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LINE SEIKI PHILIPPINES, INC.

FIELD STUDY

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LINE SEIKI PHILIPPINES, 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

AGDON, ROSALIE PONIENTE . Line Seiki Philippines, Inc. CEPZ, 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 three-month field study was conducted at Line Seiki Phils., Inc. located at Lot 3 and 5, Blk 22, Phase IV, Cavite Processing Export Zone, Rosario, Cavite from November to February 2004. It aimed to expose the students to the real working situations and to apply the student's skills and principles learned in the classroom discussions to actual business operation. The study described and analyzed the organization and management of the firm's management practices being employed by the firm, functions of the administrative, production, accounting, quality assurance and marketing departments, and identify the problems encountered by the firm and recommend feasible solutions.

The firms engage in the manufacture of electromagnetic counters, mechanical counters, electronic counters, and switches.

LSPI adopts a line and staff type of organization, where everyone in the organization has his or her own duties and responsibilities from CEO to the rank and file. The firm has reasonable rules and regulations for employees to follow and everyone who will fail to comply is subjected to disciplinary actions. The management gives benefits and incentives in order to motivate their employees to perform well.

Responsible for recruiting, selecting and hiring competent workers for both staff and production workers is the LSP Human Relations Management. They follow the LSP hiring procedures as indicated in the Quality Policy.

Their production capacity is based upon the quantity ordered by the customers. Their products are all exported to different countries like U.S.A., Japan, Hong Kong, Korea, Taiwan, Singapore and other Asian Countries.

The firm has a separate company for sales in different parts of Asia like Taiwan, Korea, and Philippines. This sales force has its own promotional techniques in promoting Line Seiki's products.

Reduced workweek which is only from Monday to Friday and manpower turn over rate work, which the employee's decision is to leave the company and seek a better job overseas.

LSPI future plan is to be an independent company and not only a subsidiary of its mother company. They are also planning to develop a new product, equipment for medical application with the effort of LSPI Filipino Design Engineers. It will provide them a better source of income with a higher sales and higher profit margin.

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LINE SEIKI PHILIPPINES, INC.
CEPZ, ROSARIO, CAVITE ^{1/}

Rosalie P. Agdon

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INTRODUCTION

The world's great centers of manufacturing have evolved rather slowly over the years and are generally associated with regions of abundant natural resources; extensive modern transportation and communication system; and large and literate populations. The basic needs in manufacturing are raw materials, capital or producer goods, labor and management (Standard Educational Corporation, 1996).

Manufacturing is the process or operations that change raw materials or other goods into various products. Manufacturing is one of the basic activities or sectors of an economy (Standard Educational Corporation, 1996).

Many factories produce their products with automatic mass-production system. This is called automation system. These system are in need of support counters; a shift counter for textile industry, a preset counter for a fastener manufacturing machine, a