

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

INSULAR 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

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Executive Summary

This paper studied the feasibility of the proposed structures in Insular Beach Resort, Brgy. Cabasi, Guimbal, Iloilo. It will give accommodation and services that would exceed the guests' satisfaction. It will offer various facilities, amenities and services like pool, KTV, volleyball, giant inflatables as well relaxation and food satisfaction. The proposed development will be developed by Viaje Corporation. The target markets are foreign and local tourists, people of neighbouring towns and provinces, families, students, private or public organizations, group travellers and residents of Guimbal. It has modern inspired architectural design added with good services and virtuous personnel. This resort projects a sale of PHP 9,397,915.00 and with 10% increase on succeeding year. The entire resort will be designed in harmony to its location to give tourists a suitable relaxing atmosphere and memorable experience. Viaje Corporation is the main developer of Insular Beach Resort which will organize the operations and management of the proposed business. The organizational chart is well arranged and the number of personnel is completely listed. The duties and obligations of the management staff are well defined including the compensation plan. The policy,

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planning, monitoring and evaluation are delegated to the officers while the operations will be in the hands of management staff headed by the manager. The proposed resort requires a capital of PHP 14,014,035.67. This study has gone through in-depth examination of the materials and data presented. After the systematic analysis, generally it is feasible to carry out the proposed development of Insular Beach Resort. The promotion demonstrates that there are sufficient market to support the plan. The managerial and structural studies show that roles and functions of staff will able to develop this project. There is an obtainable human resource that matches the skills essential to resort operations. The materials needed are available in the neighbouring municipalities and there are plenty or enough supplies in the market. Lastly, the required capital will be funded by the Viaje Corporation. The proposed business is anticipated to earn and produce revenues. Overall, this study shows that the proposed enhancements that will gain revenues are promising. As new target places emerged in the Southern part of Iloilo, Insular Beach Resort becomes a novel resort place for foreigners and locals.