

ESTABLISHING A BEACH RESORT
IN BARANGAY BARUALTE, SAN JUAN, BATANGAS

081800

A Project Feasibility Study
Presented to
the faculty of
De La Salle University—Aguinaldo
Dasmarinas, Cavite

In partial fulfillment
Of the requirements For the Degree of
Bachelor of Science in Business Administration

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TABLE OF CONTENTS

	PAGES
PRELIMINARIES	
Title Pages	
Approval	i
Acknowledgement	ii
Foreword	iii
Dedication	iv
Feasibility Study Abstract	v
CHAPTER I INTRODUCTION	
Overview of the study	1
1.1 The Need	2
1.2 Statement of the Problem	3
1.3 Objectives of the Study	5
1.4 Significance of the Study	6
1.5 Scope and Delimitation of the Study	7
1.6 Review of Related Literature	7
1.7 Definition of Terms	9
1.8 Methodology	9
1.9 Treatment of Data	10
CHAPTER II EXECUTIVE SUMMARY	
2.1 Organization and Management Aspect	11
2.2 Marketing Aspect	11
2.3 Technical Aspect	12
2.4 Financial Aspect	13

2.5 Socio-Economic Aspect	13
CHAPTER III ORGANIZATIONAL AND MANAGEMENT ASPECT	
3.1 Form of Business Organization	14
3.2 Organizational Chart	15
3.3 Personnel Specification	16
3.4 Salary and Wage Administration	20
3.5 Other Fringe Benefits	21
3.6 Hiring of Personnel	22
3.7 Project Time Table	22
CHAPTER IV MARKETING ASPECT	
4.1 Market Description	24
4.2 Components of Demand and Supply	24
4.2.1 Historical Demand	24
4.2.2 Historical Supply	26
4.3 Projected Demand Supply	28
4.4 Demand and Supply Gap	30
4.5 Trade Practices	30
4.6 Target Market	31
4.7 Advertising and Promotion	31
4.8 Sales Forecast	33
CHAPTER V TECHNICAL ASPECT	
5.1 Site Description	34
5.2 Site Location	35
5.3 Site Selection	35
5.4 Furniture, Fixtures, and Equipment	38

5.5 Building Structures and Specifications ...	40
5.6 Building Layout	44
5.7 Resort Restaurant Supplies	44
5.8 Labor	47
5.9 Utilities	48
5.10 Waste Disposal	49
CHAPTER VI FINANCIAL ASPECT	
6.1 Total Projected Cost	50
6.2 Financial Assumptions	51
6.3 Projected Financial Statements	54
6.4 Financial Analysis	57
CHAPTER VII SOCIO-ECONOMIC ASPECT	
Socio-Economic	61
Appendices	62
Schedules	68
References	75

LIST OF TABLES

	PAGES
TABLE 1 Historical Demand	24
• TABLE 2 Historical Supply	26
TABLE 3 Projected Demand and Supply	28
TABLE 4 Projected Supply Table	29
TABLE 5 Demand and Supply Gap	30
TABLE 6 Sales Forecast	33
TABLE 7 Payback Period	60

LIST OF FIGURES

	PAGES
FIGURE 1 Organizational Chart	15
FIGURE 2 Map 1 (Gualberto 1)	36
FIGURE 3 Map 2 (Gualberto 2)	37
FIGURE 4 Floor Plan	45
FIGURE 5 Perspective Plan	46



LIST OF APPENDICES

	PAGES
APPENDIX 1 Tourist Visiting in the Philippines	63
APPENDIX 2 Profile of Tourist	64
APPENDIX 3 Population Growth Rate by Period and Region	65
APPENDIX 4 Population Growth Rate by Period and Region	66
APPENDIX 5 Visitor Arrivals to the Philippines by country of Residence, 1985-1989	67

LIST OF SCHEDULES

	PAGES
SCHEDULE 1 Entrance Fees	69
SCHEDULE 2 Accomodation	70
SCHEDULE 3 Food and Beverages	71
SCHEDULE 4 Nipa Huts Rental	72
SCHEDULE 5 Cost of Food and Beverages	73
SCHEDULE 6 Construction of Nipa Huts	74

FEASIBILITY STUDY ABSTRACT

Title: COSTA DE MADERA Beach Resort

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Summary:

I. ORGANIZATION AND MANAGEMENT

The name of the proposed business is Costa De Madera meaning mother of woods because the concept is basically cottages situated in forested hills of Barangay Barualte, San Juan, Batangas.

The project will be owned by a corporation composed of five (5) stockholders and the majority will be owned and controlled by the Gualberto family. The business shall comply with the legal

the legal requirements needed to operate the firm.

Personnel will be hired through previous records, interviews, and qualifications conducted by the Administration. Salaries and wages will be based on approved minimum wages and industry salary wages which will include 13th month pay and other benefits.

II. MARKETING ASPECT

The market study was based on the data gathered from the Department of Tourism (DOT) and (NCSO) National Census Statistical Office. The target market concentrates on the local tourists consisting the middle class to the upper class, high school & college students, young professionals and young adults ranging from 15-50 years of age.

Advertising and promotion will basically have personal selling, package tours from tourists travel agencies, direct mail, and print and media advertisements which include brochures, billboards, tracers, streamers, ads in tourists magazines and tourism shows and exhibits averaging P14,000.00 per month.

III. TECHNICAL ASPECT

The proposed business will be situated in Barangay Barualte, San Juan, Batangas which lies in

southeastern part of Batangas province. Costa De Madera beach resort will have 30 cottages and 50 nipa huts for rent. The possibility of establishing a beach resort will provide opportunities, develop rural industries like fishing, hog raising, vegetable and cereal farming, poultry, masonry, and will pave way for the construction of vital infrastructures. These projects are badly needed that in pursuing such a project is of extreme and vital necessity.

IV. FINANCIAL ASPECT

The total project cost amounts to P16,700,000 that the Gualberto family will provide. The project will earn a return of investment of 70-80% and the internal rate of return is positive, therefore, profitable.

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Page

V. SOCIO-ECONOMIC ASPECT

Socially, COSTA DE MADERA will serve a great deal to the uplifting image of our economy. One of the major benefits of this project is that it will attract foreigners to come here and invest here in the Philippines and it will give opportunity to the people who are talented and well-skilled.