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**MARKETING STRATEGIES OF THE BANK OF THE  
PHILIPPINE ISLAND, FAMILY BANK**

**(Silang, Branch)**

**CASE STUDY**

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**April 1999**

MARKETING STRATEGIES OF BPI-FAMILY BANK  
Silang Branch

A Case Study  
Submitted to the Faculty of  
Cavite State University  
Indang, Cavite

In Partial Fulfillment  
Of the requirements for the Degree of  
Bachelor of Science in Business Management  
Major in Economics



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CS-345*

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## ABSTRACT

**CENIZAL, RODERICK DIMARANAN, "MARKETING STRATEGIES OF BPI FAMILY BANK, (SILANG BRANCH). Undergraduate Case Study, Bachelor of Science in Business Management, Major in Economics, Cavite State University, Indang, Cavite, 1999. Adviser Dr. Luzviminda Rodrin.**

A three month case study at BPI Family Bank in Silang, Cavite was conducted from December 1998 to February 1999 to determine and analyze the management, organization and marketing strategies of BPI Family Bank; to identify the problems encountered by the firm in its operation, and to identify the probable solutions to the problem.

The study focused on the management organization and marketing strategies of the firm. The data were gathered through interviews with the head officers and other employees of the bank. Other data were gathered from reading materials of the firm.

The bank offer several services. Their deposit accounts have different types of services to cater the public. The price of the products are based on the study made by the treasury department of the bank. The bank promote its product through personal selling which includes mapping though different areas and referral from valued clients of the bank. Another way of promotion is the creation of new products and distribution of brochure. The place of the promotion is within the vicinity of the branch. They have few stable customers and regular clients, since its is a branch bank.

After evaluating the firm, it was observed that the firm encountered problems mainly on its line communication because the bank is centralized. Hence, when the bank is off-line they cannot transfer the daily transactions to the main office like deposit accounts and other balances.

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**Marketing Strategies of the Bank of the  
Philippine Island Family Bank  
Silang Branch**

**Roderick D. Cenizal**

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A Case Study 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 major in Economics, with contribution No. \_\_\_\_\_ Prepared under the supervision of Dr. Luzviminda A. Rodrin.

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**INTRODUCTION**

Banks are among the most important financial institutions in the economy and are essential business in thousands of local towns and cities. They are the principal source of credit for households and for most local units of government. Moreover, for small local business ranging from grocery stores to automobile dealers, banks are often the major source of credit to stock the shelves with merchandise or to fill a dealer's lot with new cars. When businesses and consumers are about to make their payments for purchases of goods and services, more often than they will use the bank provided checks or credit cards. And when they need financial information and planning, it is the banker to whom they return most frequently for advice and counsel.

Nationwide and worldwide, banks grant more installment loan to consumers than any other financial institution and they are among the leading buyers of bonds and notes