

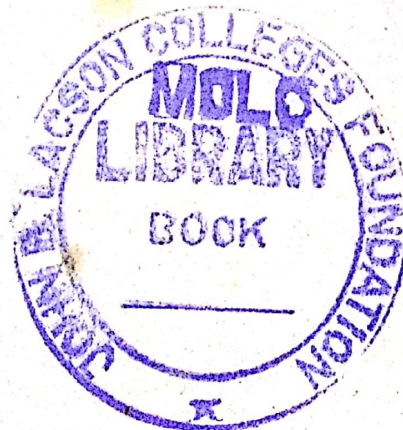
CASES ON
STRATEGIC
MANAGEMENT
IN THE
PHILIPPINE
SETTING

EMERLINDA R. ROMAN
EDITOR

THE UNIVERSITY OF THE PHILIPPINES PRESS

Cases on Strategic Management in the Philippine Setting

Emerlinda R. Roman
Editor



The University of the Philippines Press
Diliman, Quezon City

THE UNIVERSITY OF THE PHILIPPINES PRESS
E. de los Santos St., UP Campus, Diliman, Quezon City 1101
Tel. No.: 9253243 / Telefax No.: 9282558
e-mail: press@up.edu.ph / uppress@uppress.org
website: www.uppress.org

© 2003 by Emerlinda R. Roman

All rights reserved.

No copies can be made in part or in whole without prior
written permission from the author and the publisher.

First printing, 2003

Second printing, 2005

Book Design by Veni L. Ilowa

ISBN 971-542-343-4

Printed in the Philippines by NJP Printmakers Incorporated

Contents

	Foreword	vii
	Preface	ix
	Case Planning Guide	xi
	Cases	1-340
Case Number	Case Title	Page
1	Ballet Philippines	1
2	Dynamic Packaging Company (A)	11
3	Fort Bonifacio Global City	21
4	HatchAsia.com	38
5	Les Miz Shoes	49
6	MCO Foundation, Inc.	62
7	The Music Isn't Free	69
8	Ben Santos	98

Case Number	Case Title	Page
9	Karla Martinez	117
10	Natasha (B)	128
11	Natasha (C)	145
12	Bamboocraft	148
13	Realty Consultants, Inc.	160
14	E-mail Conversations with Keith and Sari	172
15	PARI vs. Piracy*	181
16	TotalFinaElf*	199
17	Micrologic	211
18	The Philippine Mutual Funds Industry	222
19	PHINMA	256
20	Volta, Inc.	268
21	San Miguel Corporation	281
22	Baby Bloomers	295
23	East Orchids	301
24	JK Cement	309
25	First Philippine Holdings, Corp.	318

*Comprehensive case