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2009

MOLDEX REALTY MARKETING, INC.
QUEZON CITY

Field Study

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

April 2009

MOLDEX REALTY MARKETING, INC.
QUEZON CITY

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 Economics)



Moldex Realty Marketing, Inc., Quezon City
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Republic of the Philippines
CAVITE STATE UNIVERSITY
Indang, Cavite

**COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES**

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QUEZON CITY**

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ABSTRACT

ABAD, APRILBELLE G., MOLDEX REALTY MARKETING, INC., QUEZON CITY. Field Study. Bachelor of Science in Business Management, major in Economics. Cavite State University, Indang, Cavite. April 2009. Adviser: Prof. Cecilia T. Cayao.

A field study was conducted to amply provide the students with opportunities to observe and apply skills learned inside the classrooms to a variety of settings in an actual workplace; to be familiar with the actual business operations and to participate in the ongoing activities of the firm to be able to develop interpersonal as well as technical competencies; and distinguished the problems encountered by the firm and propose feasible solutions to the problems identified.

The field study was conducted at Moldex Realty Marketing, Inc., Moldex Building, Ligaya Street, Corner West Avenue, Quezon City from December 8, 2008 to March 11, 2009. The data were gathered through observations, interviews with the employees, and from the records of the firm.

Moldex Realty Marketing Inc. is the exclusive marketing arm of Moldex Realty Inc. (MRI) and Moldex Land Inc. (MLI), two of the biggest real estate companies in the Philippines today. It markets 27 MRI horizontal (subdivisions) projects, and MLI's flagship vertical project – the 1322 Roxas Boulevard, the tallest exclusive residential condominium in the country, located in front of the US Embassy, fronting the prestigious Manila Bay and its most recent development, The Grand Towers along Vito Cruz in the university belt and heart of Manila.

The trainee was assigned as the assistant to the Senior Accounts Manager of

North Projects in the Accounts Monitoring Group (AMG) department.

The trainee keenly observed that MRMI has dynamic, warm and supportive working environment that looks after the employees' welfare and encourages the employees to work to their fullest potential and continuously learn and develop expansively their capabilities.

Delays were likely to be experienced in firms like MRMI specially with regards to the financial aspects (commission of brokers/SSN) due to delayed submission of necessary documents of some buyers/clients and that coincides with the chain reaction effect of delays with the releases of brokers' and agents' commissions, so with the processing and approval of investors' contracts and titles of every project.

It was also observed that some employees have several responsibilities due to deficiency and shortages of assigned personnel to man the department, in its day-to-day unexpected, continuous traffic of clients and sales people coming in and out of the office.

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MOLDEX REALTY MARKETING, INC.
Quezon City ^{1/}

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INTRODUCTION

Real estate is a legal term that encompasses land along with anything permanently affixed to it, such as buildings, specifically property that is fixed in location. Real estate is often considered synonymous with real property , in contrast with personal property . However, in some situations, the term "real estate" refers to the land and fixtures together, as distinguished from "real property," referring to ownership rights of the land itself (Wikipedia 2009).

The Philippine real estate market is currently in the midst of a bullish, upward swing, especially in the residential sector. The real estate industry posted a 10.60 percent growth rate for the first semester of 2008, 3.94 percent higher than last year's first semester record (Philstar 2008).

Philippine residential properties have seen tremendous improvements in design and quality. Residential buyers are seen to be more discerning of these residential