest in their deposits (Miranda, 1991).