

Halina mountain resort a essay



**ASSIGN
BUSTER**

Summary of the case In July 1977, Victor Herrera, chairman of the board of Blue Heights Realty & Development Corporation was anxious to launch his company's first big project. A mineral hot spring resort at Bucal, Calamba, Laguna. The major piece of asset which the company owned was a 2.2 hectare land in Bucal, Calamba Laguna. Herrera inherited 1.5 hectares of the land from his father in 1974. In May 1977, Victor Herrera Sr. wrote the Ministry of Tourism (MOT) a formal letter requesting approval for the establishment of a resort at his 2.2 hectare land.

In July 1977, Victor Herrera applied for a 1.3 million loan with Far East Bank and Trust Company. As far as Herrera was concerned, the project is viable and attractive. One of the most colorful and historically rich provinces in the Philippines is the province of Laguna that's why many people want to build a business here in Laguna. Undoubtedly the country's premier resort province, Laguna boasts of many of Mother Earth's natural wonders. The Tourist Association of Laguna believes that this brochure will help a great deal in discovering Laguna's natural wonders and enjoying them through modern hotel facilities and resort accommodations.

There are many resorts scattered in Laguna. The Batis in Makiling resort, which is one of the newly constructed warm spring water resorts, the second one is Cafe Valenzuela 600, which is more relaxing and refreshing than an ice cold drink or a hearty meal. One of Laguna's famous restaurants, and the others are Calamba, Riverview resort, Cuyab hot spring resort, El Pansolito warm spring resort, La Vista Pansol resort, Laguna hot spring resort, Mount View resort, Pansol Agua Caliente Hot spring resort, Pansol Hot spring resort, Villa

Pansol Resort, The swan Hot spring resort Inc, and etc. Theoretic content of the problem

The theoretic content of the problem is Herrera was on semi- retirement from a respectable commodities trading firm in Makati, and he desired to leave something for the family but the problem is when he decide to build a business, he notice that he has many competitors in Calamba Laguna. II. Time Context July 1977 III. Case View Pont Mr. Victor E. Herrera, Chairman of the Board of Blue Heights Realty and development Corporation IV. Statement of the Problem How will Blue Heights Realty and Development Corporation be able to have enough budgets to establish the Halina Mountain Resort?