

**PLASTRO PHILIPPINES INC.  
QUEZON CITY**

**A Field Study  
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 Agribusiness)**



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Plastro Philippines Inc., Quezon City  
338.1068 R45 2002  
FS-112

**JOCELYN ASIS RILLO**  
**April 2002**



## ABSTRACT

**RILLO, JOCELYN ASIS. PLASTRO Philippines, Inc.,** Quezon City. Field Study. Bachelor of Science in Business Management major in Agribusiness. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Louie R. Samson.

A field study was conducted at PLASTRO Philippines, Inc. located at #5 Borman St., Doña Faustina Village, Tandang Sora Ave., Culiat, Quezon City from October 24, 2001 to January 30, 2002.

This field study was conducted to help the student gain knowledge in organization, management, products and services offered, marketing, and financial operation of PLASTRO Philippines; describe the existing management benefits and incentives and identify the problems encountered by the company and come up with recommendation. The field study also aimed to develop the student's professional and technical skills.

The data and information about the company were gathered through personal interview with company's personnel and some manager of the company, from personal interactions and observation of company operation and from company files and records.

Some data and information were gathered from the Securities and Exchange Commission (SEC) and at Cavite State University library.

PLASTRO Philippines Inc. is a subsidiary of PLASTRO International and is composed of three departments. These are the Service Department, Sales Department, and Finance and Administration Department.

The initial capital was approximately P 11,000,000.00 coming from the six investors, which includes Leo G. Dominguez of PLASTRO International, Ma. Teresa Sarraga –



Fortich of B. V. Hydotech International, Dante P. Sarraga, Jose Luis P. Sarraga, and Shalev Erez.

The product and services offered of PLASTRO Philippines Inc. are greenhouse, irrigation systems and also technical support services.

The company is being confronted by high cost of equipment. As a short-term solution, they opted to find low-cost materials.

Fluctuations in costs of primary materials as brought about by inflation and other economic factors which also brings a parallel effect in the cost of operations are major conditions that PLASTRO struggles in its day-to-day operations.

The company plans to advertise its products particularly in wide-circulation papers like "The Philippine Daily Inquirer" and "The Manila Bulletin." They also plan to provide demo farms for their clients for the latter's better understanding of the system that the company is offering.

What is needed to be done is an extensive campaign to push the importance of technology – their technology to farmers who can afford the change. Seeking aid from the government sector in forms of government endorsed ads and leaflets will also be of great help. But the most direct and the most effective, is bringing the information directly to the hands of the farmers by way of seminars or training.

During the training, clerical works were done like segregating documents, filing, encoding, printing, sending of fax messages, receiving telephone calls, transmitting of documents in the log book and blue printing. Self-confidence was developed in dealing with different people. The proper guidance of the other office personnel helped the trainee to be skilled in the computer and be familiar with the nature of the work.



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