Background of the Study

The Azure Urban Resort Residences is developed by the Jose Antonio-led Century Properties. Known for its unique and genuine developments, they have constructed Azure as a first large scale, man-made beach inside a private gated residential community in Paranaque City. The development was branded under the name Century Limitless by Century Properties that features affordable yet high standard residential projects. In August 2011, Century Properties announced bringing Paris Hilton as the designer of Azure Beach Club.

The Paris Beach Club is a one-of-a-kind beach club amenity which integrates world class dining, relaxation, and entertainment facilities into one seamless, tropical-inspired experience. This vibrant amenity is all the more special as it was designed by style-icon and world traveler Paris Hilton. Paris carefully planned the look, feel, and exotic vibe of the building, inspired by her experiences at many of the world’s best beach getaways. The result is a stunning, highly personal blend of color, décor, and activity that reflect the fun nature of Paris Hilton as well as the modern tastes of today’s sun-loving residents.

The Azure is expected to have 9 buildings that seek to set a new benchmark for 21st century tropical living. Designed by Broadway Malyan, each tower is set in a breathtaking tropical modern aesthetic that provides optimal natural ventilation, light, and shade. A kidney bean-shaped clubhouse complements an organically formed lustrous landscape that capitalizes on the uniqueness of an artificial beach. This in turn asserts a sense of identity and legibility to the different character areas within the 6-hectare site.

Based on the article of Natural Business Research Inc. (NRII) “1. Quality is Never an Accident. If you have a lousy product or service, good luck selling it. There’s a reason the AMC Pacer and Chevy Vega aren’t around anymore. No amount of aggressive PR or marketing can save a product or service that just plain stinks.” So that is why this research tends to provide information on how Azure can manifest quality service to satisfy customers.