

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

PAPA DOM'S MOUNTAIN 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 research paper is a feasibility study of the proposed structures in Papa Dom's Mountain Resort, located in Brgy. Maite Grande, Lambunao, Iloilo. It will offer accommodation and services that will surely catch guests attention. Offering various amenities, facilities, and services such as room accommodations, pools, food satisfaction and relaxation. The proposed development will be done by the Morningvale Corporation. The proposed resort requires a capital of P 15,936,425.73. The target markets are foreign and local tourists staying in the neighboring towns and other towns in the province, families, students, private or public organizations, backpackers, group travelers, and people working in the busy streets of Iloilo. It has a modern architectural design for the relaxation of the guests with quality services offered paired with ethical personnel. This resort projects a sale of PHP 8,749,761.36 and with 10% increase on succeeding year.

The resort will be designed considering its atmosphere and ambience and it aims of giving guests the relaxation and satisfaction they need for a breakthrough and unforgettable experiences. The Morningvale Corporation, the main developer of Papa

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Dom's Mountain Resort, will initiate the management and flow of services and operations of the proposed business. The duties and obligations of the management staff are well defined including the compensation plan. The policy planning, monitoring and evaluation are delegated to the officers while the operations will be in the hands of the management staff headed by the manager. The estimated payback period is 5 years after the starting date of the reoperation. The success of this proposed resort will be the fruit of all the hard work of the people behind.

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