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INK FOR LESS, INC.
ORTIGAS CENTER, PASIG CITY

Field Study

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**INK FOR LESS, INC.
ORTIGAS CENTER, PASIG CITY**

**Undergraduate 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 Marketing)**



MICHELLE ANN L. BARUC
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ABSTRACT

BARUC, MICHELLE ANN LIMPIADA. Ink for Less, Ortigas Center, Pasig City. Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University. April 2010. Adviser: Prof. Iluminada R. Hernandez.

A three-month field study was conducted at Ink for Less at 2303A, 23rd Floor, West Tower, Philippine Stock Exchange, Exchange Road, Ortigas Center, Pasig City. The study provided the author an opportunity to apply her knowledge and skills gained in the classrooms in actual business operations. It aimed to describe the organization and management practices, marketing operations of the company, determine the problems encountered by the firm and provide feasible solutions.

Information about the history, profile, organizational structure, products/services offered and marketing practices were gathered from company records, profile, website (www.inkforless.com.ph) and other relevant sources. Other information was gathered through interviews, observations and personal experiences of the trainee.

Ink for Less, the largest professional ink refill station in the Philippines, is a one-stop shop that caters to all ink refill needs. It is an emerging leader in ink refill industry. It is always committed to provide superior quality and excellent ink refilling services to its customers. Ink for Less is also a recipient of 30 awards in terms of excellent services.

The field study focused on the marketing activities of the company. The daily work routine of the author includes answering telephone calls from the customers, receiving, encoding, photocopying and issuing documents and sending fax messages.

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INK FOR LESS, INC.
ORTIGAS CENTER, PASIG CITY^{1/}

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INTRODUCTION

An ink is a liquid containing various pigments and dyes used for coloring a surface to produce an image, text, or design. Ink is used for drawing or writing with a pen, brush or quill. Thicker inks, in paste form, are used extensively in letterpress and lithographic printing. Ink is composed of surfactant, particulate matter, fluoresces, and other materials. The components of inks serve many purposes: the ink's carrier, colorants, and other additives are used to control flow and thickness of the ink and its appearance (<http://en.wikipedia.org/wiki/Ink>).

Customarily, customers are encouraged to use the ink cartridge produced by the same manufacturer of their printers. Contrary to this norm, cartridge units may just be refilled so that they can lower ink costs and prolong cartridge performance.

Having the ink units recycled is simple and easy. What the user does is take his empty cartridge at a refilling station, where it will be thoroughly cleaned, professionally