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5 J'S MARKETING CORPORATION  
CUBAO, QUEZON CITY

FIELD STUDY

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**5 J'S MARKETING CORPORATION**

A 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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April 2003

## **ABSTRACT**

**ARELLANO, GIRLEY ROSAIRO. 5 J'S Marketing Corporation.** An Undergraduate Field Study Report. Bachelor of Science in Business Management major in Marketing. Cavite State University. Indang, Cavite. April 2003. Adviser: Ms. Cristina Del Mundo.

A Field Study was conducted at 5 J'S Marketing Corporation from November 11, 2002 to February 08, 2003 to expose the student trainee to different activities of the firm and at the same time enable her to apply her business management knowledge and skills to actual business situations. Specifically, it aimed to describe the firms' organizations and management, and marketing aspects.

5 J'S Marketing Corporation is involved in the home appliances trading business. The company provides class A units, which are highly competitive and affordable.

The study focused on the company's operations and activities particularly on sales and collections.

Day-to-day paper works which include filing, computing and recording of Collection and Remittance Voucher (CRV) and official receipt, filing cash voucher, recording of accounts payable and sales to the ledger, computing and recording sales report, separating cash voucher and check voucher before filing them. It involved writing of names and amount finance (AF) of paid accounts of the borrowers, layout and commission of all companies by months. Arrangement of application forms and analyzing product statistics were also performed.

The problems encountered by the firm were forgery of signatures of applicants, accommodation of unqualified customers, failure of customer to pay their accounts, failure to locate non-paying customers due to change of their address, failure to repossess

units from non-paying customers for various reasons such as the units already sold or pawned, refusal to pay on the part of the client once the units are damaged, failure to prosecute delinquent clients due to incomplete documentary requirements, non-remittance of collection by the authorized representative of the client, and lastly non-remittance of collection by the collector.

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## **5 J'S MARKETING CORPORATION**

**Girley Rosairo Arellano**

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<sup>1/</sup>A Filed Study report submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management, major in Marketing with Contribution No. Prepared under the supervision of Ms. Cristina Del Mundo.

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### **INTRODUCTION**

Appliances have made a place for itself in everyday life for the people. Gradually it has satisfied the ever increasing and widening range of man's needs. With a growing middle class accompanied by the tastes and capabilities for better living, there arises a ready and growing market for the country's appliance industry. And, although the industry may be questionable today, confidence in it may be maintained by this fact. (Encyclopedia: Microsoft Reference, Encarta Encyclopedia 97).

The life of a man has the capacity to do things on his own. Every individual has his own way on how he or she will perform a job or how he or she will spend his time to enjoy life. But sometimes lack of time creates a problem on how they will perform a job. The average man will never think of buying home appliances to make some things done or have fun because it is not affordable.

Having the best quality of home appliances is not necessarily a luxury but a necessity but to the average income of man, such possessions are expensive. The