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DISTRIBUTION STRATEGIES OF MARIA THERESA
COMMERCIAL OPTICAL LABORATORY, INC.
MUNTINLUPA BRANCH

CASE STUDY

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**DISTRIBUTION STRATEGIES OF MARIA THERESA COMMERCIAL
OPTICAL LABORATORY, INCORPORATED
MUNTINLUPA BRANCH**

**Undergraduate Case 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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ABSTRACT

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A case study was conducted at Maria Theresa Commercial (MTC) Optical Laboratory, Incorporated from December 2002 to February 2003. The general objective of this study was to analyze the distribution strategies of MTC Optical Laboratory, Incorporated. Specifically, the study aimed to: describe the distribution strategies of the firm, identify the distribution centers of the company, determine the different prices of the products, and identify the problems encountered by the firm and recommend feasible solutions to the identified problems.

Primary data about the distribution of MTC's products were gathered through personal interviews with the employees of the firm. Relevant information was likewise collected from records and files of the company. Additional information was also obtained by observing the company's daily activities. Descriptive method was used in analyzing the data to identify the channels involved in distribution. Percentage was used to determine the average number of MTC's products to be distributed.

MTC Muntinlupa was manufacturing and selling different types of optical lenses, different colors of contact lenses and contact lens solution. Occasionally, the firm import some of its products from the other country.

The company distributes its products through its direct contact customers/distribution centers. These are composed of optical shops/clinics and hospitals which can be found in different places. The firm used motorcycles in transporting the products for faster delivery.

The firm faces the problem of using and wasting more materials and supplies in production because of its inadequately-trained technicians. Another problem was when a technician is absent, no one will assume in his position in the laboratory. It is recommended that the management should conduct training programs and seminars for the technicians so that the flow of production will be followed correctly and properly. While there is no problem in product distribution, it is recommended that the firm should make some promotional strategies because this may further increase its sales.

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OPTICAL LABORATORY, INCORPORATED
MUNTINLUPA BRANCH ^{1/}**

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INTRODUCTION

Sight is the most important and sensitive sense in the human body. Vision is the ability to see the features of objects such as color, shape, size, details, depth and contrast. Optometry is a profession concerned with vision problems and eye health. The doctor of optometry (O.D) or the optometrist examines the eyes for vision defects and prescribes corrective eyeglasses or contact lenses. Eyeglasses are worn to correct visual defects and to protect the eyes against the rays of the sun (Lexicon Universal Encyclopedia, 1994).

In 1268, the English philosopher Roger Bacon recorded the earliest statement about the optical use of lenses. Possibly as early as the 10th century, however, the Chinese had made use of glasses placed in frames. Eyeglasses were first used in Europe particularly in Italy, and some portraits dating from the Middle Ages depict persons