

PROJECT CHARTER | BAYCLIFF TROPICAL RETREAT

| VERSION | DATE ISSUED | AUTHOR OF REVISION | DETAILS OF REVISION |
|---------|-------------|--------------------|---------------------|
| 00 | 29-OCT-2014 | EMR | Draft |
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GENERAL INFORMATION

- | | |
|-------------------------------------|-------------------------------------|
| 1. Project Name: | BAYCLIFF TROPICAL RETREAT |
| 2. Project Working Title: | BTR PROJECT CHARTER |
| 3. Project Location: | CAGRARAY ISLAND, ALBAY, PHILIPPINES |
| a. Coordinates: | |
| 4. Project Manager/Sponsor/ Author: | EUGENE ROCES |
| 5. Co-sponsors: | MARCU YAP & PAUL VEGA |

PROJECT OVERVIEW

Statement of Work and Jurisdiction

This charter was conceptualized and finalized as a fulfillment to the Project Management Training Program conducted by the Calgary Immigrant Education Society where the author is currently undertaking. Hence more time will be devoted to complete this paper and not to put into waste the output of this venture, the author considered a project that he could implement and materialize in the future. Thus, the idea of developing an idle bay- side parcel of land owned by the sponsors was chosen.

This charter will be distributed to other co- sponsors for their revisions and consensus that will formally authorize to commence the concepts of the project. The sponsors will collaborate for the preparation of the detailed project plan and agree on the method of financing this proposal prior the execution of further activities.

Background and History

Cagraray Island is located at the eastern side of the tropical country- the Philippines. Facing the Pacific Ocean and benefiting from the warm embrace of its breeze gives the advantage for the location as an idyllic spot to relax, recreate or retreat. Over-looking a tranquil bay and the almost perfect conical shaped volcano at the far background augments to the coziness of the habitation and a feeling of stress-free spirit by dwellers.

A log- cabin motif retreat houses and a function hall will be built atop a hill-cliff fronting a black- pebbled shoreline en-coved in an eco- park. The place is accessible by land through



the scenic mountain views wayward to the location, or via sea through the newly constructed port adjacent to the property.

A hectare parcel of land owned by the author and the co- sponsors, will be the setting of this project. The area is enough to accommodate the basic facilities and services of a medium size resort, notwithstanding from the splendid gifts of nature.

Purpose and Business Needs

For more than a decade and a half from the time the property was purchased, whilst the author was formerly assigned as Project Engineer in connection to development of the island aligned with the tourism program of the local government units. Since then, the lot has been futile and unusable, whereas the surrounding other private properties are on their fully developed stage at present. Rather than letting it laid idle continuously, it is but necessary and beneficial to develop the land into an income- generating project. The willpower and enthusiasm of the lot-owners to make beneficial of the property by developing it into a venue of relaxation and serenity, was primarily the drive of this project.

Taking advantage of the competitor by:

- Co- operating with them
- Providing different or alternative services not available with them
-

Events such as student recollections, youth camps, spiritual programs, mini- conferences or seminars, and other alike are some of the out-of-the-city events that can be accommodated. The advantage of the eco-park surrounding the vicinity is an additional amenity for visitors to do outdoor activities such as hiking, mountain biking, rock climbing, and other exercise that the vast terrain of the mountain can offer. Apparently, swimming, diving, fishing and other bayside or underwater activities are the main commercial front.

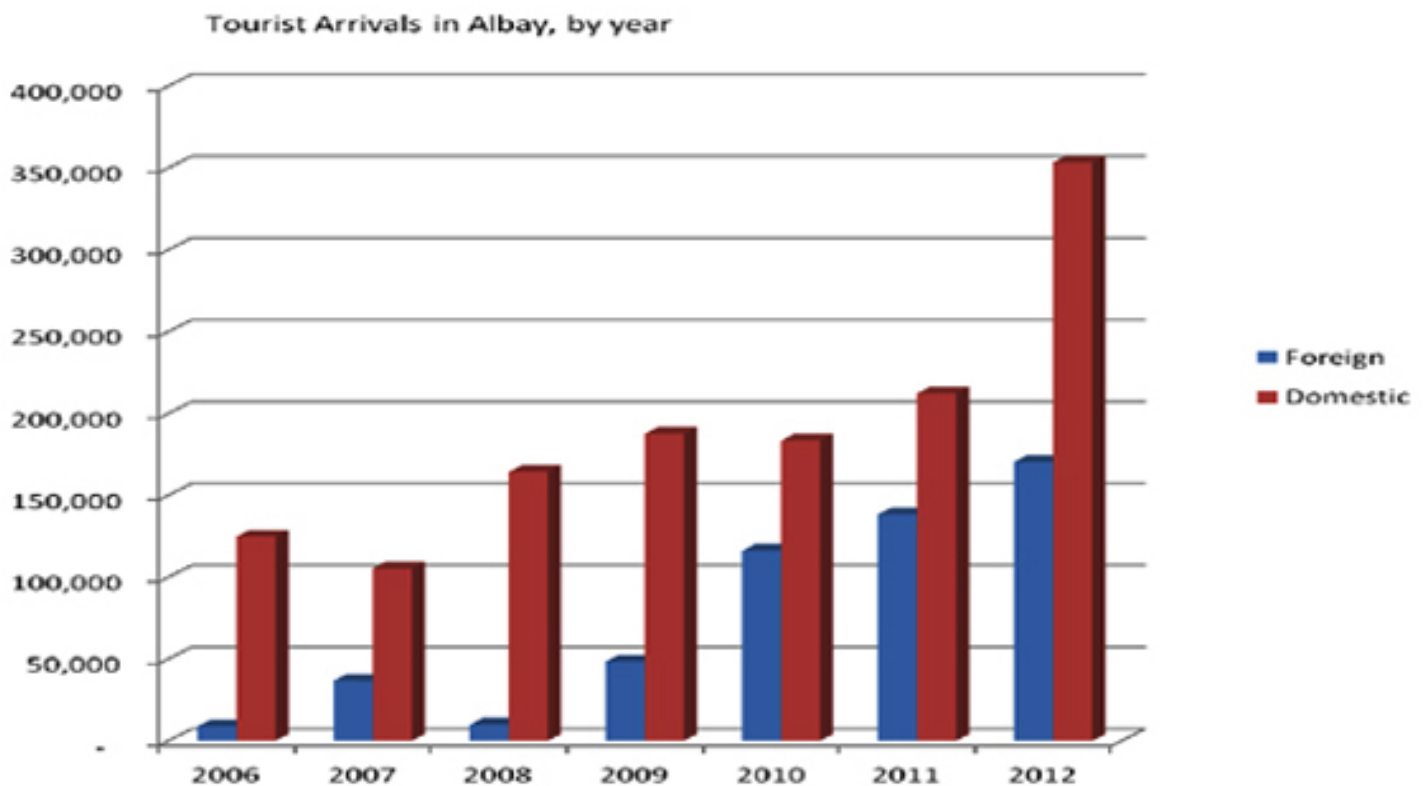
Responding also to the calling of those hectic people who want to spent for awhile away from their regular life routine, to the people from the other part of the world who either want to escape the freezing snows during winter or the hot summer haze of the desert, to the greater number of the Overseas Filipino Workers or “balikbayans” who customarily look for a soothing place during their vacation, or the general populace per se who just want to hang-out and appreciate the landscape- were the motivators of this proposal.

On being socially pro-active, the project is also intended to support the tourism program of the local government of the province. Linking with the other similar businesses to promote and showcase the beauty of the region, rather than treating them as competitors.

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Basing it also on statistics, the following data shows that there is a significant increase of tourist arrival in Albay year-by-year. Survey also reveals that most travellers preferred to stay in a beach resort aside from hotels rather than other means of accommodation. It is surprisingly to note also that Albay is among the top 10 destinations of tourist in the Philippines according to the study of the Department of Tourism. With these figures, it is apparent that the proposed business is within the trend and foreseen to be successful.



Source: DOT

More Readings on Philippine Tourism Statistics at:

1. Amazing Albay- Tourism Weblink (<http://www.nsobicol.com/albay-tourism-stat/index.html>).
2. DOT Its More Fun in the Philippines (<http://www.visitmyphilippines.com/index.php?title=visitorstatistics&func=all&pid=39&tbl=1>)
3. Department of Tourism, e-service (http://e-services.tourism.gov.ph:8080/didcs/Static%20Documents/TRAVEL%20and%20TOURISM%20STATISTICS_Booklet.pdf)



Scopes and Limitations

1. Project Conception Stage
 - a. Feasibility Study
 - b. Business Plan
 - c. Market & Financial Analysis
2. Construction Stage
 - a. Site Development
 - i. Fencing
 - ii. Private Beach
 - iii. Outdoor Parking
 - iv. Entrance Gate
 - v. Roadways
 - vi. Garden
 - b. Buildings & Structures
 - i. Reception
 - ii. Function Hall
 - iii. Conference Room
 - iv. Cottages, Suites & Rooms
 - v. Swimming Pool (overlooking to bay)
 - vi. Pavilion/ Kiosk
 - vii. TV Lounge
 - viii. Poolside Bar
 - ix. Restaurant
 - x. Storage
 - xi. Office
 - c. Facilities
 - i. Leisure Facilities (Jacuzzi, Massage, Gym, Sauna and Steam Room)
 - ii. Recreational Facilities (Billiards, Beach Volley, Table Tennis, Board Games)
 - iii. Sports Facilities (Water ski, fishing, Mountain bike, Horseback riding)
3. Business Operation (first 12 months)
 - a. Services
 - i. Secretariat
 - ii. Public Internet
 - iii. Computer, fax, telephone
 - iv. Audio- Visual
 - v. Laundry
 - vi. Safe Deposit Box
 - vii. Computer, fax, telephone



Vision, Mission and Objectives

1. VISION

We believe that tourism should help improve the satisfaction and experience of tourist. In every way possible, The Baycliff Tropical Retreat is committed to the realization of this vision as we strive to be recognized by organizations and travelers alike as one of the region's most outstanding center of tourism and recreation. We aim to be a recognized and accredited by the Department of Tourism as 4-stars resort.

In engaging this vision, we specifically aim to:

- a. Foster excellence in all the activities by developing appropriate physical, social and cultural environments, and by fostering a solid partnership with industry and the wider community.

2. MISSION

Our mission is to provide an exceptional hospitality experience, in spectacular surroundings, by delivering quality service in an atmosphere of comfort, openness and friendship. The business shall adhere to the principles of sustainability and environmental responsibility.

In support of this statement we are committed to:

- a. Satisfying and exceeding the expectations of our guests by actively responding to their needs now and in the future.
- b. Being an environmentally responsible business establishment.
- c. Making a significant contribution to our industry partners.
- d. Making a significant contribution to the community.
- e. Providing an equitable return on investment to the owners of the Baycliff Tropical Retreat.
- f. Adopt a quality program to be certified by ISO standards.

3. OBJECTIVES

The following Resort-specific goals, as applied though corresponding objectives, serve as the basis for Resort master planning and design decision-making:

- a. Provide a high standard of services suitable for individuals seeking relaxing, comfortable and memorable experiences in the hospitality and tourism industry.
- b. Support the Local Government Unit in establishing Cagraray as the Region preeminent island retreat,



- c. Produce expeditions and memories that would satisfy each and every single of the customers,
- d. Protect and enhance the resort's natural environmental context,
- e. Maximize the resort's long- term viability.

Sponsors and Ownership

- 4. The Sponsors/ Lot Owners/ Business Owners
 - a. Eugene Roces & Family
 - b. Marcu Yap & Family
 - c. Paul Vega & Family
- 5. The Financing Organization
 - a. TBD

Pertinent Documents and References

- 1. Land Title
- 2. Land Survey
- 3. Location Map
- 4. Photographs
- 5. Building Code of the Philippines

PROJECT APPROACH

Project Deliverables and Milestones

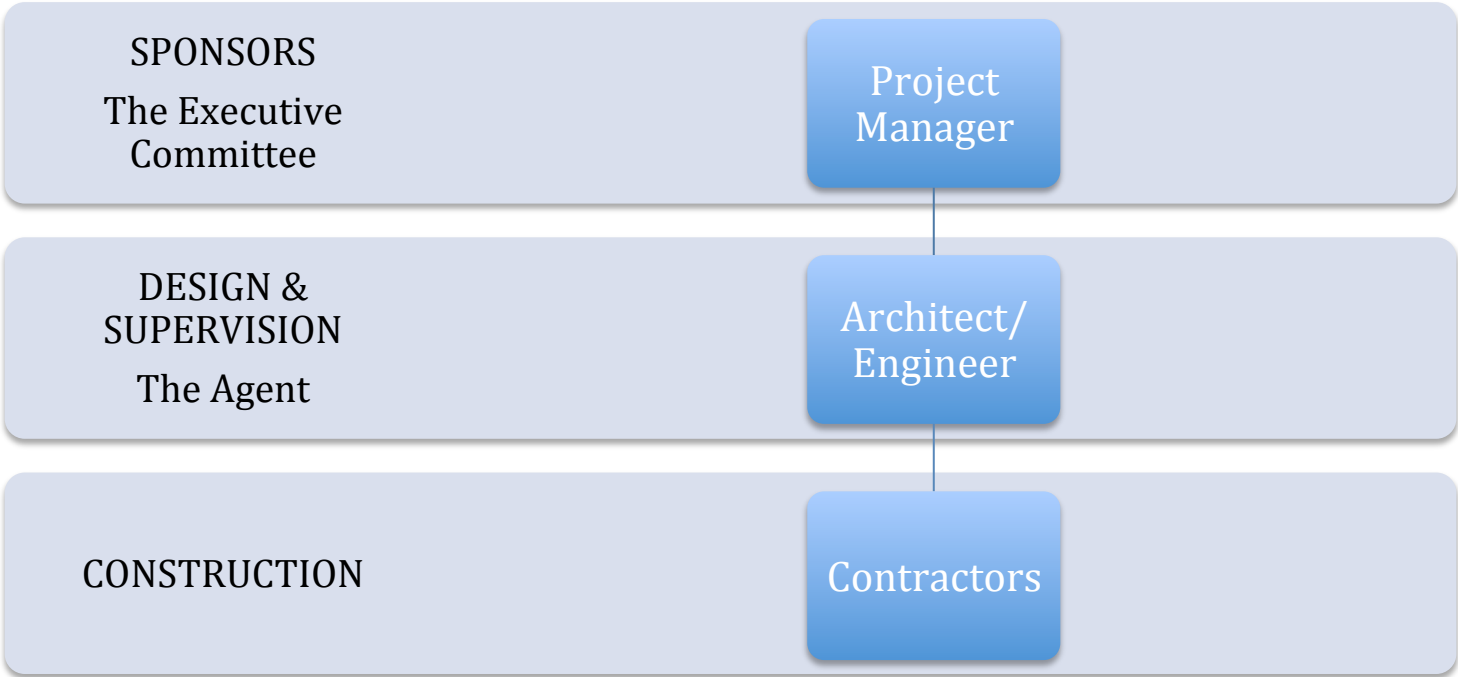
- 1. Deliverables
 - a. Project Conception
 - Feasibility Study/ Business Plan
 - Proposed Investors
 - b. Pre- construction
 - Lot Plan (Re- survey)
 - Fencing Plan
 - Site Development Plan
 - Engineering Drawings
 - Architectural Design
 - Structural Design
 - Electrical Design
 - Mechanical Design



- Plumbing Design
 - Specifications
 - Cost Estimates
 - List of Materials and Equipment to be used
 - Fire and Life Safety Assessment Report (Pre- construction Phase)
 - Environmental Compliance Certificate (ECC)
- c. Tendering and Procurement
 - Request for Proposal
 - Contract Agreement
 - Criteria for Qualification
 - Bid Analysis & Award Criteria
 - Contract Agreement
- d. Execution, Monitoring & Control
 - Schedule Monitoring
 - Change Request handling
 - Risk Assessment
 - Payments
 - Reports Templates
 - Construction Daily Logs
- e. Project Closure
 - Financial close- out & reports
 - Evaluation of contract performance
 - Data Sheet Updates (electrical, mechanical, electronics)
 - List of imported construction materials
 - Labor Data
 - As-built Plans
 - Certificates of Completion
 - Certificate of Occupancy
- 2. Milestones
 - a. Business Plan
 - approved by the sponsors
 - b. Contract Agreement with Investor/s
 - signed between parties and notarized
 - c. Engineering Drawings
 - signed and sealed by respective discipline
 - d. Building Permit
 - approved
 - e. Mobilization
 - Ground breaking ceremony
 - f. Site Development complete
 - usability
 - g. Main Buildings & Structures complete
 - functional
 - h. Facilities and Services complete
 - installed and functional
 - i. Demobilization
 - contractor/s exit
 - j. Business Opening
 - Inauguration



Organization and Responsibilities



Project Facilities and Resources

In addition to the human component, what other resources will be needed for satisfactory completion of the project? Provide a list of computer equipment, raw materials, working space, and any other resources that might be taxed during the project's life cycle. If certain resources will only be needed during specific phases of the project, make note of that as well.

Budgetary Requirements

(To be determined)

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Risk Management Review

| STAGES | INITIAL RISKS | PROPOSED MITIGATION | RESPONSIBILITY |
|--------------------|--|---------------------|----------------|
| Pre- Construction | <ul style="list-style-type: none"> Unfeasible study Government Red Tape and Bureaucracy in filing permits Strict requirements for environmental compliance Probable low response of potential investor/s | | |
| Construction | <ul style="list-style-type: none"> High hauling cost (long distance travel) Typhoon and other natural disaster | | |
| Post- Construction | <ul style="list-style-type: none"> Low customer response Typical administrative problems Business competitors hindrances | | |

Key Performance Indicator/ Success Criteria

| FACTORS | PROJECT STAGES | | |
|---------|--|---|---|
| | PRE- CONSTRUCTION (Conception) | CONSTRUCTION (Implementation) | POST- CONSTRUCTION (1 st 12 months Operation) |
| SCOPE | Business Plan approved by the Sponsors and Contract Agreement signed with the potential investor | 100% Physical completion as per the drawing | All facilities and services were installed and functional |
| TIME | | Not to exceed 15% of the Baseline Schedule | Achieved 365 days of continued business |
| COST | | Not to exceed 10% of the Cost Estimates | Attain ____% of ROI |
| QUALITY | | Constructed as per the project specifications | Costumer satisfaction through survey polls, Accreditation from DOT as 4 star resort |
| RISK | | Zero casualty | |



Project Life Cycle Overview and Process Summary

PROJECT STAGES

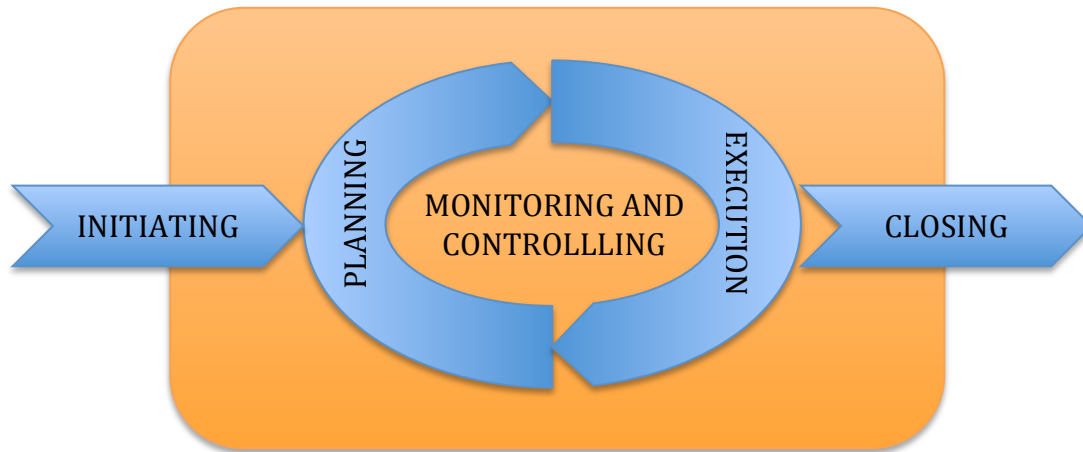
| | | |
|-------------------|--------------|--------------------|
| PRE- CONSTRUCTION | CONSTRUCTION | POST- CONSTRUCTION |
|-------------------|--------------|--------------------|



| | | | |
|------------|----------|-----------|---------|
| INITIATING | PLANNING | EXECUTION | CLOSING |
|------------|----------|-----------|---------|

PROCESS GROUPS

| PROCESS GROUPS | OBJECTIVES | OUTPUT |
|--|---|---|
| Initiation - Starting the Project | <ul style="list-style-type: none">Documenting a Business NeedsFeasibility & PracticabilityGoals and ObjectivesTasks and ResponsibilitiesResources and FundingsInitial Risks and Alternatives | <ul style="list-style-type: none">Project Charter |
| Planning - Organizing and Preparing | <ul style="list-style-type: none">Project Planning (scope, time, cost, quality, resources, communication, risk, procurement & stakeholders) | <ul style="list-style-type: none">Project Management Plan |
| Execution - Carrying out the work | <ul style="list-style-type: none">Deliverables are met as per the criteria setStrict control of project constraints | <ul style="list-style-type: none">Accepted DeliverablesAchieved Milestones |
| Monitoring and Controlling | <ul style="list-style-type: none">Managing Changes | <ul style="list-style-type: none">Change OrdersKey Performance Indicator |
| Closure - Closing the Project | <ul style="list-style-type: none">Winding down of the projectReleasing staffsHandling down the deliverables to the clientCompeting a review | <ul style="list-style-type: none">ArchivesProject Documents |



Basic Project Control and Communication Plan

The project control component explains the tools that will be used to assist the project manager in tracking the project's progress. It also serves as a communication device for communicating the project's progress to the project team, project sponsor, and project stakeholders.

X. Project Control: Project control explains the methods and processes that will be implemented to assist the Project Manager in identifying project progress and communicating that progress to the project team, project sponsor, and project stakeholders. This section should also identify the methods and policies to be used for project scope control, issue management, and change and configuration management.

Project Schedule

Provide a basic schedule overview that lists, among other things, the key milestones and stages of the project. Various exhibits, such as a [Gantt chart](#) (including the associated [Work Breakdown Structure](#)) should be included in this section. Here, it can be quite advantageous to use a [project management software tool](#) to produce a schedule that can be monitored and adjusted as the project progresses. Depending on the size of the project, such tools can be critical to its success.



PROJECT APPROVAL

The Sponsors

| | | |
|--------------|-----------|-----------|
| | | |
| EUGENE ROCES | MARCU YAP | PAUL VEGA |
| Date: | Date: | Date: |