

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

**YATO NITA ISLAND 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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Executive Summary

Yato Nita Island Resort is a family-operated resort located in Cabalagnan, Nueva Valencia, Guimaras. It was named after the owner of the island Nita and the island's name Yato island. Guests visiting the island are being captivated by its natural beauty and scenic view. Yato Nita is an island resort unspoiled by tourism and pollution. Its serene beauty is astonishing and almost indescribable with its sparkling white sand. Its turquoise waters and sunshine make it a perfect destination for those who want to relax and escape the city life. The resort provides an ample opportunity for relaxation in its beach's natural and secluded beauty. It is a great place to get your toes wet or just watch the local kids play. The island's beach is ideal for swimming, island hopping and other water activities. The proponents aim to develop Yato Nita Island Resort in such a way that it will not harm the island's natural resources and ensure to provide guests with an outstanding and exceptionally lasting experience in the resort. At present, cottages, bungalow and an unfinished pavilion are some of the structures in the resort. In this study, the proponents aimed to determine the feasibility enhancements in terms of marketing, technical, financial, and organizational aspects. Since Yato Nita Island resort is in its introductory stage a lot of improvements is needed. The researchers proposed new ideas, concepts and projects in the area, such as: (1) New motorized banca (2) Generator (3) Accommodation (4) Restaurant (5) Water Tank/ Water Treatment (6) Swimming

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Pool and protected swimming area (7) Dock area (8) Welcome Arch (9) Admin Office and Staff House (10) Landscaping (11) Pavilion (12) Reception area and Souvenir Shop (13) Septic tank and Waste Disposal facilities and (14) Clinic. The cost of construction and development of the entire resort is Php 20,472,006.00. The average return on investment is 6.4% and the payback period will be on the 5<sup>th</sup> year of operation. The proponents will allocate 80% of the retained earnings for the future expansion of the resort. Based on the aforementioned reasons, the proponents of the study highly recommend to develop the Yato Nita Island Resort. If used as basis for the development, investors will acquire an assurance that they will obtain significant return for their investment.