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MARKETING STRATEGIES OF VILLARUEL TOWER
CONDOMINIUM, PASAY CITY

CASE STUDY

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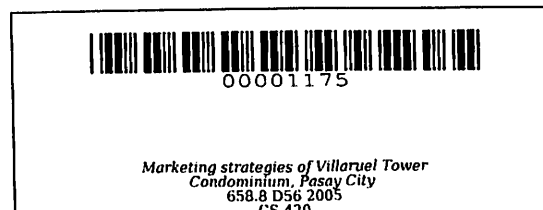
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**MARKETING STRATEGIES OF VILLARUEL TOWER
CONDOMINIUM PASAY CITY**

Undergraduate Case Study
Submitted to the Faculty of the
Cavite State University
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In partial fulfillment
of the requirements for the degree of
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(Major in Marketing)



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ABSTRACT

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A case study was conducted at the Villaruel Tower Condominium located at No. 245 Villaruel Street, Pasay City. The study aimed to identify and analyze the marketing strategies of the Villaruel Tower Condominium, identify the problems encountered, and recommend feasible solutions.

Data and information were gathered from records and files of the company and through personal interviews with the manager and others employees involved in the marketing operations of the company. Participation in the daily operations and observations were also done to gather additional information relevant to the study.

Villaruel Tower Condominium is a family type organization headed by the President, Mr. Paulo C. Campos which is also the owner of the firm.

Different marketing strategies such as product, price place, and promotion strategies were identified and analyzed. The company used personal selling, advertising and sales promotion as its advertising tools.

The Villaruel Tower Condominium has an occupancy rate of 99 percent. Aside from its different types of rooms, it offers other facilities such as convenience store, recreation area, elevators, parking area, public telephone, 24-hour security, lobby, rest

house, water purifying station, internet café and laundry area to the increasing demands of its tenants.

Problems encountered by the company include late payment from tenants, breakdown of elevators caused by wear and tear of the elevator parts, and leaks caused by heavy rain.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET.....	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vi
LIST OF FIGURES.....	x
LIST OF TABLES	xi
LIST OF APPENDICES	xii
INTRODUCTION.....	1
Importance of the Study	2
Objectives of the Study.....	3
METHODOLOGY.....	4
Time and Place of the Study	4
Data Collection	4
Data Collection	4
Scope and Limitation.....	4
DESCRIPTION OF THE FIRM	6
Historical Background	6
Organization and Management.....	9

Management Policies and Incentives.....	11
Marketing Strategies	13
Product/Services.....	13
Price.....	17
Place.....	18
Promotion.....	19
Finance	20
Problems Encountered by the Firm.....	22
Future Plans.....	22
ANALYSIS OF THE FIRM	23
Organization and management.....	23
Product/Service strategies	23
Pricing strategies	27
Promotion strategies	29
SUMMARY, CONCLUSION AND RECOMMENDATION	31
LITERATURE CITED	35
APPENDICES.....	36

LIST OF TABLES

Table		Page
1	Villlaruel Tower room rates as of November 2004.	18
2	Rates of miscellaneous services as of November 2004	19
3	Summary of gross receipts, 2004.....	21
4	Room rates and capacity of different condominiums in Pasay City as of November 2004.	25

LIST OF FIGURES

Figure		Page
1	Location Map of Villaruel Tower Condominium.....	8
2	Organizational structure of Villaruel Tower Condominium...	10
3	Occupancy rates of Villaruel Tower Condominium.....	28

LIST OF APPENDICES

Appendix		Page
1	Mayor's Permit.....	37
2	Occupants' Directory and Unit Owner	40
3	Studio Type Room	45
4	Room with Two Bedrooms.....	47
5	Transient Room.....	49
6	Facilities of Villaruel Tower Condominium.....	51
7	Rental List Schedule of Villaruel Tower Condominium..... as of December 2004.	58
8	Sample of Discount Coupons.....	63

MARKETING STRATEGIES OF VILLARUEL TOWER CONDOMINIUM PASAY CITY^{1/}

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INTRODUCTION

Marketing strategy is the marketing logic by which the business unit hopes to achieve its marketing objectives. It consists of specific strategies for target market positioning the marketing mix and marketing expenditure levels. Marketing strategy should detail the market segments in which the company will focus. These segments differ in their needs and wants, responses to marketing, and profitability (Kotler, 1996).

In the Philippines, many existing condominium businesses offer services through renting and selling of units. These kinds of services can greatly help those people who need to stay in urban areas for varied purposes. Condominiums also attract tourists from other cities and countries. Tourists provide an important source of income for many countries that is why these kinds of services can greatly help the economy.