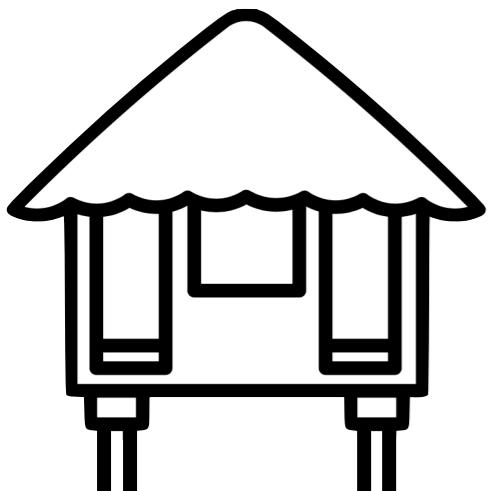


About ‘Guava Hut’

The name of the town we are going to build a restaurant is ‘Bayabas’, in English it is ‘Guava’. Also, bamboo hunts are one core business item, which made us name our restaurant as ‘Guava Hut’.



The Problem is

Lack of income from tourism

Income of farmer is below minimum wage

Detail of the problem

January ~ May	23,000 tourists
Jun ~ December	60,000 tourists
Total	83,000 tourists

<Number of tourist in 'Bayabas' >

Income from tourism	400,000 Pesos/year
Consume/Person	5 Pesos

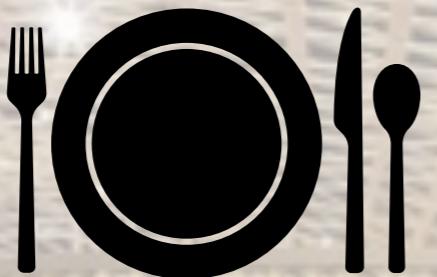
<Income from tourist in 'Bayabas' >

(According to 'Barangay Bayabas' tourism center)

They want opportunity
to earn more money.

Our solution

<Restaurant>



<Hut>



Bamboo is one of the specialties in Bayabas.

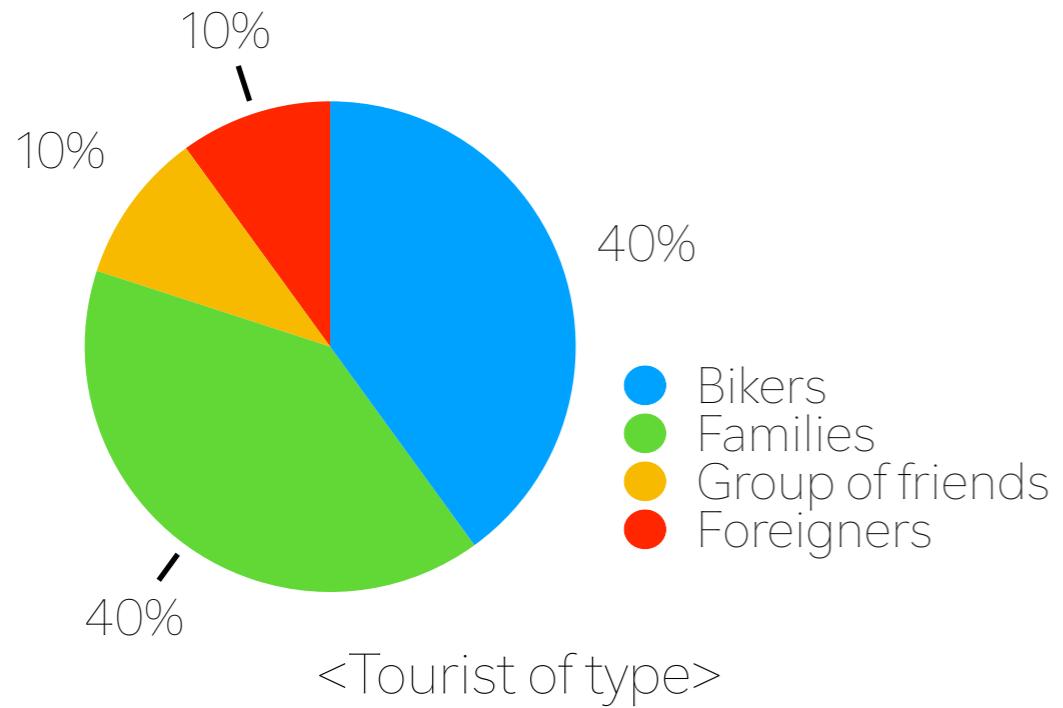
Filipino's high preference for Korea culture.

How it will work

Remodel the restaurant
and build huts



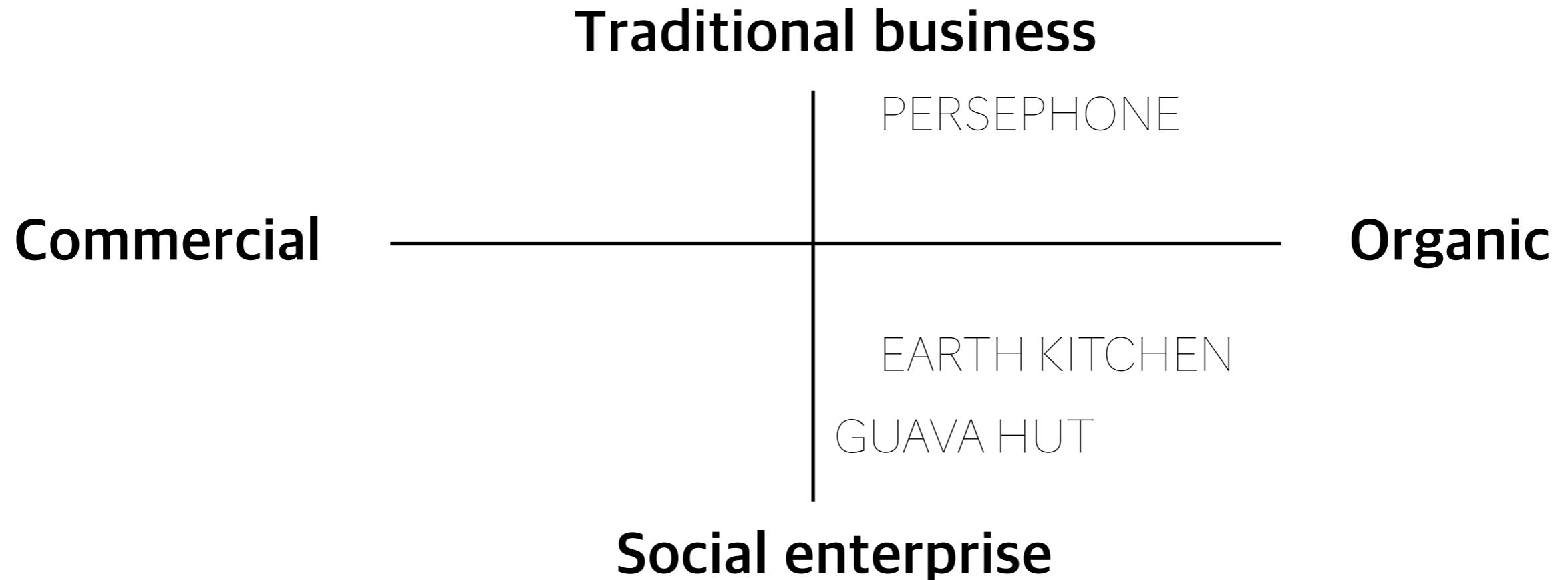
Target market



Outdoorsy millennial groups or groups of friends and families in the middle to upper class (Classes A to C) who are fond of quick but challenging weekend getaways. Both local and foreign.

- Social media**
 - Owned Blogs
 - Travel Blogs
- Self-Mounted Events**
 - Arranged trip for travel bloggers
 - Arranged trip for landscape & nature photographers
- Travel Expos**
 - Secure a stall at a big travel expo
- Lifestyle Feature in Printed Press or Video**
 - Feature article about place by professional travel writer
 - Feature segment/episode by lifestyle/travel show

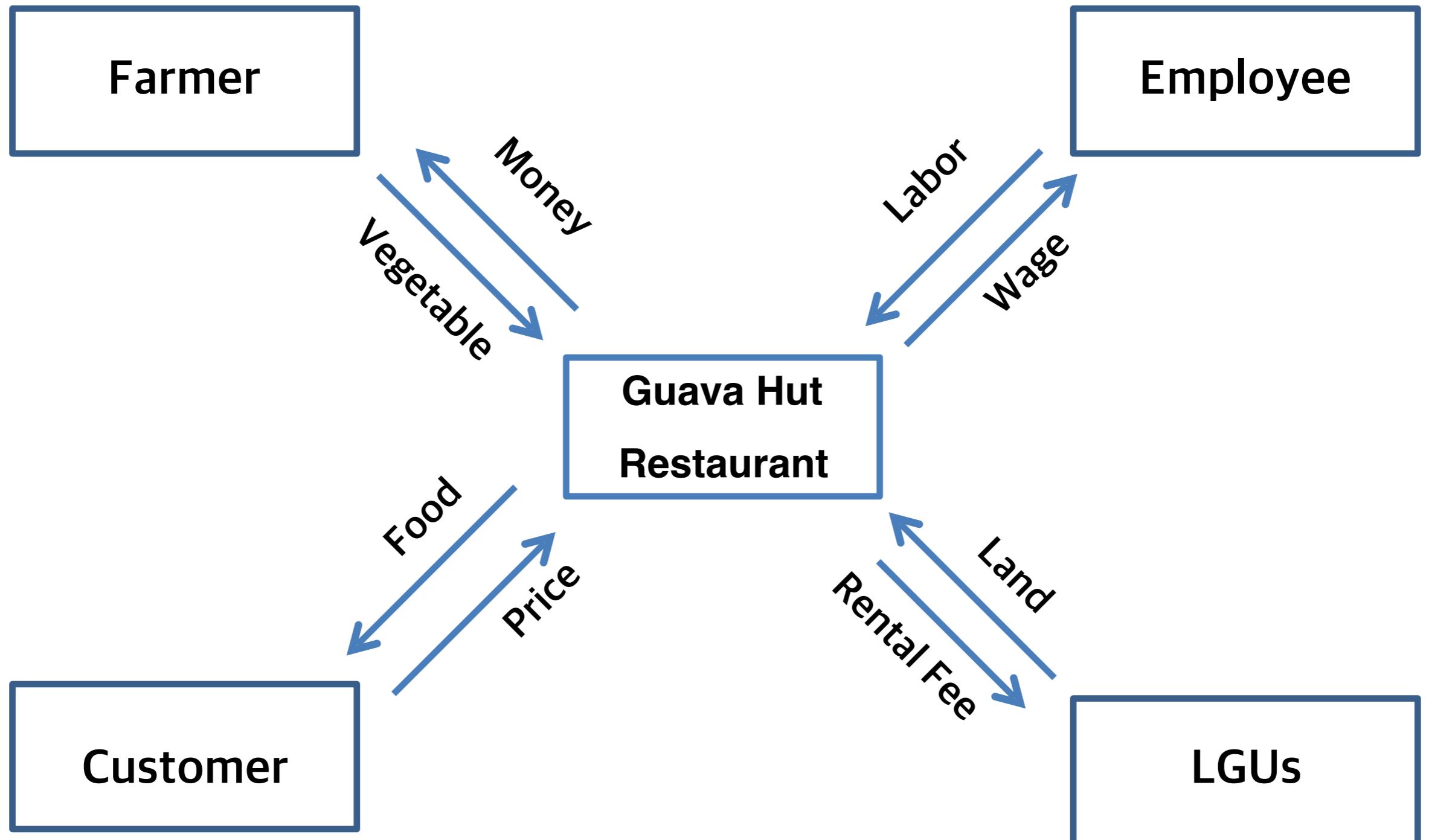
Competitor Analysis



Competitive advantage!

- Existing but expandable market
- Ingredients made from crops of Brgy. Bayabas' farms
- Serves affordable Korean-Filipino combo meals

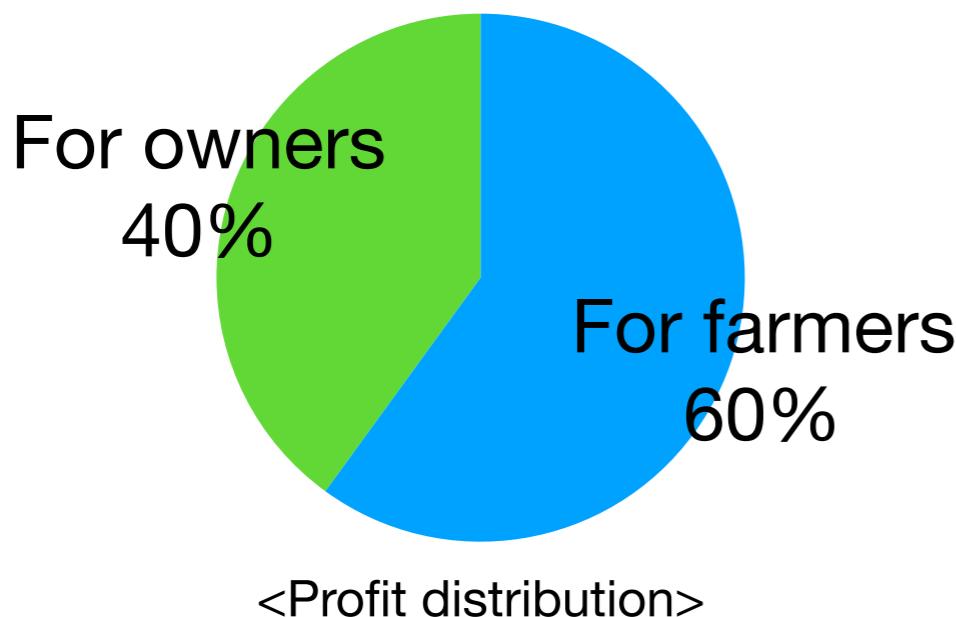
Profit model



PRICING, CAPEX & OPEX

CAPEX (Fixed Cost)	
Store	50,000
Table & chairs	10,000
Remodeling	100,000
Hut(labor)	80,000
Utensils & equipment	100,000
6 month OPEX	540,000
Total	880,000

OPEX (Monthly Cost)	
Labor	60,000
Fuel	13,000
Repair cost	5,000
Land	12,000
6 month OPEX	90,000



PRICING

SRP = 185 PESOS x 50% + 185 PESOS

SRP = 278 PESOS

OPEX & CAPEX

Jardin, Rachel

Minseop, Kim

Youngyin, Kwun

Sangbum, Woo

Hyundo, Kim

Melody Esquivel

