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**RURAL BANK OF GEN. AGUNALDO CAVITE INC.
AMADEO, CAVITE**

FIELD STUDY

LIDA DE LA PENA ARTISTA

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

April 1998

**RURAL BANK OF GEN. AGUINALDO CAVITE, INC.
AMADEO, CAVITE**

Field Study Report
Presented 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

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A three-month field study was conducted at Rural Bank of Gen. Aguinaldo Cavite, Inc., located at J. dela Peña St., Amadeo, Cavite. It aimed to apply the knowledge gained in Business Management to actual/practical work situations; describe the operations of the bank in terms of organization and management, services offered, marketing and financial aspects and acquire further knowledge and experiences regarding banking operations.

Primary data were gathered through personal interview with the bank manager and some employees of the bank. Secondary data were gathered from bank records. Observations and actual participation in the bank activities were also done to obtain additional information.

The bank is open for business from Monday to Friday. The banking hours start at 8:00 o'clock in the morning and ends at 4:30 in the afternoon. The services offered by the bank are savings deposits, time deposits and loans.

Problems encountered by the bank were identified. These included too many duties given to the bookkeeper who also acted as the loan officer of the bank. Problems in operation of the bank included the past due payments of loans. Some borrowers did not pay their debts after maturity dates. In order to avoid this risk, the bank sent notice

and personally talked to the borrowers to remind them. The bank gave five percent additional penalty for overdue loans. Lack of teller was also a problem of the bank. Some customers were not given immediate attention because the bank had only one teller. The bank needed to hire an additional teller to assist in performing the duties and responsibilities of the teller. Discrepancies of transactions were also encountered by the bank.

The bank had strategies in promoting its services which included a joint program with Meralco, seminars, good public relations and giving of give-aways to the depositors and customers during holiday seasons.

The bank financial status was good. Hence, it is possible for the bank to improve its operation and expand further.

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RURAL BANK OF GEN. AGUINALDO CAVITE, INC.
AMADEO, CAVITE^{1/}

Loida Dela Peña Artista

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INTRODUCTION

A bank or banking institution is any entity duly authorized by the Monetary Board of the Central Bank to engage in the lending of funds obtained from the public through receipt of deposits of any kind and all entities regularly conducting such operations. The word specifically includes commercial banks, savings banks, development banks, mortgage banks, rural banks, stock savings and loan associations and branches and agencies in the Philippines and their foreign branches. Banks help promote and expand the rural economy in orderly and effective manner by providing the people of the rural communities with the means of facilitating and proving their productive activities and to encourage cooperatives (Miravite, 1976).

The term "bank" is applied to a variety of institutions established for the purpose of making loans and extend credits, to facilitate the transactions of funds by checks