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SEVEN FARM AND MARKET FARM FRESH MEAT SHOP
GEN. AGUINALDO HIGHWAY SILANG, CAVITE

FIELD STUDY

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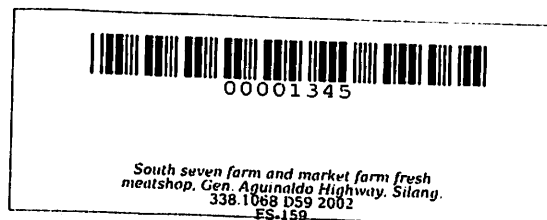
College of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite

April 2002

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SOUTH SEVEN FARM AND MARKET FARM FRESH MEATSHOP
GEN. AQUINALDO HIGHWAY SILANG, CAVITE

A Field Study
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 Agribusiness)



JENIEVABES F. DIMARANAN
April 2002

ABSTRACT

DIMARANAN, JENIEVABES FERMA. **South Seven Farm and Market-Farm Fresh Meatshop** Gen. Aquinaldo Highway Lalan I. Silang, Cavite. Field Study Bachelor of Science in Business Management, major in Agribusiness. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Oliver C. Fauni.

A three-month field study was conducted at South Seven Farm and Market – Farm Fresh Meatshop located at Gen. Aguinaldo Highway, Lalaan I. Silang, Cavite from November 15, 2001 to February 8, 2002. It specifically aimed to: provide the student a chance to apply gained knowledge in the field of Agribusiness to real life situations; identify problems encountered by the farm and to propose probable solutions to such identified problems; and determine the production, management, and marketing operation of the meatshop.

The farm produces high quality Australian beef and finisher cattle's. The problem on the marketing of products involved the presence of competitors, which include Monterey, JDC. Cattle ready for slaughter are transported to Trece Martirez City from Imus Slaughter House and distributed to the Meatshop at Lalaan I. Silang, Cavite.

The marketing problem encountered was the unavailability of regular customer for processed meat products.

Delayed deliveries due to unavailability of delivery trucks was the distribution problem encountered.

Data were gathered through direct observations, and actual interviews with the manager and employees concerned.

South Seven Farm and Market – Farm Fresh Meatshop is an agribusiness that give it support to members in the form of different benefits (Medical, Vacation Leave, Sick Leave, Separation Pay, Uniform, 13 month pay or Christmas Bonus).

During the conduct of the field study, the student was exposed to the different activities in the meatshop company.

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**SOUTH SEVEN FARM AND MARKET FARM FRESH MEATSHOP
GEN. AGUINALDO HIGHWAY LALAAN I SILANG, CAVITE^{1/}**

Jenievabes Ferma Dimaranan

1/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 Agribusiness) with Contribution No.FS2002-BM01-085 prepared under the supervision of Mr. Oliver C. Fauni.

INTRODUCTION

The meat industry is undergoing a period of considerable change having to deal with new and complex legislation, hygiene issues, changes in slaughtering and meat inspection procedures as well as the introduction of new technologies in the workplace. The Meat Training Council has developed a kind of modern apprenticeship for the red meat and poultry industry to provide young people the necessary skills and competencies to manage the challenges facing the industry today and in the future (SFInc., 1998).

Marketing is a system concerned with the planning and development of product and services, determination of prices, creation of promotional program and distribution system to present the prospective market for satisfaction of their existing needs and wants, thereby maximizing profit in the long run.