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YAL CARGO COMBINED LOGISTICS INCORPORATED
PEZA ROSARIO, CAVITE

FIELD STUDY

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ROYAL CARGO
COMBINED LOGISTICS INCORPORATED
PEZA ROSARIO 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)

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ABSTRACT

CLAMOSA, HARRIS ATAS. Royal Cargo Combined Logistics Incorporated, PEZA Rosario 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 field study was conducted at Royal Cargo Combined Logistics Incorporated (RCCLI) Peza, Rosario, Cavite Branch. The objective of the study was to understand the full operation as well as the organization of the company and further enhance the skill of the author to deal with different customers through telemarketing and actual sales call being the major role of a Customer Service Assistant.

Data and information were gathered from the company's files and through interviewing the employees.

Royal Cargo Corporation, which was formed in 1976 and now transformed into Royal Cargo Combined Logistics Incorporated. Their new name combines the strength of various services into one total integrated logistics company.

Royal Cargo is a Philippine Economic Zone Authority (PEZA) accredited warehouse and logistics operator located in the PEZA Zone. Royal Cargo offers a modern and reliable Transportation, Warehousing and Distribution.

Royal Cargo provides continuous satisfaction to their entire customer by rendering cost effective and on-time services. In all business endeavors they are committed to Reliability, Competence, Competitiveness, Leadership and Integrity.

Human interrelationship require as their basic and integrated framework. The company compiled their policies and procedures, rules and regulations to maintain the

wholesome esprit d' corps that found among their employees and cooperative team effort required them to achieve their goals.

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INTRODUCTION

Service industries belong to the sector of the economy defined as "service producing" which is distinguished from the goods producing sector. Competition within the service industry and among the customers has made service the number one criteria used when choosing a service provider for the customer. If this is in mind, it is important that the service employees are the most informed, properly trained, and customer oriented in the industry. (Americana Encyclopedia 1997 Vol.25).

Royal Cargo believes that the greatest asset and source of strength are the employees. They will not forget the *Esprit De Corps* that kept them working round the clock. This esprit gave the company the status of being one of the country's most respectable freight transport providers.