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GATEWAY BUSINESS PARK
GATEWAY PROPERTY HOLDINGS, INCORPORATED)

FIELD STUDY

RACHAEL B. BELTRAN

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College of Economics, Management
and Development Studies

CAVITE STATE UNIVERSITY
Indang, Cavite

April 2001

GATEWAY BUSINESS PARK
(GATEWAY PROPERTY HOLDINGS,
INCORPORATED)

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 Marketing)

RACHAEL B. BELTRAN
April 2001

ABSTRACT

BELTRAN, RACHAEL BENCITO, Gateway Business Park (Gateway Property Holdings, Incorporated.) Undergraduate Field Study. Bachelor of Science in Business Management, Major in Marketing, Cavite State University, April 2001. Adviser, Ms. Ma. Corazon A. Buena.

A three-month field study was conducted from August 28, 2000 to February 2, 2001. The main objective of the study was to describe the management practices and operations of Gateway Business Park. Specifically, it aimed to discuss the organizational set-up and management practices of the administration department; describe the services and amenities offered by the Gateway Business Park to its locators; and identify the problems encountered by the company and recommend feasible solutions to these problems.

Gateway Business Park is the first project of Gateway Property Holdings, Inc., a Philippine corporation established in 1989. The primary purpose of establishing Gateway Business Park was to develop an industrial estate and the secondary purpose was to promote harmony between industrial progress and environmental preservation.

Primarily, the operators of the holding company did the marketing. At present, it has 31 locators, 97 percent of which are electronics and semi-conductor firms.

The study was conducted at the Administration Department of Gateway Business Park. The work included filling documents, arranging wastewater and water consumption bill, assisting in recording payroll, getting the collection from the locators, issuance of I.D. and stickers, encoding the reading of water consumption, typing letters for the locators, and encoding PLDT bill.

Gateway Business Park plans to put up a commercial district business hotel and condominium units in the future. These facilities will enable the company to further serve its clientele.

The peso devaluation affected the operation of the company, the reason why it instituted some cost cutting measures. Because of cost cutting, lack of equipment became a big problem. The economic crisis forced the company to terminate some employees. As a result, lack of personnel also became a big problem.

Difficulties in gathering data were encountered because the employees were instructed not to give any written information to anybody without the approval of the management. However, as soon as it was explained that the data were to be used for a field study, they obliged.

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**GATEWAY BUSINESS PARK
(GATEWAY PROPERTY HOLDINGS, INCORPORATED)^{1/}**

Rachael B. Beltran

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INTRODUCTION

An industry covers all the businesses and factories that convert raw materials into goods or that which provides useful services. It produces all the goods and services required by the society and distributes them to consumers. The term is also used to describe a group of business that produces similar product or service (Encyclopedia Britannica, 1991).

A nation's wealth is based largely on its industry. The more productive the industry, the greater the national wealth will be. The standard of living in a country can be measured by the number, cost, and quality of goods produced by its industry.

The new decade has caused all of Asia to have brighter visions of Asia's future. One of these visionaries is Gateway Property Holdings; Inc. which envisioned a site where industry and nature are in total harmony. The company envisions a workplace with all the practical comforts of home and heart close by, envisioned a place where productivity is the natural result of an environment that encourages work and achievement, and a business place