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1998

ABOITIZ AIR TRANSPORT CORPORATION  
GENERAL AVIATION AREA, MANILA  
DOMESTIC AIRPORT  
PASAY, CITY

FIELD STUDY

MARITES JECIEL ERMINO

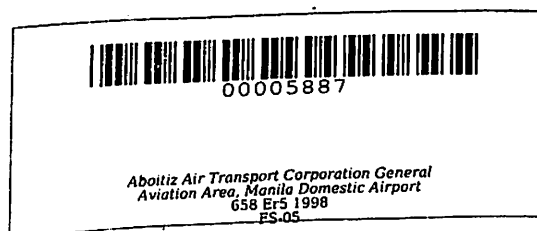
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Indang, Cavite

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ABOITIZ AIR TRANSPORT CORPORATION  
GENERAL AVIATION AREA, MANILA  
DOMESTIC AIRPORT  
PASAY, CITY

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)



MARITES JECIEL ERMINO  
April 1998

## ABSTRACT

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A three-month field study was conducted at Aboitiz Air Transport Corporation, located at General Aviation Area, Manila Domestic Airport, Pasay City from November 1997 to January 1998. Its objectives were: to develop highly capable and productive individuals in the respective fields of specialization and to provide worthwhile learning experiences outside of formal classroom situations which reinforce further development of manipulative skills, competencies and attitudes towards work.

The needed data and information were gathered through personal observation and interviews with the management and workers. Other data were gathered from the firm's records and files.

During the three-month field study, problems encountered by the firm were observed. These problems include: (1) delays in the procurement of spare parts especially those coming from other countries which was minimized through the maintenance of stocks of these spare parts good for at least two months consumption based on their usage in the past; (2) high rate of

personnel turnover especially the mechanics - to curtail the occurrence of this problem, the management is constantly reviewing and implementing salary adjustment schemes and improves benefits that are provided to the employees. The Aboitiz group at present provides one of the highest salary levels in the industry; (3) recent devaluation of the peso - to sustain a profitable operation at the recent peso crisis that hit the local currency, the company instituted more belt tightening measures like cutting expenses and travel expenditures for all personnel; and (4) procurement of materials abroad. Through forecasting and good anticipation on the consumption pattern, a two-month stock level is maintained and readily replenished once stocks are used up.

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### INTRODUCTION

Air transport is the transfer of passengers, freight or mail by aircraft. From the beginning of aviation in 1903 until the end of the World War I in 1918, the use of airplane as a practical vehicle for public transportation was not yet given emphasis. The wartime use of military aircraft was responsible for the development of airline services in Europe and United States (Encyclopedia Americana, Vol. 1 p.399).

Air transportation is not by any means a very recent industry in the Philippines. It was way back in 1932 when the Iloilo-Negros Air Express Company (INAEC) and the Philippines Aerial Taxy Company (PATCO) were both granted 25- years franchise by the Philippine