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NIPPON PAINT PHILIPPINES, INCORPORATED  
CABUYAO, LAGUNA

**FIELD STUDY**

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

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NIPPON PAINT PHILIPPINES, INCORPORATED  
CABUYAO, LAGUNA

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 Marketing )

EMILY L. SALGADO  
~~April~~ 2002

## ABSTRACT

**SALGADO, EMILY LATINA, Nippon Paint Philippines, Incorporated, Cabuyao, Laguna.** Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Roderick M. Rupido.

A field study was conducted at Nippon Paint Philippines, Incorporated (Member of the Nipsea Group), one of the largest paint companies not only in the Philippines but also in Asia. It is located at Hologram St., Light Industry and Science Park of the Philippines, Cabuyao, Laguna. Specifically, it aimed to describe the company's products; identify the common problems encountered by the firm; and recommend solutions to address these problems.

Data and information were gathered from company's records/files and through research, observation and personal interview with the Personnel Assistant and other employees. The field study covered 480 hours of training and exposure to the different activities in the firm.

Nippon Paint is one of the world's leading paint and coatings manufacturers, with a range of more than 100,000 products for professional, industrial and home use. The company has a worldwide network of 27 factories, plus research and development centers and marketing offices, employing more than 5,000 people. It produces innovative painting and coating solutions, Nippon Paint is also a leader in color design, providing customers paint with maximum artistic impact, and ensures that every product offers long-term protection and is environmentally-friendly.

The company's products are: 1) Nippon Jr. quick dry enamel;; 2) Nippe sanding sealer; 3) Nippon metal guard primer; 4) Matex flatwall enamel white; 5) Nippon

glazing putty; 6) Nitro valspar putty; 7) Nax alpha spray filler + high build primer surfacer; 8) Nax urethane sealer; 9) Nippon acrylic surfacer.

One of the common problems encountered by the company was the lack of drivers and service car in delivering the sample products to their sales office. It was also found that there is a need for improvement of their office facility like the warehouse department and administration's to provide a more convenient working atmosphere.

The field study complemented with the theories learned in the classroom discussions. It provided wide experiences to the students to develop their skills, particularly on dealing with customers, the use of office equipment and public relation.



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**NIPPON PAINT PHILIPPINES, INCORPORATED  
CABUYAO, LAGUNA**

**Emily L. Salgado**

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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 Marketing with Contribution No. FS 2002-BM04-082, prepared under the supervision of Mr. Roderick M. Rupido

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**INTRODUCTION**

Paint is the group of emulsions generally consisting of pigments suspended in a liquid medium for use as decorative or protective coatings. It made its earliest appearance about 30,000 years ago. Cave dwellers used crude paints to leave behind the graphic representations of their lives that even today decorate the walls of their ancient rock dwellings (Microsoft Corporation, 2000).

The paint and coatings industry, however, had to wait for the Industrial Revolution before it became a recognized element of the American national economy. The first recorded paint mill in America was reportedly established in Boston in 1700 by Thomas Child. A century and a half later, in 1867, D. R. Averill of Ohio patented the first prepared or "ready mixed" paints in the United States.