



De La Salle University – Dasmariñas
GRADUATE PROGRAM

**DEMAND DECISION FOR MANAGEMENT CONSULTING SERVICES IN
SELECTED MANUFACTURING COMPANIES AT FIRST CAVITE
INDUSTRIAL ESTATE, DASMARINAS, CAVITE**

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ABSTRACT

This study was an attempt to determine the demand decision for management consulting services in selected manufacturing companies at First Cavite Industrial Estate. It aimed specifically to describe the company profiles; describe the managerial capability of the key informants; determine the type of management consulting service areas recommended by key informants; identify the factors affecting firm's decision to demand for management consulting services; and compare the firm's decision to demand for management consulting services when grouped in terms of company profiles and managerial capability of the key informants.

The study was conducted at the First Cavite Industrial Estate, Dasmariñas, Cavite. A self-administered survey questionnaire was used to gather information and data from the key informants. One key informant was used in each company surveyed. The survey questionnaire was translated to Japanese kanji version for better understanding and in anticipation of more Japanese national respondents. The company profiles were described in the study as well as the type of management consulting services demanded by the company. The study covered the period January 2008 to December 2008 as well as their future plans for the year 2009. Probit regression model was used to determine the factors affecting the demand decision for management consulting services while ANOVA was used to compare the firm's decision to demand for management consulting services when



grouped in terms of company profiles and managerial capability of the key informants.

The average age of the key informants surveyed was 45 years old. The youngest group surveyed ranged from 27 to 33 years old and the oldest group ranged from 55 and up. Majority of the key informants (67%) had undergraduate degrees and majority of them had 1 to 10 years managerial experience.

There were more Japanese respondents with 41 percent. Small- and medium-sized companies dominated the total respondents in the survey with a total of 82 percent combined. The average number of employees was 334 and the average annual sales revenues was PhP257 M. There were more corporations (95%) than partnerships (5%) type of business classification. Most companies were into export type of markets with 67 percent.

The decision to demand for management consulting services differed from one company to another. The significant factors affecting the decision to demand for management consulting services were: age of the key informants and years of operation. It was found that the company's decision to demand management consulting services differed significantly when grouped by years of operation and age.



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