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TOYOTA BALINTAWAK, INCORPORATED  
KALOOKAN CITY

FIELD STUDY

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College of Economics, Management  
and Development Studies

CAVITE STATE UNIVERSITY  
Indang, Cavite

April 2002

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**TOYOTA BALINTAWAK, INCORPORATED**  
**KALOOKAN CITY**

**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 )**



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*Toyota Balintawak, Incorporated, Kalookan*  
*City*  
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**April 2002**

## **ABSTRACT**

**SIMBULAN, ROCHELLE S. Toyota Balintawak, Incorporated, Kalookan City, 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 to describe the procedures formulated and implemented as well as the different activities and processes in the Billing Section; and identify the problems faced by the firm and recommend practical solutions to the identified problems.

The field study was conducted at Toyota Balintawak, Inc. located at EDSA corner V. Ang and General Evangelista Sts., Kalookan City from November 26, 2001 to February 12, 2002. Data were gathered through interview with the Billing Supervisors and the staff, Service Advisors and co-trainees, observations in the company, and research at Tagaytay City Hall Library and the Securities and Exchange Commission.

Toyota is the maker of passenger cars and commercial vehicles and a manufacturer of transmissions and constant velocity joints for export. It provides total customer satisfaction which make them the market leader for nine of the last ten years. The company allots incentives for its people for them to become more efficient in performing their tasks. They sell high standard automobiles and offer services - the periodic maintenance check-up and repair of vehicles.

The company faced some problems such as underbilled Repair Orders and giving Repair Order to the mistaken customer due to the absence of claim stubs that would certify that he is the authorized claimant.

It was observed that the company personnel are equipped with skills in dealing with their customers and that they provide facilities such as executive and customers' lounges and recreational facilities.

The activities done in the Billing Section were mostly clerical jobs such as: releasing, recording, sorting and changing the status of R/Os; encoding and printing the R/Os of the unreleased vehicles in the Unclaimed Units Form; billing the R/Os of Fast Access Bay and General Job; answering and making phone calls; signing gate passes; faxing invoice attachments; and photocopying some documents.

A conduct of regular meeting with the employees is recommended to easily thresh out some conflicts and inconsistencies in policy implementation.

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**TOYOTA BALINTAWAK, INCORPORATED**  
**KALOOKAN CITY <sup>1/</sup>**

**Rochelle S. Simbulan**

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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 - BM 04 - 027, prepared under the supervision of Mr. Roderick M. Rupido.

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**INTRODUCTION**

Automation refers to a wide variety of systems and processes that operate with little or no human intervention ( De Luxe Home Publishing, 1995 ). Automotive pertains to a mechanical contrivance, which has within itself the means of being propelled (Webster Inc., 1967). Larger automotive vehicles include buses used for mass transportation; trucks used for commercial purposes; and many specialized vehicles: farm tractors, military tanks and personnel carriers; and construction machinery such as road graders and earthmovers.

The major auto industries exist are United States, Japan, West Germany, France, Italy, Britain and Sweden. Canada and Australia are also important producers of automotive vehicles.