

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

VALLE VERDE 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

In Fulfillment
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by

Aligonsa, Brianne Jed D.
Abarientos, Gerald N.
Alejandrino, Bea T.
Alimajen, Jhylenn Noelle
Baacio, Neko G.
Ballon, Marichu C.
Borres, Jessa Amor P.
Dela Torre, Glenna Feb
Espallardo, Ellen Joy
Lactupo, Jerely Mae B.
Limas, Lizlyn
Matchan, Thea Divine
Miague, Jade Ivy
Reyes, Rose Ann
Rivilla, Katrina
Roa, Janica
Samulde, Norly Jane D.
Santacera, Shane Sheecel CE
Sucion, Jemie Rose
Taasan, Princess Anne S.
Valdez, Rocelle

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Executive Summary

Valle Verde Mountain Resort is 6.9-hectare resort in Brgy. Ravina Sur, Sibunag, Guimaras. This resort is owned and managed by Mr. Luisa Gedalanga. Valle Verde makes a refreshing mountain experience from the usual run-of-the-mill beaches resorts. Perched on one of the islands highest points, there are wonderful views of a jungle covered valley with Lawi Bay in the distance. Valle Verde Mountain Spring Resort unlike other Guimaras Resort, offers a peaceful rural mountain setting to relax in. The mountain side haven is for those who seek a little rest and tranquility. In this study, the proponents aimed to determine the feasibility enhancements in terms of marketing, technical, financial, and organizational aspects. The primary clients of the resort are the residents of Guimaras, neighboring city and provinces, and foreign and domestic tourists. Guests may include singles, couples, and groups who want to spend time and relax with nature, at the same time to enjoy some recreational activities available such as hiking, trekking, swimming, and camping. Considering that Valle Verde Mountain Resort is not yet a fully developed site, the researchers proposed new ideas, concepts and projects in the area, namely; (1) Reconstruction of old rooms/villas, (2) Construction of additional rooms/villas, (3) Nipa Huts, (4) Three Storey Building, (5) Parking Space, (6) Renovation of Adult Pool, (7) Campsite and Bonfire, (8) Internet Connection, (9) Infinity Pool,

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(10) Viewing Deck, (11) Reception Area, (12) Landscaping and (13) Renovation of stairs. The construction and development of the entire project will cost PHP23,333,007.80. The average return of investment is 21% and the payback period will be on the 7th year 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 thinking about developing Valle Verde Mountain Resort. If used as basis for the development, investors will acquire an assurance that they will obtain something in return for their investment.