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PONDEROSA FARMS, INC. - SILANG, CAVITE
A CASE STUDY

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and Agri-business

DON SEVERINO AGRICULTURAL COLLEGE

Silang, Cavite

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PONDEROSA FARMS, INC. - SILANG, CAVITE

A Case Study

**Presented to the Faculty of the
Department of Agricultural Economics and Agribusiness
Don Severino Agricultural College
Indang, Cavite**

**In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Agribusiness**



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ABSTRACT

SANTIAGO, LUCIO III SABINO. "PONDEROSA FARMS, INC." An Undergraduate Case Study, Bachelor of Science in Agribusiness, Don Severino Agricultural College, Indang, Cavite, April 1994. Adviser: Mrs. Cecilia T. Cayao.

A three-month field study was conducted at Ponderosa Farms, Inc. in Bo. Ulat, Silang, Cavite to apply gained knowledge, skills and tools in agribusiness management to real life situations and experiences. During the conduct of the study, problems were identified and possible solutions were recommended.

Data and information were gathered through personal observation, participation in the operations of the firm, and personal interviews with the farm manager and other workers of the firm. Other data and information were taken from the files of the company.

After studying the firm, it was found out that the workers are receiving a very low salary which do not compensate with the nature of their work and the workers do not have the courage to make suggestions regarding salary increase because of the incentives that they are receiving. Also, prospective buyers are having problems on buying cutflowers in the farm. Buying process is time consuming if the buyer buys flowers in the farm because orders done in the farm have to be taken yet to the Sales Office in Makati before the buyers can have them.

It is recommended that the management should explain that the equivalent of the incentives that the workers are receiving is higher than just increasing their salary by some amount. Furthermore, a sales outlet should be opened in the farm or near the farm so that people in the neighboring areas can also buy cutflowers, on the condition that all the sales will be forwarded to the Sales Office in Makati.

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PONDEROSA FARMS, INC. - SILANG, CAVITE¹

by

LUCIO SABINO SANTIAGO III

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INTRODUCTION

Ornamentals, aptly called as a sleeping giant of Agriculture, seem to be waking up into a blossoming industry, with great potential as a more viable enterprise and another dollar earner for the country (Mendoza, 1977).

Ornamentals are divided into two big groups: the cutflowers and the ornamental nurseries including indoor plants and trees (Valmayor, 1979). Cutflower is a sector of ornamental industry engaged in the growing of cutflowers for sale while ornamental nurseries are those engaged in the growing and selling of indoor and landscape plants.

The cutflower industry is one of the growing industries in the Philippines due to the large growing domestic market