



Republic of the Philippines  
Business Entrepreneurship and Management Department  
Eastern Visayas State University- Tanauan Campus  
Tanauan Leyte



## VFS GUESTHOUSE MARKETING BOOST INITIATIVE

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A Marketing Plan  
Presented to the  
Faculty of the Business Entrepreneurship and Management Department  
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Tanauan, Leyte

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## **TABLE OF CONTENTS**

### **CHAPTER I. INTRODUCTION**

1.1 Business Background.....	1
1.2 Services Mark .....	7

### **CHAPTER II. CURRENT MARKET SITUATION**

2.1 Market Profile.....	10
2.2 Environmental Analysis.....	18
2.2.1 Market Size for Transients.....	19
2.2.2 Market size for Boarders.....	20
2.2.3 Market Share for Transients.....	21
2.2.4 Market share for Boarders.....	22
2.2.5 Current Market Trends.....	23
2.2.6 SWOT Identification.....	25

### **CHAPTER III. MARKETING PROGRAM**

3.1 Statement of the Marketing Problem.....	28
3.2 Mission.....	28
3.3 Vision.....	28
3.4 Marketing Goals and Objectives.....	29
3.4.1 Marketing Goals.....	29
3.4.2 Marketing Objective .....	29
3.5 Marketing Program Framework.....	30

## **CHAPTER IV. MARKETING IMPLEMENTATION DESIGN**

4.1 Program, Project, Activities, Budget, Timeline.....	32
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## **CHAPTER V. FINANCIAL ANALYSIS**

5.1 Projected Sales Increase.....	49
5.2 Estimated Income Statement.....	50

## **CHAPTER VI. MONITORING AND CONTROL**

6.1 KPI for each Project or Activities.....	51
6.2Contingency Plans and Risk Management.....	54

## **Lists of Tables and Figures**

### **Lists of Tables**

Table 1. Customer Profile (Transients & Boarders).....	10
Table 2. Analyzing Transients/ Guests and Boarders Behavior.....	12
Table 3. Level of Satisfaction.....	14
Table 4. Top 3 reason for choosing VFS Guesthouse.....	16
Table 5. Matrix of the boarding house.....	20
Table 6. SWOT Identification.....	25
Table 7. - Projects, Activities, Budget and Timeline.....	33
Table 8- Projected sales increase.....	48
Table 9- Estimated Income Statement.....	50
Table 10- Contingency and Risk Management.....	54

### **Lists of Figures**

Figure 1. Service Mark.....	7
Figure 2. Marketing Program Framework.....	30

# INTRODUCTION

## I. Business Background

In today's dynamic and interconnected world, various forms of accommodation have emerged to cater to the diverse needs of travelers and individuals seeking temporary accommodation. Boarding houses and guest houses are two lodging options that play a significant role in the hospitality industry. These establishments offer distinct experiences and services, making them essential components of the broader accommodation sector.

The boom of the tourism industry has resulted in the emergence of many types of accommodation. Small scale or special accommodations in particular present a unique sector because they offer personalized services in a small homey environment (Hsieh and Lin, 2018).

Under this sector, terms such as bed and breakfast, guest house, farm stay, boarding houses, lodging houses, and self-catering, are often synonymously used. This accommodation provide guest with stay experience that differ from those offered by standard hotel. In the past 20 years, the popularity and number of these accommodations have dramatically surged throughout the world (Jones and Guan, 2018).

According to Gador (2019), the local hospitality industry in the tourist destination sites plays a very vital role in boosting the tourism sector, the people and the local economy.

According to the Philippine Daily Inquirer, over 59,920 foreign travelers visited Eastern Visayas in 2019, or year before the pandemic was declared. The following year, only 13,032 foreigners and tourists visited the region and 19,125 in year 2022.

The research conducted by Johnson et al. (2018) serves as pivotal evidence supporting the observation that a significant number of individuals are increasingly drawn

towards housing options that offer not only affordability but also flexibility. This nuanced inclination is indicative of a boarder societal transformation in housing preferences the discernible alignment of this observed trend with the burgeoning demand for boarding houses is particularly noteworthy. Boarding houses, in this context are positioned as providers of cost-effective accommodations ideally suited to cater to the needs of transients' populations. This symbiotic relationship between the observed societal trend and the rise in demand for boarding houses underscores a dynamic landscape in the realm of housing, reflecting the evolving preferences and requirements of contemporary individuals seeking pragmatic solutions for their living arrangements.

VFS Guesthouse, is a three-story building that functions as a boarding house and a private lodging house at the same time. The Business started operating in the year 2018, it is located at Aguada street., Barangay Canramos, Tanauan, Leyte and is in close proximity to several landmarks in Tanauan. It is strategically situated across the Tanauan School of Craftsmanship and Home Industry (TSCHI), as well as the Tanauan Civic Center. In addition, it is just a three minutes walking distance to Eastern Visayas State University-Tanauan Campus and to the other landmarks like Tanauan Public Plaza and Tanauan Public Market, making it a convenient accommodation choice for students and visitors alike.

The VFS Guesthouse has eighteen well-appointed rooms for boarders, with the maximum capacity of fifty-six occupants. Likewise, it also has eight private air-conditioned room. As of writing, the guesthouse has forty-six boarders in residence. The first floor of the building serves as a welcoming and waiting area for guests. There is a store located in front of the building, providing easy access to guests and boarders for their immediate personal needs.



The VFS guesthouse building has an electric water pump, which provides a continuous source of potable water. Close Circuit Television (CCTV) on every floor. Their cameras can monitor various areas of the building. Fire alarms, fire exit, and fire extinguisher plays a crucial role in ensuring the safety and well-being of the residents and the property in a boarding house. These are essentials components of a comprehensive fire safety plan that should be taken seriously by all stakeholders and is a must for buildings.

The first floor consists of common living area, kitchen with two sink, dining area, utility area for washing and drying clothes, six comfort rooms and one private room. The second floor has four rooms specifically designated for boarders and five private rooms, which are separate living spaces with their own doors and keys, providing more privacy for the occupants. There is one comfort room shared by the occupants on this floor, there is a sink, which can be useful for various purposes, such as cleaning dishes or personal hygiene and a wide terrace for residents to unwind. The third floor has nine rooms designated for boarders and two private rooms, four comfort rooms and a terrace. The guesthouse is managed by the niece of the owner and one employee who serves as the housekeeper. A part-time bookkeeper also do the financial statements of the business.

The VFS Guesthouse offers different options for accommodations: boarding house room accommodates four boarders in each room with two bunk beds, a cabinet and a ceiling fan, and the monthly rent is Php 1,500 pesos per person that already includes water, electricity and internet access.

The Guesthouse offers various room types of private rooms ranging from Php 1000 to Php 2,000 and are all air conditioned. The Budget Double room is priced at Php 1,000 pesos per night, can occupy two persons, with a double bed and access to common comfort

room. The Standard Double room is available for Php 1,500 pesos per night that includes a private bathroom and cable TV. The Superior Double room is priced at Php 1,700 pesos per night with own comfort room, with hot and cold shower, with cable television, with private terrace and free complimentary breakfast for two. The Deluxe Double room, has bigger floor area priced at Php 2,000 pesos per night, with its own comfort room, with cable television, with own private terrace and free complimentary Filipino breakfast for two and can fit additional two beds. The Triple room is suitable for three people and comes equipped with air-conditioned and a terrace. The Quadruple Room is designed to accommodate four people also with air conditioned. Both Triple room and Quadruple rooms are priced at Php 1,800 per night.

According to Mathews (2020), the main difficulty facing most industries is the ability to continue satisfying their customers while at the same time making huge profits. Competitions puts pressure on many hotel services providers to provide quality services. Moreover, competition enhances many innovations that focused on satisfying customers. Along this line, it is important for hotels to come up with their own unique ways to meet the needs of their customers while at the same time making ample profits.

VFS Guesthouse faces a competitive landscape in the hospitality industry, contending with several notable rivals in the market. Among these competitors in the town are, Solano Home Stay, Remlit Hotel, Haiyan hotel and Resort, and Playa Alegre stand out as key players vying for the attention and patronage of travelers and tourists. Each of these establishments offers its unique blend of services, amenities, and experiences contributing to a dynamic and diverse market that caters to various preferences and needs. Solano Homestay provides a choice of two room type. The initial option is a fully Furnished Two-

Bedroom Apartment priced at Php 3,000 pesos per night. The second choice is a Furnished Studio Unit, available at either Php 1,500 or 2,000 pesos per night, offering flexibility based on guests' preferences. Remlit Hotel offers Premium rooms suitable for two persons at a rate of Php 2,800 pesos per night, with an additional charge of Php 800 pesos for an extra guest. They also offer Single rooms designed for one person, with the same extra person charge. Amenities include two coffees, two bottled waters, air-conditioning, a cable smart TV with YouTube access, and a hot and cold shower. Haiyan Hotel and Resort provides various options with different features and prices. For instance, Standard Twin rooms are priced at Php 2,350 pesos, while Deluxe rooms with windows are Php 2,450 pesos. Queen rooms for two persons come in Superior and Deluxe categories, ranging from Php 2,500 to 2,600 pesos. King rooms for three persons have option such as Superior with no window at Php 2,700 pesos, Deluxe with a window at Php 2,800 pesos, and Premium with a veranda at Php 3,000 pesos. Elite rooms designed for families ranging from Php 3,200 to 5,600 pesos. Haiyan Hotel offers a variety of Poolside rooms, each providing distinct views and pricing. Poolside rooms 1 and 2 offer a scenic pool view at Php 4,300 pesos, while Poolside room 3 with window is priced at Php 3,800 pesos. Poolside room 4, featuring pool access is available at Php 4,700 pesos. Additionally, room with window comes in two options, room 1 with window ranging from Php 2,350 pesos and room 2 with window priced at Php 3,000 pesos. For those seeking extension rooms, the Standard option with one queen bed for sharing is priced at Php 2,250 pesos. The hotel also provides dormitory accommodations, with Dorm 1 suitable for twelve persons at Php 6,300 pesos, Dorm 2 for thirty persons at Php 13,500 pesos, Dorm 3 suitable for twenty-eight persons at Php 12,700 pesos, Dorm 4 for twenty-four persons at Php 11,100 pesos and Dorm 5 for

twenty-two persons at Php 10,300 pesos, with an additional Php 750 pesos. An extra person incurs an additional cost of Php 500 pesos. Guests can enjoy complimentary amenities such as breakfast, bottled water, hot and cold shower, fully air-conditioned rooms, cable TV, hair dryer, electric kettle, and free Wi-fi. Playa Alegre Guesthouse provides arrange of accommodation, including Small Twin, Twin Budget, Deluxe, Superior, and Dormitory options, each with specific capacities and corresponding rates. Small Twin room can occupy two persons with bunk bed, with a range of Php 1,500 pesos per night. Twin Budget room can occupy three persons with a range of Php 2,200 pesos per night. Deluxe room can occupy five persons with a range of Php 4,200 pesos per night. Superior room can occupy seven persons with a range of Php 5,500 pesos per night. Dormitory room can occupy fifteen persons with a range of Php 10,000 pesos per night, they have additional options the Extra bed at a price of Php 500 pesos and Extra person with a range of Php 300 pesos.

VFS Boarding House in Tanauan, Leyte has several competitors in the area, each offering different amenities and pricing. Among these competitors are, Happy Staying boarding house a concrete two story building provides a mid-range option at Php 1,200 pesos, which includes water, electricity and internet. Gina Boarding house and CW Lodging and Boarding House priced at Php 1,300 pesos per person it also includes water, electricity and internet. Happy Staying Boardinghouse a concrete two story building provides a mid-range option at Php 1,200 pesos with the same amenities. Gemma's Boardinghouse a concrete two story building and MK Boarding house a light material house offers a price range from Php 1,100 to Php 2,000 pesos, this includes water and electricity. Amelita Boardinghouse stands out with two story concrete building, priced at

Php 1,500 pesos, inclusive of water, electricity and internet same as VFS Guesthouse. Dode's Boarding house differentiates itself with two story building made by half concrete and half wood, priced at Php 2,000 pesos per head including water, electricity and private comfort room for two people per room. These competitors offer a range of options to potential residents, with varying amenities and pricing structures. VFS Guesthouse will need to consider its unique selling points, such as the quality of accommodation, services, and location, to compete effectively in market.

The Guesthouse show considerable potential and it can improve if given the right attention, resources, and effort. The business has the capability to elevate its quality and appeal, potentially attracting more guests and achieving higher levels of satisfaction.

#### **Service mark**



The logo is representing the VFS Guesthouse. The guesthouse is depicted in yellow, and the name "VFS" stands for "Vincent Francis Salvana", presumably the owner of the guesthouse. Additionally, the logo includes the slogan "way beyond the ordinary", suggesting that VFS Guesthouse aims to provide a unique and exceptional experience for

its guests and boarders, going above and beyond typical accommodations. The use of yellow in the logo may symbolize warmth, positivity, and hospitality, which are important qualities for a guesthouse to convey.

The current status of the VFS Guesthouse suggest that it is generating enough revenue from its forty-eight boarders. The main profit comes from private rooms sales but is not occupied always except during peak season and EVRAA in full capacity. The forty-eight boarders are sufficient for their daily operations. However, to maximize profitability, it is imperative for VFS guesthouse to focus on increasing the occupancy rate of its private rooms, especially during non- peak periods. Its marketing efforts appear to be lacking. The fact that their Facebook page is created in 2018 and is not well-maintained or popular could be a significant obstacle in promoting their services. They offer a 20% discount for senior citizens and provide additional discounts for longer stays. VFS Guesthouse caters to both students and tourist, offering a variety of options to meet their budget and preferences. Furthermore, the observation that most people in Tanauan are unaware of the existence of VFS guesthouse is concerning, as it suggests that their marketing effort have not effectively reached the local community. Even the pedicab drivers, who are usually knowledgeable about local business and accommodation, are mostly not aware of the VFS guesthouse. This lack of visibility and awareness among the local population could be hindering the guesthouse's potential for growth and success.

The researchers chose VFS guesthouse in making its marketing plan because of several marketing issues observed and has a very high potential of being a market leader of the market niche it currently serves. The researchers seek to holistically address these challenges and position VFS guesthouse for success. By raising awareness, diversifying

services, and improving customer interaction, the establishment will be better equipped to thrive in the competitive world of hospitality. Through these strategic efforts, we aim to not only revitalize VFS guesthouse but also to enhance customer satisfaction, improve revenue streams, and ensure bright and competitive future for the establishment.

## CHAPTER II

### CURRENT MARKETING SITUATION

#### A. MARKET PROFILE

##### Market Segment Description

Market segmentation is the process of dividing a broad market into smaller, more manageable segments based on certain characteristics. The marketers conducted a Market Rapid Assessment by distributing 20 questionnaires to those guests who check-in at VFS Guesthouse and 48 questionnaires directly to all boarders of VFS Guesthouse. This personal distribution method involved physically handling out the instruments to each respondent. Subsequently, the completed questionnaires were collected in person after the respondents had a chance to answer them. This hands-on approach allows for direct interaction, potentially leading to more comprehensive and accurate insights into the experiences and preferences of the boarders and transients' guests.

##### Part I. Profile of the Respondents

*Table 1: Customers profile (Transients & Boarders*

Transients/ Guests		Boarders	
	Percentage		Percentage
Place of Origin	40% are from Luzon	Place of origin	35.41% Tanauan-Ormoc (102km)
Age	35% 41 years old above	Age	50%, 15- 20 years old
Gender	50% male	Gender	50% Female
Occupation	60% are employed either private or government agency.	Occupation	83.33% students
Monthly income	40% with a monthly income of 31,000- 45,000 Php	Monthly allowance (Students)	39.58% 500-1000 Php
		Monthly Income (Employees)	8.33% with monthly income of 30,000- 40,000 Php



The primary demographic for transient guests at VFS Guesthouse constitutes a notable 40%, comprising guests from Luzon. This highlights a geographical concentration that can inform targeted marketing efforts. Additionally, the age distribution reveals that 35% of transient guests fall within the 41 years old and above category, suggesting the need to tailor services to meet the preferences and requirements of an older clientele. Furthermore, there is a clear gender distinction, with 50% of transients being male. Moreover, a significant 60% of transient guests are employed, employed individuals often have more stable income, making them more likely to afford accommodation services. Emphasizing the potential appeal of business-friendly amenities or targeted promotions for working professionals. Financially, the highest percentage of 40% falls into the monthly income range of 31,000 - 45,000 PHP, guiding pricing strategies and service customization to align with the spending capacity of this income bracket.

On the other hand, boarders at VFS Guesthouse present a distinct demographic profile. A significant majority, accounting for 35.41% hails from 102 km Tanauan to Ormoc, including Barugo, Carigara, Jaro, Naval, Palompon, Alang-Alang, and Sta. Fe. The age demographic highlights that 50% of boarders are between 15-20 years old, emphasizing the need to tailor services and amenities to this younger demographic is like due to budget constraints, proximity to educational institutions and appealing social atmosphere. A significant gender divide is evident, with 50% of boarders being female. Notably, a significant 83.33% of boarders are students, students, are predominant customers in the boarding house business because they often relocate for education, creating a demand for convenient and affordable accommodation. Boarding houses cater to these needs and provide a social living environment, making them particularly appealing

to students. Financially, the highest percentage of 39.58% has a monthly allowance in the range of 500-1000 PHP, emphasizing the need to offer budget-friendly options and discounts. However, an employee a smaller segment. Additionally, recognizing the 8.33% with a monthly income of 30,000-40,000 PHP presents an opportunity for premium services tailored to this segment. In conclusion, a nuanced marketing strategy, acknowledging these demographic nuances, will enable VFS Guesthouse to effectively meet the diverse needs of both transient and boarder guests.

## **Part II. Analyzing Transients/ Guests and Boarders Behavior**

*Table 2- Analyzing Transients/ Guests and Boarders Behavior*

<b>TRANSIENTS/ GUESTS</b>		<b>BOARDERS</b>	
Awareness	50% referred by relatives/peers/colleagues	Awareness	64.59% referred by relatives/peers/colleagues
Number of nights	25% on average stays for three nights	Length of stay.	25% 2 month or more
Type of room availed	35% availed superior room (1,700 per night)		
Companion	60% are with family		
Reason for stay	45% to attend an event.		
Visited FB page of VFS Guest house	55% did not visit FB page		
Location of VFS Guesthouse	80% said that the location of VFS is very convenient		

The insight gathered from the transients/ guest's survey at VFS Guesthouse illuminate valuable aspects for strategic focus. Firstly, the data reveals a robust 50%

awareness generated through referrals from relatives, peers or colleagues underscoring the power of word-of mouth marketing. Additionally, the average stay duration is three nights for 25% of guests indicating a balance between short and medium-term stays. The survey highlights a preference for the superior room priced at 1,700 per night making it a focal point for marketing efforts. Notably, 60% of the guests stay with their families positioning VFS Guesthouse as a family accommodation option. With 45% of guests staying to attend events, marketing strategies should spotlight the guesthouse appeal for event related stays. Surprisingly, 55% did not visit the Facebook page suggesting an opportunity to enhance online engagement. Lastly, the overwhelmingly positive feedback on the locations convenience with 80% should be a central element in marketing materials, emphasizing the guesthouse's accessible position for potential guests.

For the boarders, the majority accounting for 64.59% discovered the guesthouse through referrals from relatives/ peers/ or colleagues indicating a strong word-of-mouth presence. In terms of customer stay durations, a significant portion 25%, most of the boarders in VFS Guesthouse stayed for two months. This information can guide marketing strategies to target similar preferences and durations. For the overarching awareness strategy, focusing on leveraging positive experiences and encouraging referrals from existing guests could further enhance visibility and attract potential boarders.

## LEVEL OF SATISFACTION

*Table 3. Level of satisfaction*

TRANSIENTS/GUESTS		BOARDERS	
Comfortability	55% are satisfied	Comfortability	68.75% are very satisfied
Convenient	60% are satisfied	Convenient	56.26% are very satisfied
Complete amenities	40% are satisfied	Complete amenities	56.25% are satisfied
Cleanliness	50% are satisfied	Cleanliness	47.91% are very satisfied
Personalize service	45% are very satisfied and satisfied with the same percentage of	Personalize service	64.59% are satisfied
Affordability	60% are satisfied	Affordability	43.75% are satisfied
Safety	50% are very satisfied	Safety	85.41% are very satisfied
Type of materials/ Architecture	55% are very satisfied	Type of material/ architecture	50% are very satisfied
Policies	50% are very satisfied	Policies	60.41% are satisfied
Flexibility in booking	55% are satisfied	Flexibility in booking	64.59% are satisfied

For the transients or guests at VFS Guesthouse, the level of satisfaction across various aspects is noteworthy. Comfortability stands out with 55% satisfaction reflecting a positive response from a majority of guests. Convenience follows closely behind at 60% which is satisfied, emphasizing the accommodation strategic positioning and accessibility. While complete amenities and cleanliness receive satisfactory ratings of 40% and which is

satisfied, respectively the personalized service achieves a commendable 45% satisfaction, indicating a personalized touch appreciated by guests. Affordability is a strong suit impressing 60% of the guests are satisfied. Safety and type of architecture are particularly noteworthy, both earning very satisfied responses from 50% and 55% of guests, respectively. The policies and flexibility on booking also contribute positively, garnering very satisfied and satisfied ratings of 50% and 55%.

Turning to boarders, their satisfaction levels paint a favorable picture for VFS Guesthouse. Comfortability leads with an impressive 68.75% very satisfied response, indicating a high level of contentment among boarders. Convenience and complete amenities follow suit, both earning very satisfied ratings of 56.26% and 56.25%, respectively. Cleanliness is well-received with a very satisfied response from 47.91% of boarders. Personalize service and flexibility in booking stand out with satisfied ratings of 64.59% showcasing a strong positive sentiment. Safety is a standout feature receiving an exceptionally high very satisfied rating of 85.41%. The type of materials/architecture and policies also contribute positively, with very satisfied rating of 50% and 60.41 % respectively. Overall, this satisfaction levels among boarders emphasize the guesthouse success in providing a comfortable, secure, and well-rounded living experience.

### **Transients/ Guests Feedback**

1. 95% of guests are satisfied with their room.
2. 35% have availed of the long stay discounts.

The room satisfaction data for VFS Guesthouse is particularly noteworthy, with an overwhelming 95% of transients/guests expressing satisfaction. This exceptionally high

percentage indicates a consistently positive experience, affirming the guesthouse's commitment to providing quality accommodations and services that meet or exceed guest expectations.

In the discounts avail section for VFS Guesthouse, both longer stay and none categories share the highest percentage each accounting for 35% of transients/ guests. This duality in preferences reveals a balanced customer base, with a significant portion opting for extended stays and equal proportion choosing not to avail any discounts. Balancing marketing strategies to cater to both longer-stay enthusiasts and those who prefer standard rates without discounts will be essential for maximizing guest's satisfaction and revenue.

*Table 4. Top 3 reason for choosing VFS Guesthouse*

<b>Top 3 Factors for choosing VFS Guesthouse</b>			
<b>TRANSIENTS/ GUESTS</b>	<b>Percentage</b>	<b>BOARDERS</b>	<b>Percentage</b>
<b>Convenient</b>	<b>75%</b>	<b>Comfortable</b>	<b>93.75%</b>
<b>Affordable</b>	<b>60%</b>	<b>Safety</b>	<b>52.91%</b>
<b>Comfortable</b>	<b>55%</b>	<b>Cleanliness</b>	<b>50%</b>
Don't know any other accommodation	30%	Convenient	41.66%
Cleanliness	25%	Affordable	14.58%
Accessible	25%	Complete amenities	14.58%
Safety	15%	Type of architecture	4.16%
Type of material/architecture	5%	Policies	4.16%
Complete amenities	5%	Flexibility in booking	0%

Flexibility in booking	5%	Personalize service	0%
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In the realm of transients and guests, VFS Guesthouse stands out for three primary reasons. Foremost among these is its remarkable level of convenience, resonating with a staggering 75% of individuals surveyed. This underscores the significance of streamlined and accessible services in attracting transients' occupants. Following closely is the affordability factor, with 60% of the respondents expressing a preference for VFS Guesthouse due to its budget-friendly accommodations. This aligns with the contemporary trend of value-conscious travelers seeking cost effective options without compromising quality. Furthermore, comfort emerges as third compelling factors, influencing 55% of guests to choose VFS Guesthouse. This highlights the pivotal role that a comfortable stay plays in shaping the decision-making process for transients.

For boarders, a distinct set of priorities shapes their choice of accommodations with VFS Guesthouse excelling in key area. The paramount factor for boarders in the exceptional level of comfort provided by VFS Guesthouse, garnering an overwhelmingly high approval rate of 93.74%. this reinforces the notion that long-term residents prioritize a homely and comfortable living environment. Safety follows closely with 52,91% of boarders selecting VFS Guesthouse due to its commitment to security measures, indicating a crucial consideration for those seeking a stable and projected living space. Cleanliness, standing at 50% emerges as the third pivotal factor, accentuating the importance of a hygienic and well-maintained residence for boarders. In essence, VFS Guesthouse caters to the distinctive needs of both transients and boarders through its emphasis on convenience, affordability, comfort, safety and cleanliness.

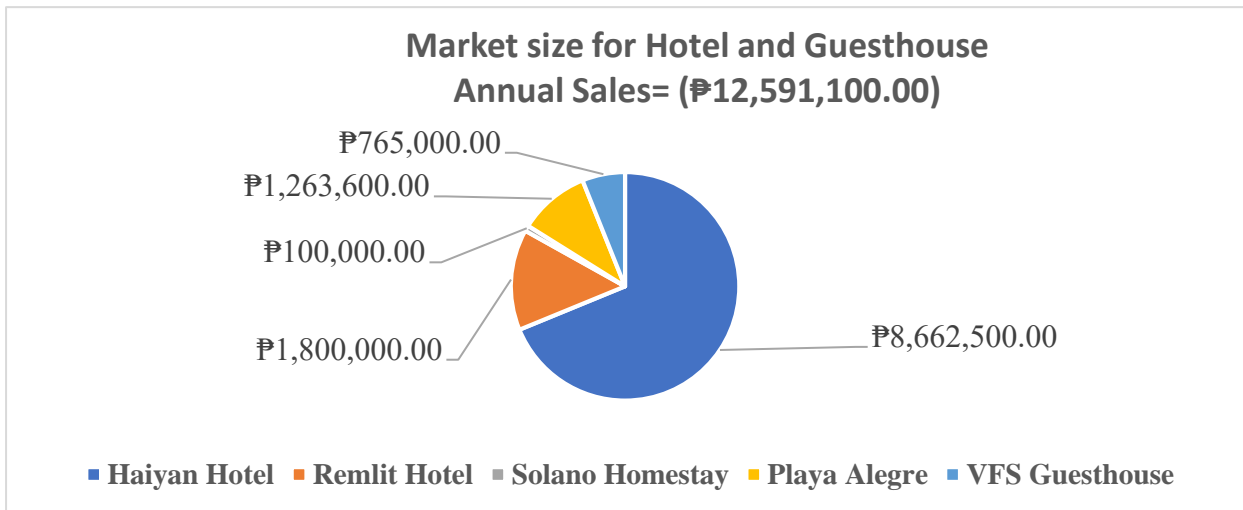
## **B. Environmental Analysis**

VFS Guesthouse navigates a dynamic environment shaped by political regulations, economic conditions, and social trends. Adapting to technological advancements is crucial for competitiveness, while a commitment to sustainability, legal compliance and a positive reputation are vital. Conducting SWOT analysis aids in understanding internal and external factors. Monitoring market trends and customer feedback enables VFS guesthouse to make informed decisions for sustained success. Thus, the environmental analysis consists Market size, market share, current market trends and Swot identification.

### **Market Size of the Private Rooms**

The market size of the guesthouse in Tanauan, based on the data provided by the LGU Tanauan, Leyte there are five registered guesthouses in Tanauan, Leyte. This includes VFS Guesthouse, Haiyan Hotel, Solano Homestay, Playa Alegre and Remlit. The Marketers compute the total market size of the aforementioned industry in terms of the business annual sales. The data provided of the licensing office of LGU Tanauan, states that the total market size of Tanauan Guesthouse in terms of annual sales accumulates a total of ₱ 12,591,500, with individual contributions from Haiyan Hotel (8662,500), Remlit Hotel (1,800,000), VFS Guesthouse (765,000), Solano Homestay 100,000), and Playa Alegre (1,263,000). The pie graph below shows the registered Guesthouse of Tanauan, Leyte and their estimated annual sales.

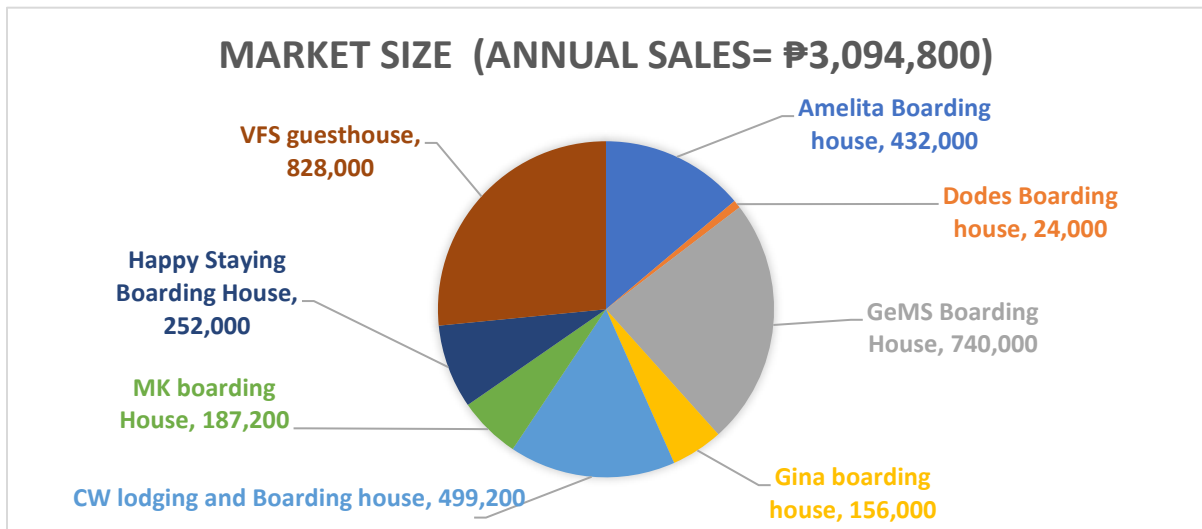




*Market size for Hotel & Guesthouse*

### **Market size of the Boarding houses in Tanauan, Leyte**

The market size of the boarding house and guesthouse in Tanauan, based on the data provided by the LGU Tanauan there are three registered boarding houses in población namely CW Lodging and boarding house and GEMS boarding and VFS Guesthouse but there are boarding houses that are not registered this includes MK boarding house, Amelita boarding house, Gina Boarding house, Happy staying Boarding house and Dode's Boarding house. The marketers decided to compute the total market size of the aforementioned establishment in terms of the total annual sales of the business. In this case, the combined annual sales of the mentioned business amounted to Php 3,094,800. This figure reflects the total economic activity within this segment of the local hospitality market in Tanauan. The pie graph below shows the registered and not registered boarding house in Tanauan, Leyte specifically Tanauan población and their annual sales.



*Market size for Boarding houses*

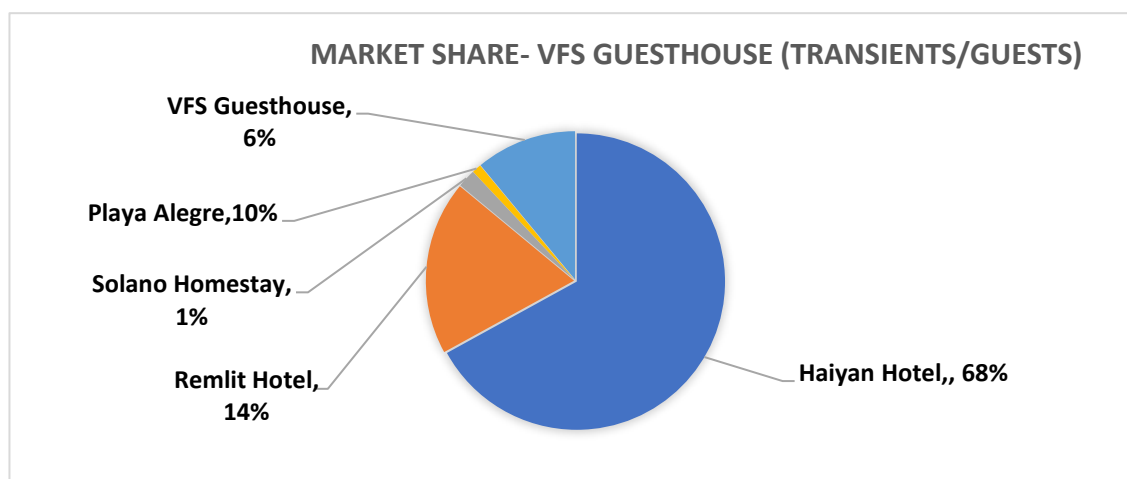
## Matrix

*Table 5 Matrix of the boarding house*

Boar ding Hous e	Loca tion	Max. Capa city of occup ants	Num ber of occup ants	Mon thly rate	Annual sales
VFS guesthouse	Aguada St. Canramos Tanauan, Leyte	56	48	1 000.00 Php	828,000.00 Php
Gems Boarding house	Sta. Isabel st. Carnramos Tanauan Leyte	55	52	1,100.00 Php	740,0 00.00 Php
			3 solo room	1,500.00	
CW Lodging and Boarding house	Constitution st. Canramos Tanauan Leyte	32	32	1,300. Php	499,200.00 Php
Amelita Boarding house	Havana st. San Miguel Tanaun Leyte	27	24	1,500.00 Php	432,000.00 Php
Happy staying	Sta. Isabel st.	18	18	1,300.00 Php	252,000. 00Php

Boarding house	Carnramos Tanauan Leyte				
MK Boarding house	Sta. Isabel st. Carnramos Tanauan Leyte	14	12	1,300.00 Php	187,200.00 Php
Gina Boarding house	Havana str. Canramos Tanauan Leyte	11	10	1,300.00 Php	156,000.00 Php
Dodes Boarding house	Sta. Isabel st. Carnramos Tanauan Leyte	8	1	2,000.00	24,000.00 Php

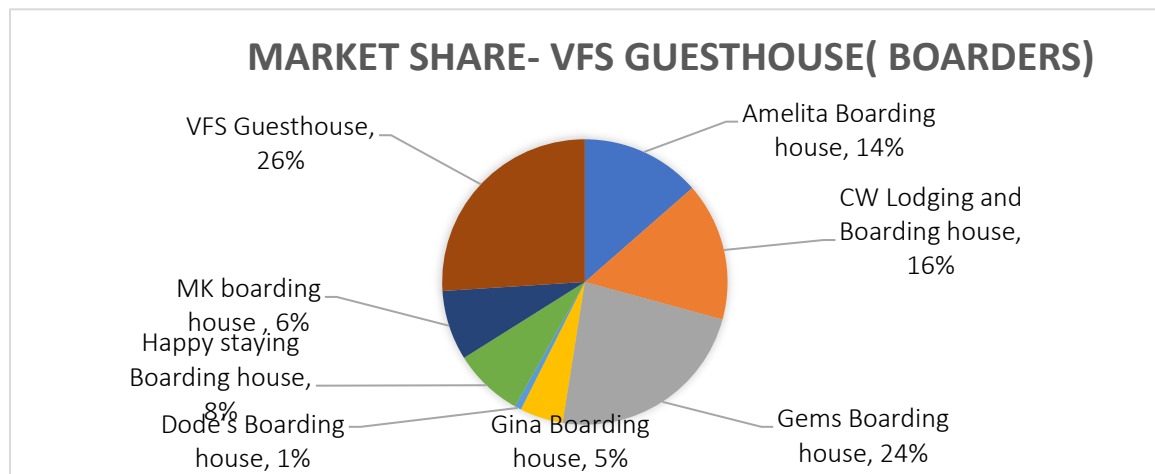
#### Market Share of the VFS Guesthouse (Transient Guest)



*Market share for Hotel and Guesthouse*

The marketers have come up with the market share by dividing the company sales by the total market sales which was given by the owner of each company. The pie graph below shows the market share of each registered Guesthouse of Tanauan Leyte. The figure shows that Haiyan Hotel has the highest market share with 68% followed by Remlit Hotel

which is 14%, and then VFS Guesthouse which is 6% followed by Playa Alegre 10% and 1% of Solano Home Stay.



*Market share for Boarding House*

The marketers have come up with the market share by dividing the company sales by the total market sales which was given by the owner of the guesthouse and boarding house. Based on the results of the calculations of the market shares, VFS Guesthouse holds 26% of the municipality of población. Tanauan Leyte.

The pie graph shows the market share of each registered boarding house and non-registered boarding house in Tanauan población. The figure shows that the highest market share is VFS guesthouse which is 27 % followed by Gems house which is 24%, then CW lodging and Boarding house with 16 % market share, then Amelita Boarding house which 14% followed by Happy Staying boarding house which is 8%, then MK boarding house 6%, followed by Gina Boarding House with 5% of the market share and the least is Dode's boarding house with 1% of the market share.

## **Current Market Trends**

The Guesthouse and Boarding house industry are largely driven by changes in demographic, economic conditions, and government regulations. Some of the key trends that are shaping the industry include an increasing demand of affordable housing, rising costs of living, changes in preferences for communal living arrangements and increased competition from other lodging options.

- One major trend affecting the industry is growing demand for affordable housing. As more people to keep up with rising living costs, they are turning to shared living arrangements in order to save money. Boarding house and bed spacer offer an affordable alternative to traditional rentals and can help meet this growing demand.
- Changing preferences of many people who are looking for more communal living arrangements. This shift is driven by a desire for social connections, shared amenities, and a sense of community. Rooming boarding houses can provide these benefits, particularly for those who are new to an area or who are looking for a more supportive environment.
- Increased competition from other options, such as short-term rentals and co-living spaces, is putting pressure on traditional rooming and boarding houses. To stay competitive, many operators are investing in upgrades and renovations, as well as offering amenities and services to attract tenants.
- The advent of online platform booking, this technology revolutionized the hospitality industry by allowing customers to book their reservation online. This allowed customers to compare prices and services in an easier format and parity became priority for the industry. This also resulted in increased frequency of travel and greater convenience for customers.

- The growth of social media. Social media elevate the way hospitality businesses connect with their customers, building brand awareness and promoting their services. Through social media, the industry has been able to create meaningful and lasting connections with customers, transforming the hospitality landscape into one that's more personalized, more engaging, and more memorable than ever before.
- Virtual tours and augmented reality tools. Virtual tools are becoming increasingly a popular short- term rental trend in 2023. With many travelers wary of in person viewings due to the pandemic, virtual tours provide a convenient and safe way for guests to view properties. This demand is also a time saver for hosts, as they can easily showcase their properties to multiple guests simultaneously.
- Booking condominiums, Airbnb or rental house rentals can be advantageous over hotels due to the increased privacy, spaciousness and providing a more affordable pricing, providing more personalized and cost-effective accommodation experience.

Overall, the Guesthouses and Boarding houses industry continues to evolve to meet the changing needs of today's tenants.

## SWOT Identification

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Convenient building location.</li> <li>• Local charm; VFS Guesthouse often embody a unique local charm, attracting travelers seeking authentic experience.</li> <li>• Diverse Accommodations. Offering guesthouse and boarding house options caters a wide range according to the budget of clientele.</li> <li>• Quality service. VFS prioritizes quality service, enhancing customer satisfaction and loyalty.</li> <li>• Affordability of the private room rates compared to other hotels in Tanauan.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of online presence</li> <li>• Limited capacity in private rooms</li> <li>• No other room choice for boarders.</li> <li>• Limited marketing or promotional activities</li> <li>• Dependency on seasonal Tourism</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• There are available online booking system, mobile apps, and other technology that may be utilized to improve online presence.</li> <li>• Utilize available space for hosting events, conferences or workshops creating an additional revenue stream.</li> <li>• Rising demand of tourism in Leyte.</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Downturn: During economic downturns, travel and tourism are often among the first areas where consumer cut spending <ul style="list-style-type: none"> <li>• Negative reviews</li> </ul> </li> <li>• Unexpected events such as pandemics or natural disaster can significantly impact travel and hospitality industry. <ul style="list-style-type: none"> <li>• Competition</li> </ul> </li> </ul>

Table 6- Swot Identification

## **Strength**

VFS Guesthouse exhibits several key strengths that position it favorably in the hospitality industry. Its convenient building location, enriched by local charm, offers guests a unique and accessible experience. The diverse accommodation options, including guesthouse and boarding house choices, showcase a commitment to meeting the varied budgetary needs of a wide clientele. Notably, the quality service provided by VFS Guesthouse not only meets but exceeds customer expectations, fostering satisfaction and loyalty. Additionally, the affordability of private room rates enhances the guesthouse's appeal, catering to budget-conscious travelers.

## **Weaknesses**

However, the analysis also reveals noteworthy weaknesses. The lack of an online presence poses a challenge in today's digital age, potentially limiting visibility and booking opportunities. Limited capacity in private rooms and the absence of other room choices may hinder the guesthouse's ability to accommodate peak demand or diverse preferences. Furthermore, insufficient marketing activities and a dependency on seasonal tourism could impact overall business sustainability.

## **Opportunities**

Nevertheless, there are promising opportunities for improvement. Implementing online booking systems, mobile apps, and other technological solutions can enhance VFS Guesthouse's online presence, reaching a broader audience. The utilization of available space for events, conferences, or workshops offers a potential avenue for additional revenue generation. Furthermore, the rising demand for tourism presents an opportunity for the guesthouse to capitalize on increased business.

## **Threats**

Yet, the business faces certain threats that require strategic consideration. Economic downturns may lead to reduced travel spending, impacting the guesthouse's revenue. Negative reviews can harm the reputation, deterring potential guests. Unexpected events



like pandemics or natural disasters pose a significant risk to the travel and hospitality industry. Lastly, competition in the market necessitates continuous differentiation to maintain a competitive edge. In navigating these opportunities and threats, VFS Guesthouse can refine its strategies for sustained success in the dynamic hospitality landscape.

## **CHAPTER III**

### **MARKETING PROGRAM**

#### **A. Statement of the Marketing Problem**

1. Lack of brand awareness amongst potential customers.
  - There is limited marketing activities and inactive online presence that contribute to the very low brand awareness of the business.
2. Low sales and return especially on the guesthouse private room.
  - There is very low occupancy rate for the private rooms
3. There is a High Turnover for boarders
  - Boarders are constantly changing; the boarding occupancy rate is high but most boarders are new occupants always.

#### **Mission and Vision of the Business**

##### **Mission**

Our Mission is to provide a welcoming and comfortable accommodation for travelers and long- staying guests at an affordable price. We are committed to offering exceptional hospitality, ensuring a safe, clean and pleasant environment. We also intend to provide an accommodation of the essential needs of individuals from students and workers to make them feel that they are at home even if they are away from home.

##### **Vision**

To create a welcoming and positive surrounding that will make the guest and boarders more comfortable and safer. Our intention is to become a preferred accommodation of every individual.

## **Marketing Goals and Objectives**

### **Goals**

The researchers aim to achieve the following goals for the business such as:

- Implement and improve Marketing and digital Marketing Strategies to improve business awareness not just locally but worldwide.
- Increase sales of private rooms
- Higher retention rate for boarders by boosting customer satisfaction.

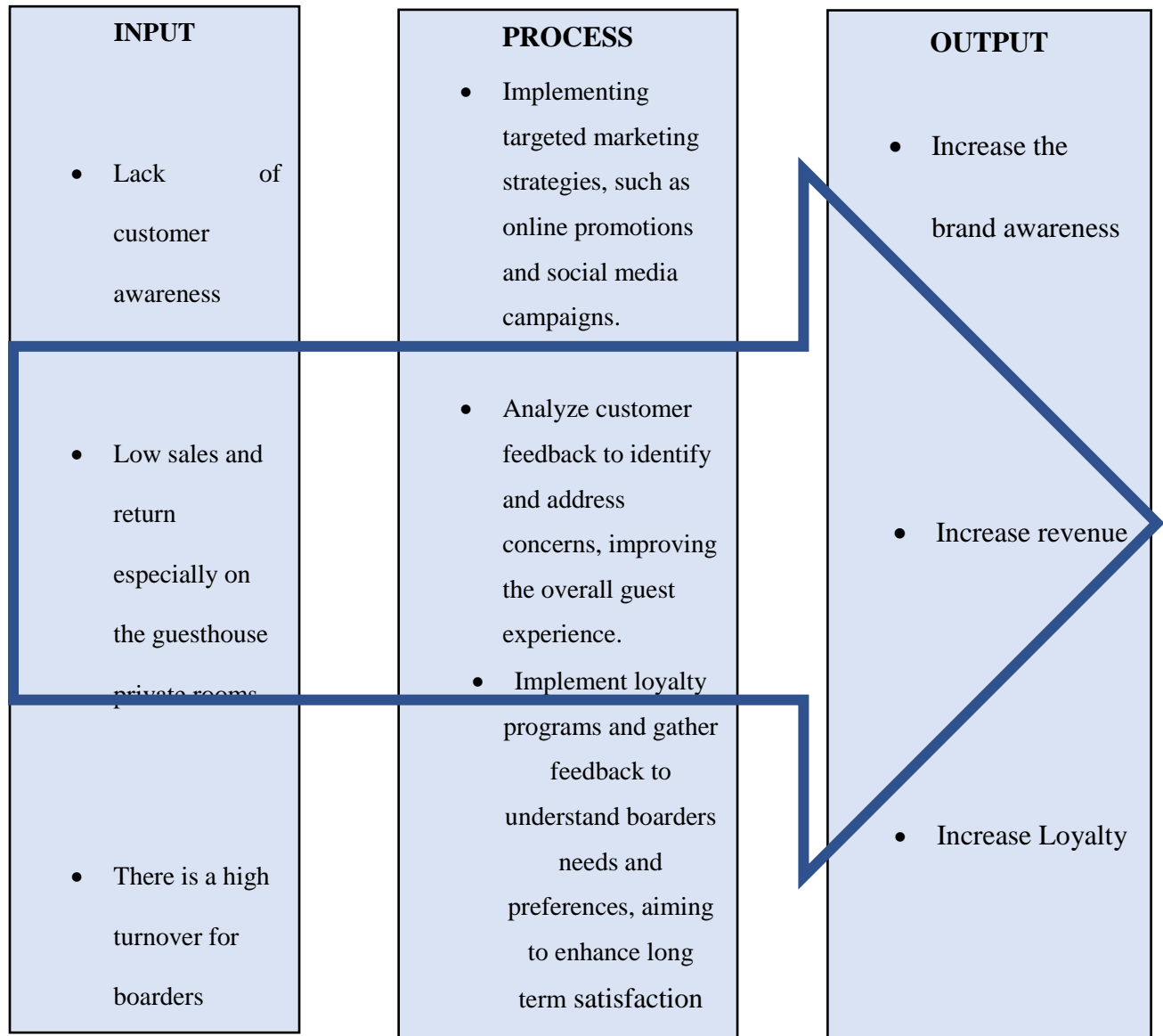
### **Objectives**

To be able to acquire the preferred goals for the business, researchers must focus on the following objectives such as:

- Profile the target market to implement appropriate marketing strategies for the market segment served.
- Propose marketing strategies to increase the occupancy rate of private room
- Implement strategic and diverse marketing activities to boost customer satisfaction specifically on products and services offered.

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## Marketing Program Framework



*Figure 2. Marketing Program Framework*

The VFS Guesthouse marketing program framework addresses several challenges, including low customer awareness, diminished sales and returns for private rooms, and a high turnover of boarders. The process involves implementing targeted marketing strategies, such as online promotions and social media campaigns. Additionally, there is a focus on analyzing

customer feedback to identify and address concerns, ultimately enhancing the overall guest experience. The framework also includes the implementation of loyalty programs to foster long term satisfaction among boarders. The desired outputs are to increase brand awareness, boost revenue, and cultivate customer loyalty. This comprehensive approach aims to not only attract new customers but also retain existing ones by understanding and meeting their needs and preferences.

## **CHAPTER IV**

### **MARKETING IMPLEMENTATION DESIGN**

#### **A. PROGRAM, PROJECT AND ACTIVITIES**

##### **Program: VFS Guesthouse Marketing Boost Initiative**

The narrative of VFS Guesthouse marketing boost initiatives encompasses three key projects designed to enhance their outreach and customer engagement. Multi-Platform Customer Reach Campaign aims to expand the guesthouse visibility across various channels, ensuring a broad and diverse audience is reached through social media, online platforms, and other marketing channels.

The Private Room Boost Campaign focuses on highlighting features and benefits of the guesthouse private accommodations. This initiative aims to attract guest seeking exclusive and personalized experiences, thereby contributing to increased bookings and revenue.

The Retention Campaign for Boarders is geared toward fostering long term relationships with existing guest. Through loyalty programs, personalized offers and targeted communication, the goal is to encourage repeat visits, ultimately enhancing customer retention and building a loyal customer base for VFS Guesthouse.

Table 7- Projects, Activities, Budget and Timeline

PROJECT	OBJECTIVES	ACTIVITIES	Corresponding Budget	TIMELINE
<b>Multi-Platform customer reach campaign</b>	The objective of this project will focus on activities that are directed to increase the brand awareness for the business	<ul style="list-style-type: none"> <li>Enhance listing on Airbnb, Agoda and other platforms with appealing and detailed descriptions.</li> <li>Pin the business on the google maps, it will help users to easily locate and access information about the business physical location</li> <li>Revamp the guesthouse Facebook page, ensuring it reflects the brand identity and provides a seamless user experience.</li> <li>Post tarpaulin in strategic areas in Tanauan, Palo and Tacloban</li> </ul>	<ul style="list-style-type: none"> <li>Platform Fees and ongoing fees ₱ 9,000 for improve listings.</li> <li>Marketing collateral: Design visually appealing content for each platform ₱ 2,500</li> <li>Tarpaulin layout and printing 4,500</li> </ul>	<ul style="list-style-type: none"> <li>Permanent listing</li> <li>Permanent</li> <li>Regularly every week</li> <li>Every 6 months</li> </ul>

<b>Private room boost campaign</b>	<ul style="list-style-type: none"> <li>This objective of this project aims to increase the occupancy rate of 30%</li> </ul>	<ul style="list-style-type: none"> <li>Organize or sponsor local events to strengthen the connection between the guesthouse and the community.</li> <li>Introduce exclusive packages for private rooms on different platform.</li> <li>Partner with local influencer to promote VFS Guesthouse.</li> <li>Obtain DOT accreditation</li> </ul>	<ul style="list-style-type: none"> <li>Event sponsorship ₱ 4,800 for community engagement</li> <li>Content and layout 2,000 pesos</li> <li>Influencer fee: 5,500 pesos</li> <li>Premium / Star Rating ₱ 5,500</li> </ul>	<ul style="list-style-type: none"> <li>During special events (Tanauan fiesta, Christmas events.)</li> <li>Regularly every 1 week</li> <li>Every month</li> <li>Permanent</li> </ul>
<b>Retention campaign for boarders</b>	<ul style="list-style-type: none"> <li>The objective of this project is to create activities focusing on boarder's retention</li> </ul>	<ul style="list-style-type: none"> <li>Create loyalty program for boarders</li> <li>Launch referral incentives for existing boarders to bring in new customers.</li> </ul>	<ul style="list-style-type: none"> <li>Loyalty program cost: 3,000 for set up and reward</li> <li>Referral program incentives: 500 pesos for discounts and rewards</li> </ul>	<ul style="list-style-type: none"> <li>1 month</li> <li>1 month</li> </ul>



		<ul style="list-style-type: none"> <li>Implement a system for collecting guest feedback and reviews</li> </ul>	<ul style="list-style-type: none"> <li>Box -200</li> </ul>	<ul style="list-style-type: none"> <li>Every month</li> </ul>	1
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### COSTING FOR MARKETING ACTIVITIES

ACTIVITY	COSTING
<ul style="list-style-type: none"> <li>Enhance listing on Airbnb, Agoda and other platforms with appealing and detailed descriptions.</li> </ul>	<ul style="list-style-type: none"> <li>Professional Photography (Approx. ₱ 2,000)</li> <li>Listing Optimization and Copywriting (Approx. ₱ 2,000)</li> <li>Virtual Tour (Approx. ₱ 2,500)</li> <li>Amenities and Upgrade (Approx. ₱1,500)</li> <li>Promotional Boosts (Approx. ₱ 1,000)</li> </ul> <p style="text-align: right;"><b>TOTAL: ₱ 9,000</b></p>
<ul style="list-style-type: none"> <li>Revamp the guesthouse Facebook page, ensuring it reflects the brand identity and provides a seamless user experience.</li> </ul>	<ul style="list-style-type: none"> <li>Graphic Design (₱ 1,000)</li> <li>Content Creation (₱ 900)</li> <li>Promotion (₱ 600)</li> </ul> <p style="text-align: right;"><b>TOTAL: ₱ 2,500</b></p>
<ul style="list-style-type: none"> <li>Post tarpaulin in strategic areas in Tanauan, Palo and Tacloban</li> </ul>	<ul style="list-style-type: none"> <li>Tarpaulin Production and Printing (₱ 3,600)</li> <li>Installation and Logistics (₱ 900)</li> </ul> <p style="text-align: right;"><b>TOTAL: ₱ 4,500</b></p>
<ul style="list-style-type: none"> <li>Organize or sponsor local events to strengthen the connection between the guesthouse and the community.</li> </ul>	<ul style="list-style-type: none"> <li>Event Planning (₱ 2,800)</li> <li>Promotion and Outreach (₱ 1,500)</li> <li>Community Engagement (₱ 500)</li> </ul> <p style="text-align: right;"><b>TOTAL: ₱ 4,800</b></p>
<ul style="list-style-type: none"> <li>Introduce exclusive packages for private rooms on different platform.</li> </ul>	<ul style="list-style-type: none"> <li>Platform Fees (₱700)</li> <li>Promotion and Marketing (₱900)</li> <li>Incentives for Guest (₱400)</li> </ul> <p style="text-align: right;"><b>TOTAL: ₱ 2,000</b></p>
<ul style="list-style-type: none"> <li>Partner with local influencer to promote VFS Guesthouse</li> </ul>	<ul style="list-style-type: none"> <li>Influencer Collaboration (₱ 3,300)</li> <li>Content Creation (₱ 1,650)</li> </ul>

	<ul style="list-style-type: none"> <li>Promotion and Outreach (₱ 550)</li> </ul> <p><b>TOTAL: ₱ 5,500</b></p>
<ul style="list-style-type: none"> <li>DOT Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>Premium/ Star rating accreditation (5,500)</li> </ul> <p><b>TOTAL: ₱ 5,500</b></p>
<ul style="list-style-type: none"> <li>Create loyalty program for boarders</li> </ul>	<ul style="list-style-type: none"> <li>Program Development (₱ 1,000)</li> <li>Promotion and Communication (₱ 500)</li> <li>Incentives and Reward (₱ 600)</li> </ul> <p><b>TOTAL: ₱ 2,100</b></p>
<ul style="list-style-type: none"> <li>Launch referral incentives for existing boarders to bring in new customers.</li> </ul>	<ul style="list-style-type: none"> <li>Referral Incentives (₱ 500)</li> </ul> <p><b>TOTAL: ₱ 500</b></p>
<ul style="list-style-type: none"> <li>Implement a system for collecting guest feedback and reviews</li> </ul>	<ul style="list-style-type: none"> <li>Purchase or Creation of Feedback Collection Boxes (₱ 100)</li> <li>Printing of Feedback Forms (₱ 100)</li> </ul> <p><b>TOTAL: ₱ 200</b></p>
	<b>OVERALL TOTAL: ₱ 37,500</b>

## A. SAMPLE OF ACTUAL

### PROJECT 1. MULTI-PLATFORM CUSTOMER REACH CAMPAIGN

**Activity 1.** Enhance listing on Airbnb, Agoda and other platforms with appealing and detailed descriptions. Below shows the actual layout for the activities.

**VFS GUESTHOUSE**  
LOCATED @ BRGY. CANRAMOS, TANAUAN LEYTE

**DISCOVER THE INVITING AND BUDGET-FRIENDLY ACCOMMODATIONS AT VFS GUESTHOUSE**

**Double Deluxe Room** ₱ **2,000 per night**

**Superior Double Room** 1,700 per night

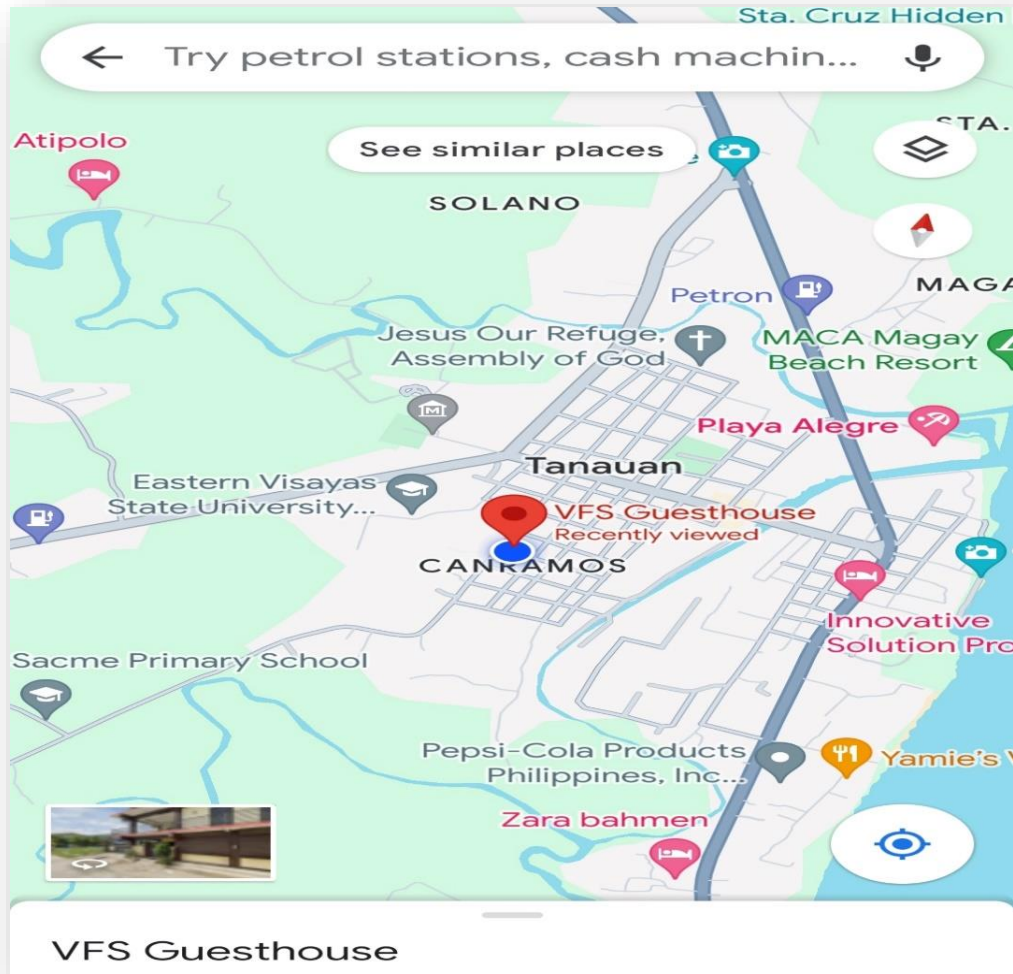
**Budget Room** 1,000 per night

**Our Private Rooms are fully airconditioned and equipped with high speed wifi access**

**Book Now! 09391847882**


Discover comfort and convenience at VFS Guesthouse where we warmly welcome transients' guests for short or extended stays. Our budget- friendly private rooms feature full air conditioning and high speed Wifi, ensuring a perfect balance of relaxation and connectivity for two persons. Some rooms include complimentary breakfast adding to delightful experience of your stay. Experience exceptional hospitality without breaking the bank at VFS Guesthouse.

**Activity 2.** Pin the business on the google maps, it will help user to easily locate and access information about the business physical location. Below shows the actual sample of strategy.



VFS Guesthouse is a vibrant three-story building located on Aguada street Brgy. Canramos Tanauan Leyte easily identifiable by its sunny yellow exterior. It has a wide terrace offering a picturesque view. With a total of 26 rooms eight of them are dedicated private rooms for guests ensuring a cozy retreat. The remaining 18 rooms cater to boarders creating a dynamic and accommodating atmosphere. Visit us for a memorable stay at the intersection of comfort and charm.


**Activity 3.** Revamp the guesthouse Facebook page, ensuring it reflects the brand identity and provides a seamless user experience.




Explore comfort at its best! VFS Guesthouse welcome you to experience the perfect blend of a boarding house and guesthouse. 🇵🇭🌟 Affordable, cozy rooms await your stay. Book now for a delightful home away from home.

We are located at the heart of Tanauan (Brgy. Canramos) in front of Tanauan Civic Center. Just a few minutes walk to the Municipal Hall, Public Plaza, Churches, Schools and Public Market. We have a convenience store at the ground floor for your basic needs that also serves meals.

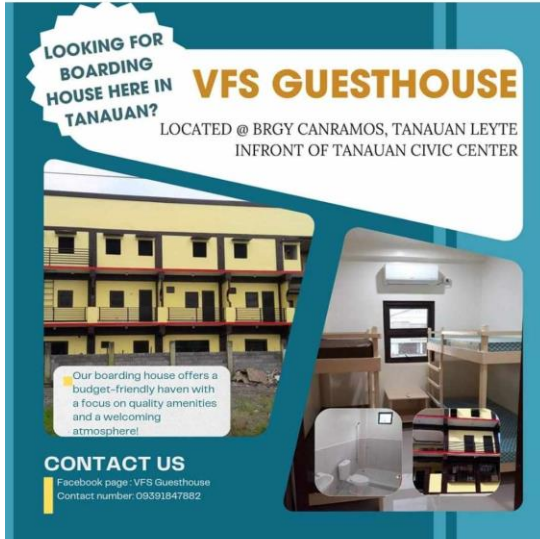
For More Details  
Contact number: 09391847882




Like Comment Send




Welcome to VFS Guesthouse – your ideal home away from home! While there's no boarding house quite like ours, we invite you to experience the unparalleled comfort and hospitality that awaits you. Book your stay with us and discover why VFS Guesthouse is the perfect choice for your accommodation needs



Like Comment Send



VFS Guesthouse in Tanauan is a welcoming boarding house that provides comfortable accommodations for residents. The boarding house is committed to offering quality service, making it an ideal choice for individuals seeking a secure and friendly place to call home in Tanauan. 📞 09391847882  
Located at Brgy Canramos Tanauan Leyte.  
Infront Tanauan Civic Center  
Facebook Page VFS GUESTHOUSE



Like Comment Send

**Activity 4.** Post tarpaulin in strategic areas in Tanauan, Palo and Tacloban. Below shows the layout of the proposed tarpaulin

Tarpaulin size 10 feet x 6 feet

Tarpaulin should be place in:

- ✓ Near the guesthouse
- ✓ Transport Hubs
- ✓ Outside the school
- ✓ Tourists information centers



## **PROJECT 2. PRIVATE ROOM BOOST CAMPAIGN**

**Activity 1.** Organize or sponsor local events to strengthen the connection between the guesthouse and the community.

### **WEDDING PROMO MECHANICS**

Experience the magic of your dream wedding at VFS Guesthouse with our exclusive wedding promotion. To participate, simply confirm your wedding booking by signing a contract and making the required deposit within the promotional period. The discount and freebies will be applied to the overall cost, ensuring a more affordable and unforgettable wedding experience.



**Free:**

- ✓ Breakfast in bed for two (full set-up)
- ✓ Pictorial-Pre-nup services in the establishment
- ✓ Extended time until 3 pm for free.
- ✓ Additional 10% discounts will be applied to other private rooms.

A promotional poster for VFS Guesthouse. The background is a photograph of a hotel room with a bed, a lamp, and a window with curtains. Overlaid on the image is a cartoon illustration of a bride and groom standing together. The text 'Wedding Promo' is written in a cursive font in the upper left. In the bottom left, the 'VFS GUESTHOUSE' logo is displayed with the tagline 'Enjoy your rest comfortably' and a leaf icon. In the center, two gold wedding rings are shown. To the right of the rings is a list of services. In the top right corner, a dark box contains the location 'Brgy. Canramos, Tanauan Leyte' and a phone number. A large circular badge on the right side of the poster features the text '10% OFF'. Below this badge, the text '\*Term & Condition' is written.

*Wedding Promo*

**VFS GUESTHOUSE**  
Enjoy your rest comfortably

- Breakfast in bed for 2 (full set up)
- Pictorial prenup services in the establishment
- Extended time until 3pm

Brgy. Canramos, Tanauan Leyte  
0939-1847-883

**10% OFF**

\*Term & Condition

**Activity 2.** Introduce exclusive packages for private rooms on different platform.

### **VFS Guesthouse Christmas Promo for Private Rooms!**

Celebrate the magic of Christmas at VFS Guesthouse!

Book your stay now and enjoy festive discounts, complimentary holiday treats and a cozy atmosphere. Limited time Christmas promo- the perfect way to make your holiday stay special.

#Experience the magic of Season

**10% OFF**

# CHRISTMAS PROMO

Located at Brgy. Canramos,  
Tanauan Leyte  
Infront of Tanauan Civic Center

**BOOK NOW !**  
FB Page : VFS Guesthouse  
For inquiries contact:  
Wilma Fabre 09391847882

**INCLUSIONS**

- Complimentary festive welcome amenities
- Decorated private room with holiday-themed accents
- Daily breakfast featuring seasonal treats
- Late check-out option for a relaxed holiday departure



### How to Avail?

- ✓ Visit our Facebook Page or Call to reserve
- ✓ Booking Period: December 1-15, 2023
- ✓ Stay Dates: December 20-25, 2023

### Terms and Conditions:

- ✓ Valid for new reservations only
- ✓ Subject to room availability
- ✓ Cannot be combined with other offers.
- ✓ Minimum of two nights.

**Activity 3.** Partner with local influencer to promote VFS Guesthouse.



In sample of actual of the activity involving a partnership with a local influencer to promote VFS Guesthouse, our attention now turns to the execution phase of our marketing plan. This is where thorough planning materializes into concrete actions. We examine the finer details of carrying our promotional activities for VFS Guesthouse, with a secured collaboration with the prominent vlogger Nanay Tapy, who commands an impressive following of 139k. We delineate the essential components of the promotional initiative, encompassing the creation of a script for Nanay Tapy's video and specifying shots to effectively highlights VFS Guesthouse unique features. Additionally, we address the coordination with Nanay Tapy to ensure consistency of overarching campaign objectives. Through a well- thought- out influencer promotion, our aim is to optimize reach and engagement, ultimately generating interest and bookings for VFS Guesthouse.

#### **Activity 4. Obtain DOT accreditation**

DOT Accreditation can enhance the credibility of a farm site or tourism establishment. It shows that the establishment has met the standards set by the DOT, and that is committed to providing quality service to its guests.



- Endorsement to COMELEC for exemption from liquor ban during election-related events\*
- Endorsement to embassies and travel trade associations for utilization of establishment's facilities and services.
- Being prioritized for DOT training programs
- Endorsement to international and domestic airports (if appropriate) for Issuance of Access Pass to Qualified Personnel\*\*
- Qualification for Exemption from the United Vehicular Volume Reduction Program (UVVRP) of the Metro Manila Development Authority (MMDA).\*\*\*
- Endorsement to Land Transportation Franchising and Regulatory Board (LTFRB) for Issuance of Tourist Transport Franchise.\*\*\* Technical / Security /

## PROJECT 3 RETENTION CAMPAIGN FOR BOARDERS

**Activity 1.** Create loyalty program for boarders. Below shows the proposed activity.

Mechanics to avail the loyalty program.

Welcome to our extended family! At VFS Guesthouse, we strive to create an unforgettable experience, offering accommodations that make you feel at home even when you're away from home. To take advantage of our exciting Loyalty Program promotion, here's a simple guide to follow.



#### Mechanics:

- ✓ Make sure to visit and follow our official Facebook page.
- ✓ Capture a screenshot as a proof of your page follow. Next,
- ✓ Embark on a minimum five month stay at VFS Guesthouse, ensuring that your duration qualifies for the loyalty program.
- ✓ Share your experience by leaving comments about the services provided during your stay, and don't forget to post these comments on Facebook, tagging the official VFS Guesthouse page.
- ✓ Once you completed your stay, compile proof of your Facebook page follow (screenshot) and the duration of your stay (booking records or receipts). Initiate the redemption process by contacting VFS Guesthouse through the specified communication channel, providing the necessary proof of your Facebook page follow, minimum five month stay, and your feedback post.
- ✓ Our dedicated team will verify the information you have provided, and upon successful verification, you become eligible for the exciting loyalty program promo. Enjoy exclusive benefits outlined in loyalty program, including discounts, additional services, or special privileges during your future stay. Be sure to keep an eye on any specified promo periods or deadlines to make the most of these fantastic benefits. Follow these steps, and seamlessly become part of our loyalty program, enhancing your stay with the exceptional rewards offered by VFS Guesthouse.

**Activity 2.** Launch referral incentives for existing boarders to bring in new customers.

VFS Guesthouse is excited to introduce a referral incentive program to reward our valued residents for bringing in new boarders. For every individual referred, residents will enjoy a rent reduction serves as a token of appreciation for their contribution to our community. To participate, current residents simply need to notify the guesthouse management of their referral before the new boarder completes the rental agreement, with the referral's confirmation during the application process. If one current boarder refers someone to the boarding house the referrer gets deduction of 200 from their rental fee. Additionally, if the referred boarder stays for at least 6 months, the referrer receives an additional 300 deduction resulting in a total deduction of 500 from their rental fee. There is no limit to the number of referrals one can make, fostering a sense of community and camaraderie. It is our way of saying thank you for helping us grow and making VFS Guesthouse an even more vibrant place to live. Terms and conditions apply, and the program is subject to change at the discretion of VFS Guesthouse management.

**Activity 3.** Implement a system for collecting guest feedback and reviews. Below shows the layout of the proposed activity.

Monthly meeting for boarder's concern and suggestions.



Online Survey feedback.

**CUSTOMER FEEDBACK  
SURVEY FORM**

NAME:  EMAIL:

AGE:  CONTACT:

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Are you satisfied with our services? →

☐ Very Unsatisfied ☐ Unsatisfied ☐ Neutral ☐ Satisfied ☐ Very Satisfied

---

What made us stand out from other companies? →

---

Where did you hear about our company? →

☐ Website ☐ Social Media ☐ Friends ☐ Others

---

Any suggestions/comments to better improve our services? →

Thank you for choosing our services!

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## CHAPTER V

### FINANCIAL ANALYSIS

#### A. PROJECTED SALES INCREASE

*Table 8- Projected sales increase*

<b>VFS Guesthouse</b>				
<b>Projected Annual Sales Increase</b>				
<b>SERVICES</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
Boarding room	₱864,000.00	₱900,000.00	₱936,000.00	₱972,000.00
Private rooms	₱765,000.00	₱990,000.00	₱1,215,000.00	₱1,440,000.00
<b>TOTAL</b>	<b>₱1,620,000.00</b>	<b>₱1,890,000.00</b>	<b>₱2,151,000.00</b>	<b>₱2,412,000.00</b>

The three-year forecast for VFS Guesthouse's services sales is steady yearly increase from 2023 to 2026. The following represents the combined sales for both private and boarding rooms: ₱1,620,000 in 2023, ₱1,890,000 in 2024, ₱2,151,000 in 2025, and ₱2,412,000 in 2026. This shows a promising tendency, with sales gradually increase by 5% yearly. It appears that the business expects a consistent demand for private rooms as well as boarding, which will raise total income during the given time frame. Analyzing the elements that have contributed to this change in service offerings, marketing tactics, or market demand would be beneficial. According to the 2009 Survey of Tourism Establishment in the Philippines (STEP) for accommodation of the Philippine Statistics Authority (PSA) the concentration of average occupancy rate for accommodation establishment was 30 percent or less with 244 (16.5%), followed by 51-60 average occupancy rate with 14.8 percent or 218 establishments. The least average occupancy rate for accommodation establishment was 31-40 percent occupancy rate with 124 establishments or 8.4 percent.

## B. ESTIMATED INCOME STATEMENT

*Table 9- Estimated Income Statement*

<b>VFS GUESTHOUSE</b>				
<b>Estimated Income Statement</b>				
	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>Revenue</b>	<b>₱1,629,000.00</b>	<b>₱1,890,000.00</b>	<b>₱2,151,000.00</b>	<b>₱2,412,000.00</b>
Cost of Service	(₱439,759.00)	(₱448,334.30)	(₱457,076.82)	(₱465,989.82)
<b>Gross Profit</b>	<b>₱1,189,241</b>	<b>₱1,441,665.70</b>	<b>₱1,693,923.18</b>	<b>₱1,946,010.18</b>
Operating Expenses:				
Utilities Expense	₱22,736.00	₱22,963.36	₱23,422.63	₱24,125.31
Depreciation Expense	₱465,500.00	₱465,500.00	₱465,500.00	₱465,500.00
Salaries and Wages	₱12,576.00	₱12,701.76	₱12,828.78	₱12,957.07
Marketing Expense	0	₱ 37,500.00	₱37,500.00	₱37,500.00
Repair and Maintenance	₱26,752.00	₱27,287.04	₱27,832.78	₱28,667.76
Supplies Expense	₱23,984.00	₱24,463.68	₱24,952.95	₱25,452.01
Miscellaneous	<u>₱10,565.00</u>	<u>₱10,776.30</u>	<u>₱10,991.83</u>	<u>₱11,211.66</u>
Total Operating Expense	(₱562,113.00)	(₱601,192.14)	(₱603,028.97)	(₱605,413.63)
<b>Income before Tax</b>	<b>₱627,128</b>	<b>₱840,473.56</b>	<b>₱1,090,894.21</b>	<b>₱1,343,596.55</b>
Income Tax Expense	(₱188,138.4)	(₱252,142.07)	(₱32,268.23)	(₱403,078.91)
<b>Net Profit</b>	<b>₱438,989.6</b>	<b>₱588,331.49</b>	<b>₱763,580.98</b>	<b>₱940,517.64</b>



## **CHAPTER VI**

### **MONITORING AND CONTROL**

#### **A. KPI FOR EACH PROJECT OR ACTIVITIES**

The Key Performance Indicator (KPI) for the Multi- Platform Reach Campaign comprehensively evaluates the success of the VFS Guesthouse. The specific formula has been devised for each key activity. The effectiveness of the enhanced listing reach can be gauged by employing the percentage increase formula, calculated as  $[(\text{New Bookings} - \text{Old Bookings}) / \text{Old Bookings}] * 100$ . This metric quantifies the growth in views and bookings on platforms such as AirBnB and Agoda following the implementation of enhanced listing featuring appealing and detailed descriptions. To measure the Facebook Page engagement, the engagement rate is determined using the formula  $[(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Total Page Followers}] * 100$ . This metric reflects the degree of user interaction with the revamped Facebook page, indicating alignment with brand identity and overall growth in engagement. The effectiveness of the Google Maps Interactions can be assessed through the interaction rate formula, calculated as  $(\text{Number of Interactions on Google Maps} / \text{Total Business Views on Google Maps}) * 100$ . This measure signifies improved accessibility and user interest generated by individuals pinning the business location on Google Maps. For the Tarpaulin Impressions, the impression per tarpaulin formula,  $\text{Total Impressions} / \text{Number of Tarpaulins Displayed}$ , provides insight into the visibility and impact of created tarpaulins, whether physically displayed. These tailored formulas offer a nuanced and quantitative means to thoroughly analyze the performance of each campaign activity, contributing to a comprehensive understanding of the Multi-Platform Reach Campaign's success for VFS Guesthouse.

The key performance indicator (KPI) for the guesthouse private rooms sales boosts campaign is the private room revenue growth, calculated using the formula  $\text{Private Room Revenue Growth} = \frac{\text{Current private rooms revenue} - \text{Private rooms revenue}}{\text{Previous private room revenue}} \times 100$ . This KPI provides a quantifiable measure of the campaign's success in increasing revenue from private room sales. To achieve this growth, the campaign incorporates several strategic activities. First, by organizing or sponsoring local events to strengthen the connection between the guesthouse and the community, the KPI is the number of community events, reflecting the effectiveness of community engagements efforts. Second, introducing exclusive packages for private rooms involves measuring the adoption rate through the formula  $\text{Package Adoption Rate} = \frac{\text{Number of Exclusive Packages sold}}{\text{Total private room sales}} \times 100$ . Lastly, partnering with a local influencer contributes to influencer-driven engagement and reach, with metrics like social media impressions and click-through rates being crucial in evaluating the impact on private room sales. Together these KPI's and corresponding activities form comprehensive approach to assess and optimize the success of the private room sales boost campaign for the VFS Guesthouse. The Department of Tourism (DOT) aims to gauge its success in promoting tourism and attracting visitors through the implementation of key performance indicators (KPI's). One pivotal KPI for the DOT is the Visitor Arrival Growth Rate.” This indicator focuses on measuring the annual percentage increase in the number of tourists visiting the country. The formula for this KPI is calculated by taking the difference in the number of tourist arrivals between the current and previous years, divided by the number of tourist arrivals in the previous years, and then multiplying by 100. By closing monitoring and setting realistic target for this growth rate, the DOT can assess the

effectiveness of its tourism promotion and development strategies. This KPI serves as a valuable metric to guide the department in enhancing its efforts to elevate the tourism sector, contributing to economic growth and cultural exchange.

The Key Performance Indicator (KPI) for the Retention Campaign for Boarders is the customer retention rate calculated as  $(\text{number of customers at end of period} - \text{number of new customers at start of period}) / \text{number of customers at start of period} \times 100$ . To enhance loyalty, implementing a tiered loyalty program based on the length of stay can encourage repeat bookings. Launching referral incentives for existing boarders, offering discounts or rewards for successful referrals, aims to attract new customers. Additionally, implementing a systematic approach for collecting guest feedback and reviews, using the net promoter score (NPS) formula  $(\text{promoters} - \text{detractors}) / \text{Total Responses} \times 100$ , helps gauge overall satisfaction and areas for improvement.

## **B. CONTINGENCY PLANS AND RISK MANAGEMENT**

For VFS Guesthouse, a contingency and risk management plan in the marketing strategy would involve a detailed assessment of potential risks that could impact the guesthouse's marketing efforts. The plan would outline specific measures to mitigate risk, like diversifying marketing channels, adjusting promotional strategies based on market dynamics and having crisis communication protocols in place. It could also include financial contingencies to address budgetary challenges during unforeseen circumstances.

Ultimately, the goal is to ensure that VFS Guesthouse can adapt swiftly to changes in the business environment, safeguard its marketing investments and maintain a positive brand image even when faced with unexpected challenges.

*Table 10- Contingency and Risk Management*

<b>VFS Guesthouse Risk Management</b>				Date of Plan	Date to be Reviewed
				01-01-2024	01-01-2025
<b>Potential Risk</b>	<b>Probability of Risk</b>	<b>Contingency Plan</b>	<b>When</b>	<b>Who</b>	<b>Risk Management</b>
Fluctuations in Tourism Demand	High Risk	Diversify target markets and implement dynamic pricing strategies.	By January 2024	Marketers	Regularly monitor tourism trends, collaborate with travel agencies and invest in marketing campaigns to attract a diverse clientele.
Natural Disasters or unforeseen events	High Risk	Develop an emergency response plan including guest evacuation procedures and communication protocols.	By January 2024	Marketers	Invest in insurance coverage, regularly update emergency plans, and stay informed about regional risks.
Online Reputation Damage	Manageable Risk	Implement a robust online reputation management strategy, respond promptly to negative reviews and actively engage with customers on social media.	By January 2024	Marketers	Monitor online reviews, provide excellent customer service and incentivize positive reviews through loyalty programs.
Regulatory Changes	High Risk	Stay informed about local regulations, maintain	By January 2024	Marketers	Establish a legal advisory relationship, participate in

		compliance, and adapt operations accordingly.			industry associations for updates and proactively address compliance concerns.
Property Damage	High Risk	Repair and secure	By January 2024	Marketers	Initiate necessary repairs promptly to prevent further damage. Take steps to enhance security to prevent future incidents.