

BIBLIOGRAPHY

TULAO, GRECILYN E. APRIL 2013. Supply Chain of Puto Calasiao in Calasio, Pangasinan. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted in Calasiao Pangasinan and other area in Pangasinan in December 2012. The study aimed to provide an overview of the Puto Calasiao industry in Calasiao, Pangasinan, map of the different supply chain of puto Calasiao, identify the key actors, their roles and function, identify the product, information and payment flow in the supply chain and identify the problem and issues in puto Calasiao production and marketing.

The study was conducted through survey and followed by an interview to validate their answers. Puto processing was the major source of income of processor respondents. Some of the processors still used traditional practices in puto processing. Puto Calasiao is supplied in the different areas of Cordillera Autonomous Region, Regions 1 and 2 up to the Metro Manila area. Puto were transported and distributed by wholesaler who bought from the production area and distribute to the different retailers as their market destination.

The main problems encountered in production were the poor quality of raw materials and the other one was the labor intensive. While the problems encountered in marketing were poor packaging materials and the decreased market demand.



INTRODUCTION

Rationale

Puto is a kind of steamed rice cake in Philippine cuisine. Puto are usually white and round and can vary greatly in size. It is usually served with grated coconut or as accompaniment to a number of savory dishes for breakfast but it is best served with “Dinuguan” (pork blood stew).

Adding local ingredients like ube (purple yam) or pandan slightly changes the flavor and color of the puto, but this will require more work and a revision of the recipe. The best way to have flavored puto is to use essences which are also tinted to the color relative to the flavor like pandan essence flavor gives a light green puto and ube essence gives a light purple puto. Adding food coloring still keep the original flavor.

Puto Calasiao is an iconic native delicacy known as Calasiao’s white gold. Consumers of puto Calasiao were of great number that even tourist would be visiting there for that same purpose. With these, it is no doubt that this place have excelled in the production and marketing their particular product style of puto. For that reason, the puto is named in that place that even in other areas, sellers are claimed that puto sold are made in Calasiao.

Making and selling puto are hit business opportunities because accordingly they are easily made, requires very little capital, affordable to the consumers and seller profit from it.



Calasiao a progressive town that is known for its specialties products, puto is one of the most well known products that raise the income of the people living there. Puto has been major source of income for families in the villages of Dinalaoan, Lumbong, Ambuetel, and also some part of Nalsian Pangasinan. The market centers are in the market proper of Calasiao, Pangasinan.

This study therefore aimed to map the supply chain of puto Calasiao produced in Calasiao, Pangasinan.



REVIEW OF LITERATURE

Supply Chain Management

A supply chain is the collection of steps that a company takes to transform raw materials into final products and deliver them to customers (Wisegeek, 2010). Supply chain is a set of organizations directly linked by one or more of the upstream and downstream flow of products, services, finances, and information from a source to a customer (Wikipedia, 2009).

Managing a supply chain is “supply chain management”. Supply chain management is the oversight of materials, information, and finances as they move in the process from supplier to manufacturer to wholesaler to retailer to customer, supply chain management involves coordinating and integrating these flows both within and among organization. It is said that the ultimate goal of any effective supply chain management system is to reduce inventory (with the assumption that products are available when needed) (Magaret Rouse, 2010).

Consistent across these definitions is the idea of coordinating or integrating a number of product-related activities among supply chain participants to improve operating efficiencies, quality, and customer service in order to gain a sustainable competitive advantage for all the organizations involved in the collaboration (J.D. Wisner, G. Keong Leong and K. Vhoon Tan, 2009).

Thus for supply chain management to be successful, firms must work together by sharing information on things like demand forecast; production plans, capacity changes, new marketing strategies, new product and service developments, new technology



developments, purchasing production and distribution plans (J. D. Wisner, G. Keong Leong and K. Choon Tan, 2009).

Furthermore, supply chain is a process that is used by a company to ensure that its supply chain is efficient and cost effective. This typically is comprised of five stages; planning, development, manufacturing, logistics, and returns. In the planning stage, a strategy must be developed to address how a given product will meet the needs of the customers. Development stage, involves building relationship with suppliers of the raw materials that are needed in making the product the company delivers. This stage involved not only identifying reliable suppliers but also creating methods for shipping, delivery, and payment. Manufacturing stage the product is manufactured,, tested, packaged and scheduled for delivery. Logistics stage, customer orders are received, and delivery of the goods is planned. The final stage of supply chain is when customer management can return defectives product (Wisegeek, 2010).

In addition, primary purpose of any supply chain is to satisfy the customer needs and in the process generate the profit for itself (S. Chopra and P. Meindl, 2007).



METHODOLOGY

Locale and Time of the Study

This research will be conducted in the production area (Calasiao) to product will be followed to the different distribution areas.

The study will be conducted in November to January 2012.

Respondents of the Study

The respondent of the study will be the stakeholders in the puto Calasiao enterprise which include the producers, traders, and consumers involved in the supply chain of the product. A total of 70 respondents will be served as respondents of the study.

Data Collection Procedure

The survey questionnaire will be distributed to the respondents. Secondary data will also be used.

Data to be Gathered

The data to be gathered includes: the supply chain maps, key actors: their roles and functions, product, information and payment flow, problems and issues in puto Calasiao production and marketing.

Data Analysis

Data gathered will be consolidated, tabulated and analyzed using descriptive method like frequency counts and percentage.



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