

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

CABAS-AN COLD SPRING 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

Cabas-an Cold Spring Resort is a 1.4-hectare resort located in Sitio Cabas-an, Barangay Compo municipality of San Enrique. Owned and managed by the couple Mr. and Mrs. Tiampong, this cold spring resort is located near in the City of Iloilo and Passi City and is perfect for gatherings, where guests can relax and have fun. The only cold spring resort in the municipality of San Enrique, it offers fresh, clean underground cold water flowing from Mt. Cabas-an. 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 include residents of San Enrique, neighboring towns and provinces, foreign and domestic tourists and people from all walks of life. Cabas-an Cold Spring Resort is not yet fully developed tourist destination thus the following ideas, concepts and infrastructures are proposed to improve the site and operations of the resort: (1) Entrance Gate/Area, (2) Guard House and Extra Security Equipment, (3) Lagoon and Bridge, (4) Parking Area and Pathway, (5) Tiampong Building (to include Caba Resto, Administrative Office, Information Desk and Souvenir Shop Area), (6) Additional Comfort Rooms, (7) Pavilion, (8) Man-Made Falls, (9) Open Cottages, (10) Chico and Fishing Experience Equipment, (11) Septic Tank and Waste Disposal Facility, and (12) Electrical System to include Solar panels. The construction and development of the entire

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project will cost Php16,007,155.17. The average return on investment is 172% and the payback period will be on the 2nd year and 11 months of operation. The proponents will allocate 20% 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 Cabas-an Cold Spring Resort. If used as basis for the development, investors will acquire an assurance that they will obtain something in return for their investment.