

362.1782

D59

2007

UNITED LABORATORIES, INCORPORATED  
MANDALUYONG CITY

*FIELD STUDY*

CHERRIE P. DIMAPILIS

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

*April 2007*

782

**UNITED LABORATORIES, INCORPORATED**  
**MANDALUYONG CITY**

**Undergraduate Field Study  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite**

**In partial fulfillment  
of the requirement for the degree of  
Bachelor of Science in Business Management  
(major in Marketing)**

**CHERRIE P. DIMAPILIS**  
**April 2007**

## **ABSTRACT**

**DIMAPILIS, CHERRIE P. United Laboratories, Incorporated, Mandaluyong City.** Undergraduate Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2007. Adviser: Dr. Nelia C. Cresino.

A field study was conducted from December 18, 2006 to March 16, 2007 to provide opportunities for the student to apply the knowledge and skills gained in the classroom in actual work situation. Specifically, it aimed to determine the existing management policies and practices of the company; determine the products offered by the firm; and identify the problems encountered by the firm and recommend feasible solutions.

Data regarding on medical representatives were obtained through personal interviews with the company personnel. Other information such as company rules and regulations, motivation and incentives and product's pricelist were gathered from company handouts, manual and website ([http:// www.unilab.com.ph./](http://www.unilab.com.ph/)).

The company is engaged in developing, manufacturing and marketing a wide range of prescription and propriety products covering all major therapeutic categories. Many of these products are now leading brands in the Philippines, Indonesia, Thailand, Malaysia, Singapore, Hong Kong and Vietnam.

To preserve the strong corporate culture, the company adopts rules and regulations on corporate discipline, covering all the necessary information on health and sanitation, safety and security, company property and rights, conduct in the workplace, productivity and integrity.

United Laboratories, Incorporated sells quality medicines at affordable prices covering a wide range of ethical and consumer products in therapeutic segments such as Anti - Infectives, Cough-cold, Cardiovascular, Gastrointestinal (GIT), Anti- Asthma, Anti-Tuberculosis, Dermatological Vitamins/Minerals, Dietetics and Women's Health. The products had undergone critical processes of research and development to ensure compliance to standards of stability efficacy and safety.

The company usually suffered lack of personnel and shortage of products.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA.....</b>	iii
<b>ACKNOWLEDGMENT.....</b>	iv
<b>ABSTRACT.....</b>	vii
<b>LIST OF FIGURES.....</b>	xi
<b>LIST OF APPENDICES.....</b>	xii
<b>INTRODUCTION.....</b>	1
Objectives of the Study.....	2
Importance of the Study.....	2
<b>METHODOLOGY.....</b>	3
Time and Place of the Study.....	3
Data Collection.....	3
Scope and Limitation of the Study.....	3
<b>THE FIRM.....</b>	4
Historical Background.....	4
Description of the Firm.....	5
Organization and Management.....	5
Management policies and practices.....	10
Motivation and incentives.....	11
Marketing.....	16
Product.....	16

Price.....	16
Place of distribution.....	18
Promotion.....	18
Problems Encountered by the Firm.....	19
Plans of the Company.....	19
<b>FIELD STUDY EXPERIENCES.....</b>	<b>20</b>
Pre-Training Activities.....	20
Activities Undertaken.....	20
Reflections/Insights.....	21
Observations.....	22
Problems Encountered by the Student.....	22
Recommendations.....	22
<b>SUMMARY.....</b>	<b>24</b>
<b>BIBLIOGRAPHY.....</b>	<b>26</b>
<b>APPENDICES.....</b>	<b>27</b>

## LIST OF FIGURES

Figures		Page
1	Location map of United Laboratories, Incorporated.....	6
2	Plant layout of United Laboratories, Incorporated (main compound).....	7
3	Organizational structure of United Laboratories, Incorporated (main compound).....	8

## **LIST OF APPENDICES**

<b>Appendix</b>		<b>Page</b>
1	Logo of United Laboratories, Incorporated.....	28
2	Logos of Unilab's divisions.....	29
3	Company rules and regulations.....	30
4	Pricelist of products offered by the firm (as of December 2006)...	50
5	Request letter.....	61
6	Acceptance letter.....	62
7	Endorsement letter.....	63
8	Memorandum of Agreement (School).....	64
9	Memorandum of Agreement (Firm).....	66
10	Evaluation sheet.....	67
11	Certificate of completion.....	69



**UNITED LABORATORIES, INCORPORATED**  
**MANDALUYONG CITY<sup>1/</sup>**

**Cherrie P. Dimapilis**

---

<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. F2007-BM04-014. Prepared under the supervision of Dr. Nelia C. Cresino.

---

**INTRODUCTION**

A pharmaceutical company is a commercial business licensed to research, develop, market and/or distribute drugs, most commonly in the context of healthcare. It can deal in generic and/or brand medications. It is subject to a variety of laws and regulations regarding the patenting, testing and marketing of drugs, particularly prescription drugs. From its beginnings at the start of the 19<sup>th</sup> century, the pharmaceutical industry is now one of the most successful and influential, attracting both praise and controversy (Hardman, 1996).

The Filipino pharmaceutical market today grows about five percent and estimated to be about 38.67 billion pesos. After Japan, Korea and Taiwan, the Filipino pharmaceutical market is the fourth largest in Asia. Pharmaceutical products are primarily distributed to customers via pharmacies (78%), hospitals (13%) and other channels (9%). While the Philippines is a large geographic area made up of many islands, the Metro Manila area accounts for about 50 percent of the pharmaceutical market, the