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2001

**CALIFORNIA MANUFACTURING COMPANY INC.**

**PARANAQUE, CITY**

## **FIELD STUDY**

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and Development Studies**

**CAVITE STATE UNIVERSITY**

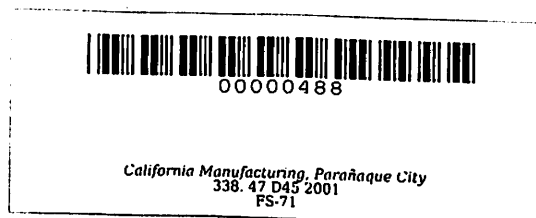
**Indang, Cavite**

**April 2001**

**CALIFORNIA MANUFACTURING COMPANY, INC.,  
PARANAQUE 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)**



**ROWENA A. DESEPEDA  
April 2001**

## **ABSTRACT**

**DESEPEDA, ROWENA AURE “California Manufacturing Company Inc. Paranaque, City”** A Field Study Report. Bachelor of Science in Business Management, major in Economics, Cavite State University, Indang Cavite. April 2001. Adviser: Mr. Danilo V. Jeciel.

A field study was conducted at California Manufacturing Company Inc. (CMC) at Km. 18 East Service Road South Superhighway, Parañaque City. This aimed to: apply the theoretical knowledge and skills in business management in actual practice; get acquainted with the accepted norms and conduct in office work; and identify the problems encountered by the firm.

Data and information were gathered from the files and records, personal interview with the manager and other employees, observation and researches from Security of Exchange Commission.

California Manufacturing Company Inc. (CMC) was established in 1955 to answer the need for locally produced yet high quality food products for the Philippines mass market. The company produced pasta, instant noodles, salad dressings, seasoning, canned meat. The firm follows the line and staff organization. CMC offers good incentives and benefits for their employees. The company markets its products through personal selling conducted by a salesman. The sales man distributes its products to different stores nationwide. The company uses advertising activities in print and T. V. media.

The company's net income for 1997 and 1998 amounted to P448,017,334 and P469,422,097, respectively with retained earnings of P1,279,909,249 in 1997 and

P1,076,578,070 in 1998. Total assets totaled to P2,486,402,286 for 1997 and 1998 were P1,164,255,887 and P1,127,064,814, respectively.

The company encountered problems about peso devaluation and the storage in stock of product. Imported ingredients of raw materials also causes high costs of production and high cost of finished product as well.

Giving importance to clear communication and systematic in filing important document in using fax machine by faxing sales invoice/ billing to their distributors are the things she learned for providing assistance by the regular staff.

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**CALIFORNIA MANUFACTURING COMPANY, INC.  
PARANAQUE, CITY<sup>1/</sup>**

**Rowena A. Desepeda**

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<sup>1/</sup>A field study report presented to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (BSBM) Major in Economics with Contribution No. FS-2001-BM-029. Prepared under the supervision of Mr. Danilo V. Jeciel.

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**INTRODUCTION**

Food manufacturing industry is one of the most important industries in the Philippines in terms of number of establishments employment value added.

The food manufacturing industry comprises all business organizations involved in processing raw materials and distributing the products to sales outlets. The entire industry includes form, ranches and producers and raw materials (Grolier Incorporated, 1993).

Most food processing seems to have begun as an extension of kitchen preparation, techniques and have scaled up to furnish enough surplus products to be bartered or sold outside the household. Expansion of a business entailed building more or larger processing equipment. Gradual improvements in design were made to increase yield or to improve quality (Grolier Incorporated, 1993).