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RAW MATERIALS SOURCING OF
KAMAYAN PASAY ROAD

CASE STUDY

LEONARDO R. EVARDOME

*College of Economics, Management
and Development Studies*

CAVITE STATE UNIVERSITY
Indang, Cavite

April 2003

**RAW MATERIALS SOURCING OF
KAMAYAN PASAY ROAD**

Undergraduate Case Study
Submitted to the Faculty of
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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LEONARDO R. EVARDOME
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DEVELOPMENT STUDIES

Case Study of : LEONARDO R. EVARDOME
Title : RAW MATERIALS SOURCING OF
KAMAYAN PASAY ROAD

APPROVED:

Ma. Buena
MA. CORAZON A. BUENA
Adviser

3-18-03
Date

Cecilia T. Cayao
CECILIA T. CAYAO
Technical Critic

4-1-03
Date

Lina C. Abo Gadie
LINA C. ABOGADIE
Case Study
Coordinator

4-3-03
Date

Nelia C. Cresino
NELIA C. CRESINO
Chairperson
Dept. of Management

4-4-03
Date

Luizviminda A. Rodrin
LUZVIMINDA A. RODRIN
Dean

7 April 2003
Date

Note:

Original copy to be filed in the University Library and one copy each to be distributed to: Adviser, Department Chairman, Technical Critic, Research and Development Coordinator, Dean, Director for Research, and Student.

ABSTRACT

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A case study was conducted at Triple-V Kamayan located Pasay Road Corner Santillan Street, Makati City. It aimed to: identify the sources of raw materials used by Triple-V Kamayan Pasay Road; describe the sourcing process; determine the problems encountered by the firm; and recommend feasible solutions to the identified problems.

Primary data were gathered through personal interview with the managers and employees of the firm. Secondary data were obtained from the records and files of the company.

The company had a well-structured organization and management. Triple-V practices decentralized system in acquiring its raw materials. Most of its suppliers are farmers and fishermen that assure the freshness of the food being delivered to the restaurants.

However, the company experienced increase in the costs of raw materials especially during Christmas season. The company was also affected by the poor performance of some of its suppliers.

The study recommends that the company should always assure the freshness of the raw materials being supplied to restaurants to maintain the quality of food being served. Moreover, suppliers should be evaluated based on its consistency of the service and the quality of food being supplied.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
INTRODUCTION	
Importance of the Study	3
Objectives of the Study	3
METHODOLOGY	
Time and Place of the Study	4
Data Collection	4
Method of Analysis	4
Scope and Limitation of the study	5
THE FIRM	
Historical Background	6
Organization and Management	10
Management Policies and Practices	14
Motivation and Incentives	15
Raw Materials Sourcing	16

Purchasing process	18
Budget Allocation for the Supplies	20
Problems Encountered by the Firm	21
Future Plans	21

ANALYSIS OF THE FIRM

Organization and Management	22
Raw Materials Sourcing	23

SUMMARY, CONCLUSION, AND RECOMMENDATION

Summary	25
Conclusion	27
Recommendation	27

BIBLIOGRAPHY

APPENDICES

LIST OF TABLE

Table	Page
1 Top 5 raw materials, volume, and its frequency of purchase of Kamayan restaurant	17

LIST OF FIGURES

Figure		Page
1	Geographical location of Kamayan Pasay Road	8
2	Layout of the first floor of Kamayan Pasay Road	9
3	Organizational structure of Triple-V Group	11
4	Organizational structure of Kamayan Pasay Road	12
5	Purchasing process of Kamayan	19
6	Budget allocation of Kamayan for the supplies	20

LIST OF APPENDICES

Appendix		Page
1	Triple-V Code of Conduct	31
2	Policy on Personnel Conduct	33
3	Rules and Regulations and Table of Disciplinary Actions	35
4	Vision, Philosophy, and Values	50
5	Six Critical Values	53
6	Key Success Factors	56

RAW MATERIALS SOURCING OF TRIPLE-V GROUP ^{1/}

Leonardo R. Evardome

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INTRODUCTION

The goal of any food service system is to serve quality meals while maximizing value for both the operations and the customer. An improvement in quality tends to increase the value, and an increase in price tends to lower the perceived value. Before the foodservice goal can be met, however, the necessary materials must be procured, preprocessed, and produced as menu items.

Purchasing is an activity concerned with the acquisition of products. It is often described as obtaining the right product, in the right amount, at the right time, and at the right price. To do this, food buyers must know the market and the products in addition to having general business acumen. They also rely on sales representatives to give advice on purchasing decisions and to relay valuable information about available food items and new products (Spears, 1995).