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2001

MOLDEX REALTY MARKETING, INC.  
PASAY CITY

FIELD STUDY

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and Development Studies

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April 2001

**MOLDEX REALTY MARKETING, INC.**  
**PASAY CITY**

**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)**



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338.47 Ad8 2001  
FS-48

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**April 2001**

## **ABSTRACT**

**ADRIANO, GUIA G.** Field Study on Moldex Realty Marketing, Inc. South Sector, Pasay City”, Undergraduate Field Study. Bachelor of Science in Business Management, Major in Economics, Cavite State University, Indang, Cavite, April 2001. Adviser: Dr. Alice T. Valerio.

A field study was conducted at Moldex Realty Marketing, Inc. (MRMI) at Pasay City. It aimed to describe the functional areas of the firm, evaluate the organization and management, analyze the financial performance of the firm, identify the problems as well as the future plans of the firm, identify problems encountered and provide the recommendations or feasible solutions for the various problems identified. The appropriate financial ratios were computed to evaluate the financial performance of MRMI from 1997 to 1999. Common Size Financial Statement was used to ease further analysis of Financial Statement since analysis by percentage is direct and simple.

The functional areas of the firm described were human resources marketing, finance and operations. The problems and the future plans of MRMI were identified. Among the problems were income losses incurred due to Asian crisis, the disloyalty of the brokers in selling Moldex projects exclusively, which gave them the realization that in-house agents are needed to solve this encountered problem and the piracy of sales network members by competitors. Due to Asian crisis, MRMI hardly coped by earning positive profits because of being a three-year-old firm. Marketing strategies like Moldex Perfect Home Service Package and Moldex Rewards Plus Program would lessen the problems. These strategies would attract the prospective buyers to

buy Moldex projects in an acceptable arrangement by giving lower interest rates of 12 percent per annum. Moreover the plans of MRMI were continuous recruitment of its employees, smooth successful conversion of option sales into paid-up sales, preparation for the completion of 1322 Roxas Boulevard and provision of leasing services for residential and office spaces.

It is firmly recommended that Moldex Realty Marketing, Inc. should further continue its present marketing strategies like Moldex Rewards Perfect Home Service Package and to further devise other strategies that will attract prospective buyers to purchase Moldex projects. These strategies would alleviate the problems by increasing the potential for an increased sales output.

The big bulk of the activities were clerical in nature that values like patience, professionalism and humility were learned. Various reports like sales report were assigned that knowledge in accounting is a must to apply. A great number of acquaintances were gained during the training that good human relations and camaraderie were enhanced. Some problem like unclear instructions from the superior have created mistakes in accomplishing assigned clerical works such typing reminder letter of schedule of down payments.

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**MOLDEX REALTY MARKETING, INC.**  
**PASAY CITY<sup>1/</sup>**

**Guia Garcia Adriano**

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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, Major in Economics with Contribution No. FS 2001-BM-046. Prepared under the supervision of Dr. Alice T. Valerio.

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**INTRODUCTION**

Housing is an essential factor in determining the quality of lives, the stability of communities and the health of national economies. Real estate performance is one of the barometers of an economy. Investors really have to decide whether or not to invest given the present economic situation. Political stability, peso devaluation, bank interest rates, inflation rate, etc. were the sought-after indicators that investors must watch out for (Poe, 1998).

During most of human history, real property – the land itself – was considered the greatest source of wealth until personal property – especially in the form of stocks and bonds – gradually outstripped land as the basis of the industrial nations' wealth (Grolier Interactive Inc., 2001). Real estate investing is still one of the most dependable barriers against inflation in a normal market. Thus, the monetary