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2004

CS GARMENT, INC.

FIELD STUDY

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

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 **CS GARMENT, INC.**

**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

AMBION, REAH SEDUCON. CS Garment, Inc., Cavite Economic Zone, Rosario, Cavite. Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Mrs. Marilou P. Garcia.

A field study was conducted to train the student and get involve with the different activities of the company; enhance and develop skills through actual participation in the company's operation and practices; identify the problems encountered by the firm and recommend feasible solutions.

The field study was conducted at CS Garment, Inc. located at the Philippines Cavite Economic Zone, Rosario, Cavite from November 10, 2003 to February 02, 2004.

Cs Garment, Inc. manufactures men's shirts and ladies blouses for the world market.

Generally, the study focused on the marketing activities of the firm particularly in the Sales and Marketing Department where the author was assigned to perform clerical activities such as filing, computing, encoding, and recording transactions.

The study enabled the student trainee to gain self-confidence, learn discipline and be responsible in everything she does. Problems encountered by the trainee served as an instrument in facing trials and consequences in life.

The study enabled the student to realize the purpose of the company's existence and to learn the importance of being a part of the organization.

Furthermore, the field study experiences served as a guide for future employment.

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**CS GARMENT, INC.
EPZA, ROSARIO, CAVITE**

Reah Seducon Ambion

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INTRODUCTION

Making clothes is one of the world's biggest business. People need clothing more than anything else except food and shelter. They need it to keep them warm in cold weather and to shield them from the sun in hot weather. They need it as a protection against rain, wind and snow. They need it as a covering to keep their skin from being bruished and cut (F.E. Compton's and Co., 1979).

Nowadays, people indulged in buying pompous and elegant dresses to fill their wardrobe. With the growing number of working/men and women, executives, businessmen, it is a necessity. Individuals, particularly professionals, need proper attire for occasions, gatherings, and social commitments to present themselves properly.

Career options for office professionals at all levels are rapidly expanding as a result of automation of office tasks. Technology has created an information age that has changed the way offices operate as predicted, where personnel will be working in offices. These professionals will be required to have strong technical, personal, and interpersonal