

EXECUTIVE SUMMARY

BARRENO, JESSA LYKA M., STRATEGIC PLAN FOR FAST SERVICES CORPORATION, Master of Business Administration, De La Salle University-Dasmariñas, Dasmariñas City, Cavite, November 2015.

The researcher recommended that Fast Services Corporation should use market penetration strategy to achieve strategic competitiveness and earn above average returns by increasing the number of its managed warehouses to 80 warehouses and to achieve an annual increase of 23% in revenue.

The focus of this paper is to explore the company's opportunity to maximize its potential as a competitive one. It suggests that the company can take even greater advantage of its distributed strengths while also reinforcing those strengths and facilitating the “bottom-up” blossoming of innovation and improvement in the operations that will lead the company to penetrating the market and become the country’s leading provider of value adding supply chain solution.

At the end of this paper, future strategies were formulated to fit into the strategic orientation of the company in order to perform better in their business world. By creating a more synergized model of services, this would provide a competitive advantage which may be very attractive to customers, especially multinational institutions, who are always on the lookout to reduce their total logistics costs, particularly those cost conscious companies looking for a 3PL partner. The

implementation of the strategy is also emphasized in order to monitor and evaluate contribution to business.

