



ABSTRACT

Title: “PROPOSED MARKETING PLAN FOR SAN MIGUEL IMUS NATURE ISLAND RESORT”

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PURPOSE OF THE STUDY

The purpose of the study is to come up with a marketing plan that will benefit San Miguel Imus Nature Island Resort in terms of their Price, Place, Product, and Promotion in the future. To be able to do this, assessing the resorts’ marketing mix is needed so that the researchers will be able to develop the areas that need further improvement.



METHODOLOGY

The study is an evaluative type of research to assess the marketing mix of San Miguel Imus Nature Island Resort in Imus, Cavite. The respondents of the survey were the tourism officers, guests/customers and employees of San Miguel Imus Nature Island Resort. Slovin's method was used to determine the sample out of the given population to gather the essential data. Survey method was also used in this study to collect the information needed. It is considered as the most convenient way in gathering data. As a statistical treatment of data weighted mean, percentage, ranking, ANOVA frequency & percentage and T test was used to compile and simplify the results of the survey and interpreted the results using the range of interpretation table.

SUMMARY OF FINDINGS

The study assessed San Miguel Imus Nature Island Resort through marketing mix. The result was used to come up with a marketing plan.

The study answered the following questions.

1. What is the profile variable of the respondents in terms of?

1.1 Age

Based from the results 38.9 percent of the total respondent were 19 to 24 years old, 31 percent were 13 to 18 years old, 15 percent were 25 to 30 years old,



5.3 percent were 37 to 43 years old, while 44 to 49 and 50 and above has the same percentage of 3.5, 31 to 36 years old were 2.7 percent.

1.2 Gender

The profile of the respondent in terms of gender showed 72 percent were male and 41 percent are female.

1.3 Educational Attainment

37 percent of the respondents reached college level, 19 percent were high school graduates, 16 percent were college graduates, 13 percent were high school level, 7 percent were vocational graduates, 5 percent were post graduates, 2 percent were elementary level and 1 percent was the respondent who has no formal schooling.

1.4 Income

The respondents with household monthly income of below 10,000 has 35 percent, respondents with 10,001 - 20,000 monthly household income has 28 percent, 20 percent were respondents with 20,001 - 30,000 income, 50,001 and above of the respondent income has 8, while 6 percent of respondent has 30,001 - 40,000 income, 2 percent of respondents declared income of 40,001 - 50,000.

1.5 Place of Origin

Majority of the respondents were from Imus with a frequency of 77, while Dasmariñas, Rosario and Zambales have the same frequency of 1.

2. How did the respondents come to know about the resort?



The highest percentage of respondents as to how they come to know about the resort is through others (friends, relatives, etc) with a total of 43 percent, followed by 29 percent through Facebook, 16 percent through tarpaulin and 12 percent is through flyers.

3. How do the respondents assessed the marketing mix of San Miguel Imus Nature Island Resort on the following marketing mix fundamentals:

3.1 Product

For product assessment on facilities and services offered by the resort, private pools has the highest mean with 3.90 and Wi-Fi has the lowest mean with 2.96.

3.2 Price

For the price, the assessments of respondents on the resort are as follows: the highest item in the resort is the private pool rate with a mean of 3.68, and the lowest is the fee for additional bed/pax in a room with a mean of 3.21.

3.3 Place

The respondents' assessment for the place showed that the size of resort got the highest with a mean of 3.70, while the lowest is security of resort with a mean of 3.27.

3.4 Promotion

The respondent's assessment on the promotion of San Miguel Imus Nature Island Resort showed that the highest item for promotion is discounts for senior



citizens with a mean of 3.65 and the lowest is Facebook account with a mean of 3.20.

4. Is there a significant difference on the respondent's assessment on the marketing mix when grouped based on age, gender, educational attainment, income and place of origin?

With regard to the respondents' profile, the hypothesis is accepted and there is no significant effect between the respondents' profile and their assessment on the level of marketing mix on San Miguel Imus Nature Island Resort.

5. Is there a significant difference on the respondent's assessment on the marketing mix and how they come to know about the resort?

Findings showed that there is no significant effect between how the respondents come to know about the resort and their assessment on the marketing mix of San Miguel Imus Nature Island Resort since the P-value is 0.160, which is higher than the significant level 0.05. Therefore, the null hypothesis is accepted.

6. What marketing plan can be proposed?

The marketing plan that the researchers would like to propose is to improve the marketing strategies by providing a marketing plan for the resort. This marketing plan involves enhancing promotional tools, suggesting for the development of products and services being offered.



CONCLUSIONS

Based on the foregoing findings, the following conclusions were derived.

1. Majority of the respondents are between 19-24 years old; 72 are males and 41 are females; most of them are college level; declared their household monthly income of below 10,000; mostly from Imus, Cavite.
2. Majority of the respondents learned about the resort through Facebook.
3. The product, price, place and promotion of San Miguel Imus Nature Island Resort overall assessment by the respondents are fair. For product, private pool has the highest rate since the resort gives packages with different inclusions and it has a reasonable price; for the place, size of the resort got the highest rate, for it can accommodate large number of guests; for promotion, discount for senior citizen was rated as the highest.
4. The null hypothesis was accepted, therefore; there is no significant difference on the respondents' assessment on the marketing mix of the resort when grouped according to age, gender, educational attainment, income and place of origin.
5. The null hypothesis was accepted, therefore; there is no significant difference on the respondent's assessment on the marketing mix and how they come to know about the resort.
6. Based from the result of the study which are majority of respondents are over 19-24 years old, college level, and declared monthly income below



10,000Php that are residing at Imus, Cavite. They learned about the resort from facebook. The overall marketing mix assessment was fair. There is no difference from respondent's assessment on marketing mix according to respondents profile and how they learned about the resort. A marketing plan was proposed for San Miguel Imus Nature Island Resort.

RECOMMENDATIONS

Based on the foregoing findings and conclusions, the following recommendations are offered.

1. Install 4 routers with a 5 mbps speed connection from PLDTMyDSL around the resort to maximize guest entertainment.
2. Lower the price of their additional bed from 100 pesos to 80 pesos.
3. Hire 3 security guards from either agency, resort staff or from people they know who can do the job. This should maximize the security of the resort.
4. Create a Facebook fan page account where people or potential guests can view the image of the resort, prices, logo of the resort and recreational activities. They can use their Facebook account for announcement like promos and discounts.
5. Improve the resort's existing flyer and brochure.
6. For future researchers, apply the similar research design, used in the study, towards other resorts within Cavite.