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CUSTOMS BROKERS: THEIR VITAL ROLE IN MEDIATING TRANSACTIONS BETWEEN IMPORTERS AND THE BUREAU OF CUSTOMS  
PASTOR, C. ,PALOMARES, F. ,JAWORSKI , N.

JOB SATISFACTION AND PROFESSIONALISM OF SELECTED LICENSED CUSTOMS BROKERS IN PARAÑAQUE CITY  
DEGRACIA, D. ,CAPUYAN, N. , VIZCARRA, D.

MYMAC: MY MOBILE AIMS CLASSROOM  
MORENO, I .K. , MUNDA, N.C. ,PADERNAL C.F.M.

JOB MOTIVATION TOWARDS ACHIEVING ORGANIZATIONAL GOALS OF SELECTED BANK EMPLOYEES IN CAVITE PROVINCE  
ONTOLAN, I .L. ,REDONDO, S.D.

EVALUATION OF ON-THE-JOB TRAINING PROGRAM OF CUSTOMS BROKERAGE COMPANIES AS PERCEIVED BY AIMS BS CUSTOMS ADMINISTRATION GRADUATES  
NISSORADA, R.P. , ALVAREZ, V.D. , NAVARRO, L.H. , ZAMBRONA, E.M.

MARKETING STRATEGIES OF SELECTED BROKERAGE COMPANIES AND DEPARTMENTS IN PARAÑAQUE CITY  
ENRIQUEZ, L.A. ,ANTARAN, J.D. ,BALDOZA, J.A.

A FEASIBILITY STUDY ON THE ESTABLISHMENT OF STARBOARD VEGAS SUPERCLUB IN ROXAS BOULEVARD, PASAY CITY  
ADRICULA, S.M. ,AGATEP, A. ,AYALA, J.M. ,BALMORI , J. ,CAMPANTERO, G.J.

A FEASIBILITY STUDY ON THE COMMERCIALIZATION OF FLAVORED BANANA FLOWER GLUTEN  
BAGARINO, K. , SANCHEZ, K.P. , SERDAÑA, R.K. , LUSAYA, J.

## CUSTOMS BROKERS: THEIR VITAL ROLE IN MEDIATING TRANSACTIONS BETWEEN SELECTED IMPORTERS IN METRO MANILA AND THE BUREAU OF CUSTOMS

Catherine B. Pastor\*, Jaworski G. Nieva\*\*, and Francis Leonard T. Palomares\*\*\*

*4<sup>th</sup> Year Students, BS Customs Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

*\*catherinepastor0813@gmail.com*

*\*\*jaworskinieva03@ymail.com*

*\*\*\*palomares.francis@yahoo.com*

**Abstract:** This study looks at the vital role of Customs Brokers in mediating transactions between importers and the Bureau of Customs. To clearly assess the vitality of their role, this study investigates their importance in trade facilitation, prevention of technical smuggling and securing the revenue collection of the government. The study employed 74 Bureau of Customs representatives and 95 selected importers in Metro Manila as respondents. Descriptive method was utilized using questionnaires to gather data. Percentage was employed for the profile of the respondents; weighted mean using a Five-Point Likert scale to determine the level of importance of the Customs Brokers; T-Test of Independent or Uncorrelated Means is applied in assessing the significant difference on the perceptions of the two groups of respondents.

The study revealed that most of the BOC respondents are from the Formal Entry Division (44.1%) and Assessment Division (37.8%). Most of them are regular personnel (98.6%) of the Bureau holding positions as Customs Officers (44.6%) and Examiners (43.2%) with 7 years and beyond experience in the industry (81.1%). On the other hand, majority of the importer respondents are regular employees (82.1%) who came from the Logistics Department (49.5%) of the importing companies with position as staffs (61.1%) and having 1-3 years of experience in the industry (38.9%).

The BOC respondents reveal that generally, Customs Brokers are very important (4.44) in facilitating trade; very important (4.47) in the prohibition of technical smuggling and very important (4.35) in securing the revenue collection of the government. On the other hand, the selected importers have an overall appraisal that customs brokers are very important (4.46) in trade facilitation; very important (4.36) in the obstruction of technical smuggling in any form and also very important (4.26) in the security of government's revenue and income.

The BOC representatives and importers have the same perceptions on the importance of the customs brokers in mediating transactions in terms of trade facilitation and preventing the occurrence of technical smuggling. However, they have different perceptions on the importance of the Customs Brokers in mediating transactions in terms of securing the revenue collection of the government. Nevertheless, Customs Brokers are very vital in mediating transactions between the BOC and importers. At the most, they are very crucial and essential in the field they serve.

*Keywords: Customs Brokers; role; transactions; importers; Bureau of Customs*

## JOB SATISFACTION AND PROFESSIONALISM OF SELECTED LICENSED CUSTOMS BROKERS IN PARAÑAQUE CITY

Darryl B. Degracia\*, Norielle C. Capuyan\*\*, and Duane Jasper R. Vizcarra\*\*\*

*4th Year Students, BS Customs Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

*\*darryldegracia03@gmail.com*

*\*\*noriellecapuyan@gmail.com*

*\*\*\*duane.vizcarra@gmail.com*

**Abstract:** The increasing trade volumes in the Philippines have made the Customs Brokers' work a very demanding one. Amidst this are the controversies of corruption in the Bureau of Customs, the main government agency tasked to facilitate trade, which affected the public perception to the Customs Brokers' profession. Thus, in order to shed light and provide concrete statistical evidence, the level of job satisfaction and level of professionalism of the selected Licensed Customs Brokers in Parañaque City was determined in this study. The level of job satisfaction was assessed in terms of: pay; promotion; supervision; fringe benefits; contingent rewards; operating procedures; co-worker; nature of work; and communication. The level of professionalism perception of the Licensed Customs Brokers clients were also sought and compared to the perception of the Licensed Customs Brokers themselves to find out if there was a significant difference. The Licensed Customs Brokers and their respective clients were grouped according to their respective profile and subsequently, their level of professionalism perception was compared in order to see if there was a significant difference. Lastly, the significant relationship between level of job satisfaction and level of professionalism of the Licensed Customs Brokers was investigated.

Two (2) sets of standardized questionnaires were used in gathering the necessary data and the following statistical tools were used in the treatment of the obtained data: Percentage; Analysis of Variance (ANOVA); Independent sample t-test; Weighted Mean and Pearson r correlation. It was found that in terms of pay, promotion, supervision, fringe benefits, contingent rewards, co-workers, nature of work and communication the selected Licensed Customs Brokers were satisfied, and they were dissatisfied with the operating procedures. The level of professionalism perception of the Licensed Customs Brokers and their respective clients were the same which was said to be high. There was no significant difference in the level of professionalism perception of the Licensed Customs Brokers when they were grouped according to position, monthly salary, and ports of operation; however, there was a significant difference when they were grouped according to their years of experience. With regards to the clients, when they were grouped according to their sector and place of transaction, there was no significant difference in their level of professionalism perception; however, when they were grouped according to their nature of transaction with the Bureau of Customs and years in transacting with a Licensed Customs Broker, there was a significant difference. Lastly, it was found out that there was no significant relationship between the level of job satisfaction in terms of the nine (9) facets and the level of professionalism of the selected Licensed Customs Brokers in Parañaque City.

*Keywords: job satisfaction; professionalism; customs brokers*

## MyMAC: My Mobile AIMS Classroom

Ivan Khester E. Moreno\*, Neil C. Munda\*\*, and Charisse Frances Marie V. Padernal\*\*\*

*4th Year Students, BS Computer Science, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

*\*I.K\_moreno@yahoo.com / dotivan02@gmail.com*

*\*\*neilmunda.13@outlook.com*

*\*\*\*charizzefm\_20@yahoo.com*

**Abstract:** This study aims to create an android application that will help the teachers, professor and students to communicate well even they are out of the school. These will also bring a modernized way to upgrade the way of teaching and improve the collaboration of the class between each other also with their teacher. Because the proponent sees that when a student missed a class, they will have a hard time to catch up because the teacher will not repeat or recall the past lessons.

The developers presumed that creating an Android application called "MyMAC" or "My Mobile AIMS Classroom" will help and solve the issue and problem of the students that were not able to attend their class. This will serve as a social media connection between the students and professors for them to collaborate with each other. This application will help the professors to disseminate information regarding the topics that were discussed in the class and to further the lecture on the topic. The students can send a message to their professors if they have questions regarding the topic discussed. The teacher can also post the assignments and things to do of the students so they can be reminded about the next topics and since an android application is trendy and the students tend to open more often their smartphones rather than books, they can always check their apps as long as they have their internet connection.

One hundred and ten respondents are selected by the proponents using simple random sampling technique and those proponents gathered for a quick demonstration and allow testing the application. The results of the evaluation were tallied.

Results showed that the application was excellent and effective considering the high ratings are given by the respondents as they are very satisfied with their features and functions.

*Keywords: Android application, Teaching, Class collaboration*

## JOB MOTIVATION TOWARDS ACHIEVING ORGANIZATIONAL GOALS OF SELECTED BANK EMPLOYEES IN CAVITE PROVINCE

Irrish Jane L. Ontolan\* and Sophia Maria D. Redondo\*\*

*4<sup>th</sup> Year Students, BS Business Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

*\*wrellamash@yahoo.com*

*\*\*sophiamariaredondo@yahoo.com*

**Abstract:** The researchers investigated the job motivation factors in achieving organizational goals of selected bank employees in Cavite Province. The study focused on the following: the profile of the respondents; the motivational factors they used; the hygiene factors they used; and the significant relationship between their job and hygiene motivation factors and organizational goals.

The study used the descriptive-correlation design to prove if there exists any relationship between the two variables. The researchers used a modified questionnaire by Latham and Locke for the organizational goal of the respondents while another set of questionnaires from Al-Rubaish, Rahim, Abumadini and Lade Wosornu to measure their academic job satisfaction. To analyze the data, frequency and percentage was used to determine the respondent's profile; weighted mean was used to determine their motivational factors, hygiene factors and organizational goals; Pearson's Product-Moment Correlation Coefficient was used to determine the relationship between the job motivation factors and organizational goals of the respondent.

The respondents of the study were bank employees that have been working for 1-3 years (35.56%), 4-6 years (31.11%) and 10 years and above (31.11%). Only a few (2.22%) have been working for 7-9 years. Majority of them have been in the banking industry for 7-9 years (37.78%), some have been in the said industry for 4-6 years (31.11%), while some for 9 years and above (31.11%). Lastly, a little more than half (53.36%) of the respondents are male and less than half (46.64%) are females.

The respondents of the study were found out to be motivated because of being empowered in their position (4.17), recognized (4.08), progressive in their career (4.22), rewarded for their achievement (4.31), able to attain personal growth (4.48), and having interesting and challenging work (3.71). The hygiene factors of their job also made them motivated for they were able to have proper remuneration and benefits (4.07), good working conditions (4.23), job security (4.23), good relationship with immediate supervisor (4.37), good relationship with colleagues (4.11), and good organizational values and policies (4.26). The respondents also pursue to achieve their organizational goals by providing guidance and protection (4.20), facilitate planning (4.26), motivate and inspire employees (4.11) and evaluate and control performance (4.30).

Based on the findings of the study, the researchers concluded that there is a significant relationship between the job and hygiene motivations of the respondents and their organizational goals.

*Keywords: job motivation; organizational goal; bank employees*

## EVALUATION OF ON-THE-JOB TRAINING PLACEMENT BROKERAGE FIRMS AS PERCEIVED BY AIMS BS CUSTOMS ADMINISTRATION GRADUATES

Roville P. Nisorrada, Viernie D. Alvarez, Laurence H. Navarro, and Edel M. Zambrona

*4th Year Students, BS Customs Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

**Abstract:** A student of Customs Administration must undergo an On-The-Job training wherein the theoretical knowledge will be put into actual application. Customs brokerage, along with the other companies engaged in imports and exports, act as a stepping stone for future Customs Brokers. However, the performance of the brokerage companies as a training ground depends on the outcome of their trainees. The study looks on their learnings in terms of the workplace environment, relationship with other employees and dealing with clients; their achievement of core Customs Broker works as applied on their respective companies; final grades in their On-The-Job Training performance; and significant relationship of the level of achievement and final grades in OJT.

The study applied both qualitative and quantitative research design and utilized convenience sampling. An interview and survey questionnaire were used and distributed to the BSCA graduates of the school year 2012-2013. In analyzing the data, percentage was used to determine the distribution of the final grades of the respondents in their OJT; weighted mean, to determine the level of achievement of core Customs Broker works of the respondents; and Pearson "r" to determine the relationship between the level of achievement and final grades of the respondents.

Majority of the respondents appeared to be satisfied with their work environment and the employees within the companies have helped, motivated, and taught them throughout their training. Though, most of the respondents did not experience to deal with the companies' clients.

The respondents appeared to have mostly achieved in terms of acting as consultant and customs declarant during their training, with a weighted mean of 3.67 and 3.65 respectively. Nonetheless, respondents resulted to be moderately achieved in terms of representing importers and exporters before private and government agencies with a weighted mean of 2.50. It also shows that the final grade is related to the respondents' level of achievement.

As concluded, the BSCA graduates have done well in their OJT and learned to adapt and relate the theory to actual with support from their workplace as well as their superiors and trainers. Furthermore, the trainees appear to have less exposure in dealing with the clients. Therefore, the companies where the BSCA graduates are placed should likely be retained

*Keywords: OJT, Consultant, Customs declarant*

## **MARKETING STRATEGIES OF SELECTED CUSTOMS BROKERAGE COMPANIES IN PARAÑAQUE CITY**

Lyka Mae Enriquez, Jonalyn Antaran, and Janine Baldoza

*4th Year Students, BS Customs Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

**Abstract:** A marketing strategy is an organization's scheme that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. Customs brokerage companies, seeing that they sell services, may face challenges in their marketing strategies as services cannot be exhibited to target customers. Hence, it is interesting to know if the respondents of this study have similarities and differences in terms of their marketing strategies specifically on their service, price, place, and promotional strategies. The study also outlines the possible challenges the respondents have come across in the course of their marketing strategies.

The study applied the descriptive-qualitative design. It employed five selected brokerage companies in Parañaque as subjects of the study. The researchers utilized the purposive sampling technique. Majority of the customs brokerage companies had a corporation type of ownership and had a longer experience (13-36 years) in the customs industry. Two of them have a short length of experience (3-4 years) in the customs industry. Also, the majority of them have 50 and above employees.

Most of the respondent firms are involved in customs brokerage and freight forwarding. All of the respondent firms' main concern is meeting their client's desires and fulfillment. Price bundling and commitment incentives are common to the respondent firms. Majority of the respondents have their own trucks for transport and delivery. Most of them are members of different accredited organizations. All of the respondent firms communicate with their clients through their website, phone calls, emails and meeting them personally.

Most of the respondent firms encounter a delay in the delivery of the articles to their clients. All companies claimed that truck ban is the most common problem encountered with regards to the delivery and relatively lower competitor's price with regards to price. Majority of the companies are well-equipped with knowledge of the promotional strategies.

*Keywords: Marketing strategy, Brokerage companies, Corporation type of ownership*

## A FEASIBILITY STUDY ON THE ESTABLISHMENT STARBOARD VEGAS SUPERCLUB IN ROXAS BOULEVARD, PASAY CITY

A.C. Agatep, J.T. Ayala, J.P. Balmori, S.I. Adricula, and G.A. Campantero

*3<sup>rd</sup> Year HRM Students, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

**Executive Summary:** Starboard Vegas Superclub will be a corporation type of business. It will need a total of 36 employees. Through efficient organizational structure and technical know-how of the managers, there will be a smooth operation of the business.

The market projection of the proposed business is based on the surveys conducted by the proponents' projection of demand and supply. The sales for the first five years of operation are based on different factors like the population growth, market acceptability to supply and other factors. The study is viable and feasible because the target population is willing and capable of availing the products and services

The initial investment needed to form Starboard Vegas Superclub is 30,000,000.00 pesos which will be sourced from the investment of the proponents and from bank loan. Therefore, the financial requirements of the business are feasible to attain

The products to be offered by the business are of high quality. The products will consist of French Fries, Hamburgers, Pork Barbecue, Sizzling Sisig, Chicken Sandwich, Spaghetti Carbonara, Mixed Nuts, Buffalo Wings, Nachos, Spaghetti Bolognese, Wine, Rhum, Vodka, Brandy, Cognac, Gin Whiskey, Beer, Juice, Shakes and Cigarettes. The project is feasible based on different aspects that the researchers have considered in operating the business.

Starboard Vegas Superclub will pay the right taxes and will generate job opportunities to people who seek a position in the club industry. All of the services of the business are guaranteed to produce outputs of good quality. This kind of quality is priced reasonably so that target consumers are able to afford the services. In waste disposal, there will be no open burning of garbage. The Superclub will also use wood chairs and tables and will also use paper bags instead of plastic and styrofoam packaging. With all of these findings, the proposed club is very feasible to operate.

*Keywords: Feasibility Study; Starboard; Vegas*



## A FEASIBILITY STUDY ON THE COMMERCIALIZATION OF FLAVORED BANANA FLOWER GLUTEN

Kristalyn Y. Bagarino, Kenneth Paolo A. Sanchez, Rhecel Kaira S. Serdana and  
Jey S. Lusaya

*3<sup>rd</sup> Year Students, BS Business Administration, College of Business,  
Asian Institute of Maritime Studies, Pasay City*

**Executive Summary:** The researchers envision itself as an alternative meat product commercialize, promoting and producing the product of flavored banana flower gluten and to make sure to satisfy the customers and to determine if it's feasible to the target markets. The BSSL Food Processing Partnership also envisions itself to be that every meat is the best food that is available not only because it tastes good but also because it is unique compared the meats that they usually buy. The Partnership will create an environmentally friendly identity through undertaking the proper and efficient way of waste disposals to avoid harming and distorting others. The proponents chose partnership type of business ownership because a partnership is much easier to manage than the other business type and also its liabilities are limited to the partnership's properties only. This study focuses on the management, market, financial, technical and socio-economic aspects of commercializing flavored banana flower gluten as an alternative meat. Every aspect discusses how to attain the overall feasibility of the proposed project.

The researchers decide to form a partnership whereby labor, capital, and personal properties would be associated to Hotel and Restaurant Management (HRM) students whom they know about the flavored banana flower gluten as an alternative meat product. The management generates objectives that will help the management study to come up with the best result. The management aims to achieve the following objectives: To achieve a gross profit of P602, 659.50 before the end of the financial year.

The target market of the proposed business are vegetarians, chefs, cooks, and secondary market which is mothers. The researchers know that those chosen respondents can give the most applicable information's an answer about the proposed business.

The business will have a contribution to the Philippine economy by paying taxes and business permits. It will also give a job to lessen the unemployed individuals. And also, the said business is willing to give donations to the affected area in case that a disaster happens to the Philippines. Our company's tax payments will show on the financial statement for the next 5 years.

*Keywords: Banana gluten, BSSL, alternative meat product*