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CAVITE NAGANO SEIKO, INCORPORATED
ANGAY LANGKAAN, DASMARIÑAS, CAVITE

FIELD STUDY

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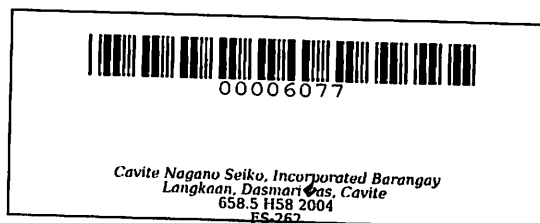
Indang, Cavite

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**CAVITE NAGANO SEIKO, INCORPORATED
BARANGAY LANGKAAN, DASMARIÑAS, 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)**



**ERICSON H. HINAHON
April 2004**

ABSTRACT

HINAHON, ERICSON HIMAYA. Cavite Nagano Seiko, Incorporated. Barangay Langkaan, Dasmariñas, Cavite. Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Dr. Nelia C. Cresino.

A two- month field study was conducted at Cavite Nagano Seiko, Inc. (CNSI), an electronic company that manufactures automotive and motor parts.

Generally, the objective of the study was to apply the knowledge and skills in business management to real life working situations. The study also aimed to describe the organization and management of the company as well as its production and marketing aspects, and identify the problems encountered by the firm and recommended feasible solutions.

CNSI's products are shipped to the USA and Asian Countries.

The conduct of field study improved the student's abilities, knowledge and skills.

To improve this training scheme, the University and the firm must have a clear agreement that the trainee must be assigned to all units of the company to give the student a more complete exposure to all aspects of the business operations.

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CAVITE NAGANO SEIKO, INCORPORATED
BARANGAY LANGKAAN, DASMARIÑAS, CAVITE ¹¹

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INRODUCTION

Electronics is the field of science and engineering that deals with the theory, design, and application of electronic devices. These applications include radio and television, radar and other aids in navigation, control system and computers. In contrast, the field of electricity includes power generation and transmission, lighting, directly driven machinery, and other equipment in which the flow of electrons usually confined in metallic conductors (Grolier Incorporated, 1997).

The electronic industry of the Philippines plays a pivotal role in the development of the economy. Over the past 15 years the industry has built up an impressive export performance to become the top dollar earner of the country today. Electronics account for more than 60 percent of the Philippine export. The Philippines become the ideal site for the industry that relocated their production facilities. The industries offer services as