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**ATLANTA FEEDS
CHINO HILLS CORPORATION**

FIELD STUDY

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c/
ATLANTA FEEDS
CHINO HILLS CORPORATION

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ABSTRACT

PERIDO, WALTER CUENO "ATLANTA FEEDS, CHINO HILLS CORPORATION, INDANG, CAVITE" Undergraduate Field Study. B.S. Business Management, major in Economics. Cavite State University. April 1998. Adviser: Ms. Lina Abogadie.

A three-month field study was conducted at Chino Hills Corporation, a feed manufacturing company located at Mahabang Kahoy Cerca, Indang Cavite from November 4, 1997 to January 28, 1998. The study aimed to: (1) know the different management practices in the firm; (2) apply the knowledge gained in the classroom such as accounting, record keeping and other technical activities related to management; (3) gain exposure to the different activities being done in the firm; and (4) know the different problems encountered in the management and operation of the firm and recommend some solutions to solve such problems.

The Chino Hills Corporation was established in 1996. It produces different kinds of feeds for cattle, poultry and hog. The company has a total manpower of 20 employees.

In production and management, it was observed that the salary of the workers are below the minimum wage rate of P185.00 per day implemented by the Department of Labor and Employment (DOLE). Also there is a shortage of raw materials used due to delayed delivery by the suppliers.

It was recommended that they increase the salary of the workers, and to purchase the raw materials in advance.

On the financial aspect of the company, it was found that the firm generated high sales but low net income due to high cost of production.

The company should prepare a plan to have a massive promotion to advertise its products and for the expansion of its product lines by producing different kinds of feed.

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ATLANTA FEEDS
CHINO HILLS CORPORATION^{2/}

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INTRODUCTION

Feedmilling is one of the most important agri-based industries in the country. All the activities in animal production are linked to it. With the current population of Philippines of about 70 million and with a growth of almost 7 percent every year, there is a need for the continuous growth of the industry to supply indirectly the nutritional needs of its population. An increase in animal production could only be achieved if there is always adequate and available quality feeds (Nuestro, 1992).

The feedmilling industry is expected to boom in the near future although there are also many obstacles. Some of these are the increasing cost of electricity and fuel, purchase and availability of raw materials and restriction