LUIS FLOWERS - PASIG, METRO MANILA
A CASE STUDY

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SAN LUIS FLOWERS - PASIG, METRO MANILA

A Case Study

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ABSTRACT

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A two and a half month field study was conducted at San Luis Flowers, processors of dried flowers, weeds, grasses and foliage, located at #24 E. Rodriguez Jr. Avenue Bagong Ilog, Pasig, Matro Manila. It aimed to provide the trainee a chance to apply his gained knowledge and ability in agribusiness management in the real life working situation and to expose and train her in surmounting possible risk and problems in the business world.

During the author's stay on the firm, problems were identified and possible solutions were recommended.

It was observed that the company lacked important personnels such as bookkeeper and storekeeper. These personnels are very important for the firm to run and operate smoothly and systematically.

Resourcefulness for purchasing raw materials is badly needed in the firm to have a continuous supply and processing of available stock for walk-in customers, deliveries and continuous acceptance of orders. It is also recemmended that the firm should have its own delivery truck so that flowers should be delivered anytime customers may want them. Meanwhile, acquiring additional

facilities and equipment are essential to facilitate processing activities.

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by

ADELA CRUSEM AUSTRAL

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[1] A case study report presented to the Department of Agricultural Economics and Agribusiness, Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Agribusiness (BSAB). Contribution No. AB 94-02. Prepared in the Department of Agricultural Economics and Agribusiness under the direct supervision and guidance of Mr. Angelo P. Olo, adviser.

INTRODUCTION

Dried flower is the term given to flowers and plants that by some method, whether induced by man or by nature, have been preserved by the extraction of moisture so as to retain as much of its original shape and color to have its minimum useful life of at least one year.

Much of the dried flower production was done at home on hobbyist level. As the need increased, when the product became more viable due to its long lasting and nostalgic-looking qualities, production slowly grew to an industry with most of the techniques and literature on drying methods authored by the hobbyists themselves.

To date, 20% of the world cutflower production which is about $ 30 M is composed of dried flowers. Its acceptability and viability as dollar earning industry is fast growing as