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MATER DEI ENTERPRISE

ALFONSO, CAVITE

A CASE STUDY

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DON SEVERINO AGRICULTURAL COLLEGE

Indang, Cavite

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**MATER DEI ENTERPRISE
ALFONSO, CAVITE**

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Presented to the Faculty of the
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(Major in Marketing)**

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ABSTRACT

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A three-month field study was conducted at Mater Dei Enterprise, a contract manufacturer of disposable working gloves located at Mabini Street, Alfonso, Cavite from December 1996 to February 1997. The study aimed to apply the student's gained knowledge in business management to real life situations and analyze the performance of the firm in terms of its management and organization, production, marketing and financial aspects.

Data and information were collected through observation and actual participation in the firm's activities and personal interview with the manager, supervisor and workers.

The management does not set an official time as to when workers should start and stop working. Workers follow a systematic way of producing gloves but the absence of any member in the production process may affect the working schedule of all those involved in the production. No additional benefit is given to the workers.

To solve these problems, the firm should set an official time to be followed by the workers. This will enable the workers to work in an equal period of time. It should provide SSS membership which will help in motivating the employees to work hard.

A generator should be purchased so that the firm will have continuous production. The firm will not be forced to operate at night and during Sundays to meet the production demand of the contractor. Cooperation and coordination among workers will help the firm to be more organized and to attain its goals and objectives.

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MATER DEI ENTERPRISE - ALFONSO, CAVITE ¹

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INTRODUCTION

In the past, gloves were painstakingly cut and stitched or knitted by the hand. The invention of the sewing machines revolutionized glove making. The use of cotton and other synthetic materials helped to put gloves within the reach of the majority of population (Encyclopedia Americana, 1986).

Gloves become accessible and popular to common people. They are produced to protect the hands. Different protective gloves have been developed for special uses. Rubber gloves are used by electrical workers and asbestos gloves are used to protect against burns. Some gloves are used as a symbol of honor and some are used as part of fashionable dresses among women. These gloves are also used in sports. All these contribute to the continuous increase in their demand and production (Encyclopedia Britanica, 1986). Gloves made of fabrics were produced for common use such as