

**John B. Lacson Foundation Maritime University- Molo, Inc.
College of Business
Iloilo City**

CABALING BEACH RESORT

A Feasibility Paper Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University- Molo, Inc.
Iloilo City

In Fulfilment
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Executive Summary

Cabaling Beach Resort is a 3-hectare resort situated at Sitio Cabaling, Brgy. Espinosa, Jordan, Province of Guimaras. The resort is owned by Mrs. Ninfa Galan and being managed by her daughter Ms. Lonaly Galan. Tourists visit the island because of its white sand beach and its 102-meter on-water bridge that allows tourists to view different kinds of fish and corals. The site is embraced by a peaceful environment; it eases the mind and rests the body from physical and mental stresses. Cabaling is blessed with many corals, alongside mountains where you can find different fruit trees. In this study, the proponent aimed to determine the feasibility enhancements in terms of marketing, technical, financial, and organizational aspects. The primary clients of the resort include the residence of Cabaling, neighboring barangay and towns, foreign and domestic tourists and people from all walks of life. The Proponents proposed new ideas, concepts and projects in the area such as; (1) Entrance Fee (2) Reconstruction of Old Cottages (3) Construction of On-Water Pavilion at the End of the Bridge (4) Recreational Activities (5) Swimming Pool (6) Purchase a Speed Boat (7) Reception Area (8) Docking Area (9) Sunbathing/Sunset Spot (10) Massage Area (11) Shower Room (12) Life Guard House (13) Souvenir Shop (14) Staff Room (15) Admin Office (16) Utility Area (17) Landscaping (18) Marketing Strategy. The Construction and Development of the entire project will cost

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Php12,176,177.20. If the future expansion and development of the resort are carried out, Cabaling Beach Resort aims for the return of expenses and earnings. The average return on investment is 7.4% and the payback period will be more than 5 years of operation. The proponents will allocate 80% of the retained earnings for the future expansion of the resort. It is for these reasons that the proponents of the study highly recommend this as a reference when contemplating about developing Cabaling Beach Resort. If used as basis for the development, investors will acquire an assurance that they will obtain significant return of their investment.

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