

INTELMARC GLOBAL MARKETING CORPORATION

MALATE, MANILA

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2002

# Field Study

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April 2002

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**INTELMARC GLOBAL MARKETING CORPORATION**  
**MALATE, MANILA**

Field Study  
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)



**RIAH M. VILLAVICENCIO**  
**April 2002**

## **A B S T R A C T**

**VILLAVICENCIO, RIAH MOJICA. INTELARC GLOBAL MARKETING CORPORATION.** Undergraduate Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University Indang, Cavite April 2002. Adviser Ms. Cristina del Mundo.

The field study was conducted at Intelarc Global Marketing Corporation located at U 409 Westbay Tower 820 P. Ocampo Street, Malate, Manila from November 15, 2001 to February 18, 2002.

This field study aimed to help the student to gain knowledge in organization and management, marketing and operation of the firm and identify the problems as well as the future plans of the firm, identify problems being encountered and provide possible operational solutions.

Data gathering were also collected through interviews, observations and personal experience of the trainee. The secondary data, however were collected through rigorous researches in the following research centers: the City Hall Library at Tagaytay City; Securities and Exchange Commission (SEC) Public Research Unit at Edsa cor. Ortigas Avenue, Pasig City. Furthermore, the Internet and owned books were accessed for more supporting facts.

Intelarc Global Marketing Corporation is a firm that solely markets and sells property. It has an exclusive marketing agreement with Burgundy Transpacific Place and Burgundy Realty Corporation. IGMC started its beginning as a sales. The company is open during weekdays from 9:00 A.M. to 6:00 P.M.

IGMC was incorporated on September 01, 1998 with five incorporators. Until now, Miss Cynthia Berina is the Chairman /President of IGMC while Miss Jocemadel

“Maricel” Tirol heads it. She is responsible to oversee the activating operation. She establishes the operating policies and guides the organization’s interaction with its environment.

One of the problems identified was income loss. The first had a hard time in coping up with the financial condition. It seemed that the firm’s financial condition was deteriorating. The incumbent President was very keen in monitoring the daily sales of its affiliates project because these affect the marketing fee income.

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**INTELMARC GLOBAL MARKETING CORPORATION  
MALATE, MANILA**

**RIAH MOJICA VILLAVICENCIO**

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**INTRODUCTION**

Real estate performance is one of the barometers of an economy. Investors really have to decide whether or not to invest given the present economic situation. Real estate investing is still one of the most dependable barriers against inflation in a normal market. Thus, the monetary benefits of investing in real estate come generally from each flow and appreciation (The Philippine Real Estate, 1998).

Condominium in a real estate is an arrangement by which property is jointly owned. It involves joint ownership of multiple-occupant building with each occupant having separate title to the property. In a real estate condominium, each apartment or commercial unit is owned separately. Unlike a cooperative unit, it may be sold or lease without the approval of the other owners. Each condominium also has an undivided