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**GOLDEN DAIRY GENERAL MERCHANDISE**

**FIELD STUDY**

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**College of Economics, Management  
and Development Studies**

**CAVITE STATE UNIVERSITY**

**Indang, Cavite**

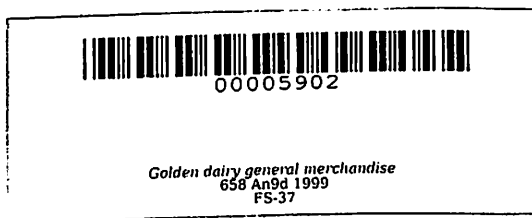
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# **GOLDEN DAIRY GENERAL MERCHANDISE**

**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)**



**DOROTHY PAGDUNSALAN ANZALDO  
April 1999**

## **ABSTRACT**

**ANZALDO, DOROTHY P. "GOLDEN DAIRY GENERAL MERCHANDISE,"**  
**Field Study. Bachelor of Science in Business Management (BSBM) major in Marketing.**  
**Cavite State University. May 1998. Adviser: Mr. Florindo C. Ilagan.**

A field study was conducted at the Golden Dairy General Merchandise located at Plaza Mabini Extension, Balayan, Batangas to provide the student the opportunity to apply the management theories and principles she has learned into actual work situations in a business operation.

Gathering of data was done through observations and actual participation in the firm's activities and through personal interviews with the manager of Golden Dairy General Merchandise.

Golden Dairy General Merchandise is a sole proprietor type of business. It offers different products consisting of grocery and household items. It was engaged in both wholesaling and retailing business. The products sold came from various suppliers. Its customers were the various retailers in the different towns of Batangas.

Among the problems encountered by the business were delayed payments of its customers, delayed delivery of products by its suppliers, wrong product delivery and wrong price tags on the products.

The author performed various activities in the firm which helped her learn the ins and outs of this merchandising business. While conducting the study, she found it difficult to familiarize herself with the different products and their respective prices.

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# **GOLDEN DAIRY GENERAL MERCHANDISE<sup>1/</sup>**

**Dorothy Pagdunsalan Anzaldo**

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<sup>1/</sup>A field 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 Economics. Contribution No. FS 1998 - 0MD2-624. Prepared under the supervision of Mr. Florindo C. Ilagan.

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## **INTRODUCTION**

In addition to a good sales force, bringing products into the right place also requires an appreciation of alternative channels of distribution, as well as alternative ways of handling the physical aspects of distribution. One of the physical aspects of distribution is warehousing.

The marketing practitioner has to make sure that company warehouses never run out of stock, especially of fast moving items. He should minimize the total cost of physical distribution, fully aware that this is one marketing area where substantial savings can be affected.

Usually, a small branch warehouse and a group of weak wholesalers lead to poor quality service. A better approach would establish a large branch warehouse from which several wholesalers could draw their stock (Marketing Management, 1983).