

**A STUDY OF THE PERFORMANCE OF THE MARKETING INTERMEDIARIES  
AT THE ILCILO FISHING PORT COMPLEX**

---

**AN UNDERGRADUATE THESIS**

**PRESENTED TO**

**THE DIVISION OF SOCIAL SCIENCES  
COLLEGE OF ARTS AND SCIENCES  
UNIVERSITY OF THE PHILIPPINES IN THE VISAYAS**

---

**IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS OF THE COURSE  
(SOC. SCI. 199.2)**

---

**BY**

**JAN BAYONA ACANTO  
March, 1989**

## ABSTRACT

ACANTO, Jan B. 1989. A Study on the Performance of the Marketing Intermediaries at the Iloilo Fishing Port Complex. University of the Philippines in the Visayas. College of Arts and Sciences, Iloilo City.

This research study presents an analysis on the performance of the marketing intermediaries at the Iloilo fishing Port Complex.

The following types of intermediaries are involved in marketing fish landed at IFPC: brokers, wholesalers, bulanteros and retailers.

Brokers assemble and dispose the fish of producers while the wholesalers, bulanteros and retailers create the form, time and place utilities.

The results show that fish marketing intermediaries perform functions which are vital in the fish marketing system.

Average costs per week were ₱13.67, ₱46.54 and ₱77.26 per tub for the brokers, wholesalers, and retailers, respectively.

The average volume handled per week is 4,641.17 kilograms. Cost and returns analysis for all intermediaries showed that the average net return above total cost is ₱2.36 per kilogram. The average total income above total cost is ₱10,953.18 per week. The rate of return to capital, operator's labor and entrepreneurship is 14.49 percent.

Efficiency of each type of intermediary \_ could not be measured due to the fact that the sample size of each type is not sufficient to obtain significant results.

In relation to this, a further study that could measure the efficiency of each intermediary is recommended by the researcher.