

EAGLE EXPRESS LINES, INCORPORATED

Field Study

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EAGLE EXPRESS LINES, INCORPORATED

Field Study Report
Submitted to the Faculty of
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In partial fulfillment
of the requirements for the degree of
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(major in Marketing)



MARRIZ G. RONARIO
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Autentico and those persons, though not mentioned but still believed in her, and gave an endless moral support for the accomplishment of her manuscript; and

Last and foremost, the Lord Jesus Christ, who is her absolute Escort, who gives everything and guides her at all times.

MARRIZ G. RONARIO

ABSTRACT

RONARIO, MARRIZ GONZALES. Eagle Express Lines, Incorporated. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University. Indang, Cavite. April 2011. Adviser: Dr. Florindo C. Ilagan.

The field study was conducted at Eagle Express Lines, Incorporated at Cargo Village Complex, Building A, Ninoy Aquino Avenue, Parañaque City. It was intended to expose the student to the actual business situations; gather information about the organization and management; services/products offered by the firm, marketing strategies implemented by the company; and identify the problems encountered and the plans of the firm.

The data and information were gathered through personal interviews, from the company handouts, and some related topics from the internet (www.eaglegroup.com.ph).

Eagle Express Lines, Incorporated is a freight forwarder and one of the country's top forwarders which has a reputation of providing good services. It was formed on March 15, 1987. The company has almost 500 employees. It is engaged in freight forwarding business covering both domestic and international destinations. The firm uses direct marketing and advertising to promote its services.

The trainee observed some problems during the conduct of the study. There were, the delays of delivering cargoes to their destination because of unexpected events and technical errors with its shipping line partners.

The firm plans to enhance the system, technology and procedures of the operations.

Among the experiences that the researcher had in the firm include were filing and sorting documents such as invoices and bills, encoding company names, and answering calls of the suppliers. These activities have enabled the researcher to get exposed to actual business situations.

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EAGLE EXPRESS LINES, INCORPORATED
PARAÑAQUE CITY^{1/}

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INTRODUCTION

Freight forwarders are business organizations that transport or arrange for the transportation of properties. Domestic freight forwarders are those which pick up and deliver packages within the country. These are sometimes called special carriers or intercepting carriers. They provide transportation pickup and delivery of single packages or small lots. Although recognized as an agency of transportation, domestic freight forwarders rarely own all of the transportation facilities required to deliver the cargoes. Instead, they use existing ground, water, and air transportation services. Foreign freight forwarders arrange international transportation for cargoes.

Typically, freight forwarders maintain consolidation and distribution stations in cities that are important commercial centers. These cities are called "on-line" points because they are well connected to the rest of the distribution system by sea, rail, or motor transport.