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STENIEL CAVITE PACKAGING CORPORATION
GENERAL TRIAS, CAVITE

FIELD STUDY

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STENIEL CAVITE PACKAGING CORPORATION
GENERAL TRIAS CAVITE

A 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)



*Steniel Cavite Packaging Corporation,
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April 2001

ABSTRACT

COSTELO, KATHERINE JAVIER. **Steniel Cavite Packaging Corporation, General Trias, Cavite,** Field Practice, Bachelor of Science in Business Management major in Marketing, Cavite State University, Indang Cavite. April 2001, Adviser: Mrs. Shella Marie Matel,

A study was conducted to train the students in actual work and get exposed to the different activities and exercises in the company; determine the existing management practices being employed by the company; identify the problems encountered and recommend feasible solutions to the various problems identified.

The study was conducted at Business Park, Javalera, General Trias, Cavite from November 20, 2000 to February 10, 2001. The data were gathered through observations and interview with the Shipping Staff, Forklift/Checker, HRD Manager, and Shipping Supervisor. Other information were obtained from the files and records of the company, researches in Tagaytay City Hall Library, and from the Securities and Exchange Commission.

Steniel Cavite Packaging Corporation is engaged in the manufacturing of corrugated sheets, containers and other kraft paper products. The company has faced a number of problems particularly in the shipping section such as the delivery of its products, delay in the request of office supplies, and the quality of the products they offered. The trainee observed that the main problem of the company was lack of employees designated to its own area of responsibility, and lack of efficient and effective quality control system of the company's product.

The trainee was assigned at the Shipping Section under the Logistic Department where she was assigned clerical works. Filing, sorting, recording, stamping, photocopying, and sending fax messages were among the tasks assigned.

It is recommended that Steniel should hire additional employees so that all transactions can be done in time and the proper inspection of their quality products be implemented.

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**STENIEL CAVITE PACKAGING CORPORATION
GENERAL TRIAS, CAVITE^{1/}**

Katherine J. Costelo

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INTRODUCTION

The packaging industry spent great sums of money for the best packaging. Packaging can give a firm's products strong promotional support at the point of purchase. The merchandise purchased by consumers is packaged in various kinds of containers-boxes, bags, barrels, cans or bottles. Proper packaging protects the contents and makes them easier to handle and sell. The packaging may be done by the manufacturer or grower or by the wholesaler or retailer (Groliers International Encyclopedia, 1995).

The kind of product protection needed in one market may differ from those needed elsewhere. A hot, humid climate probably requires a package different from those needed in a cooler, drier area. The kind of transportation and handling the product services can offer also dictate packaging differences. Stronger protection must be built