

**AIRLIFT ASIA, INC. (AAI),
Parañaque City**

**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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ABSTRACT

DELA CRUZ, JONALYN BAES. *Airlift Asia, Inc. (AAI)*, Parañaque City, Field Study, Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Roderick M. Rupido.

A three-month field study was conducted at the Airlift Asia Inc. (AAI) located at Kaingin Road Multinational Drive, Parañaque City. It aimed to provide an opportunity to the student to apply gained knowledge and skills learned in the classroom in actual situations. This field study report presents substantial information on the company's operations, organization management and policies and, company motivation and incentives.

Data gathering was done through actual observation, and interview with the concerned persons on specific matters. Secondary information were gathered through research on company documents.

AAI is a Philippine freight forwarding company operating worldwide, which handles domestic freight forwarding and warehousing.

The company is guided by the objectives and goals of the Total Customer Satisfaction with its commitment in providing superior quality services. The company is guided by the following values: excellence, professionalism, integrity, openness; and optimism (EP-100). The company not only considers customer satisfaction, but also determines, understands and satisfies the requirements of its shareholders and stockholders.

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