

# Pitch for Promoters and Ambassadors - Dragon's Den Resort -

## **Dragon's Den Resort**

Is the business that will support the SHCC Project

And the place where the **first Center** will be built

It is constructed on a **flat**, over the mountain and with **a view** of Bohol, **18**Hectares lot, with a side lot of **10** Hectares on which we will tour ride on **electric** engine ATVs & UTVs

It will hold a total of **at least 2**Hectares of Swimming pools, on a total of at least **5**Hectares with leisure spots and housing to rest



# Dragon's Den Resort - Bohol

Founder & Chairman : David Cruz-Mermy

Originally from Geneva – Switzerland

Born in 1972

President of SHCC

**Master** in Business Analysis and Management

**Senior** IT Consultant, Support Specialist

Main languages : French-English

Learning Tagalog and Visaya



# Head Management

(subject to change)

- Ma Leahn Martizano  
Cruz-Mermy  
**DDR Resort CEO**
- Yhvan Martizano  
Wellfair Manager
- Mary-Jane Martizano  
Assistant to Chairman
- Rosario Vallejo  
Assistant to CEO
- Rowena Cordoto  
Logistic Manager
- Estrelia Anton Galorio  
Internal Security Manager  
& Assistant to Chairman
- John Patrick Galorio  
Security Team Manager  
Assistant to IS Manager
- Marvin Bartz  
LifeGuard Team Manager
- (Position not yet filled)  
Hotel Manager



# External Management

(subject to change)

- **Emmanuel Pizzi**  
Housekeeping and Cleaner  
Specialist Training Manager
- **Marlon Estanislao**  
DDR CH Volleyball Coach&Manager
- **Rui Long Cruz-Mermy**  
Official Chinese Contact & Translator
- **Katherine Cacele Caasi**  
Intl. Market & Adv Manager
- **(Position not yet filled)**  
Chef de Cuisine
- **Qin Chen**  
China Promoter Manager
- **James Kolb**  
USA Promoter Manager
- **Lucas Delez**  
Swiss Promoter Manager
- **(Position not yet filled)**  
Marketing Manager
- **(Position not yet filled)**  
Transportation Manager



We are a **family** Business

We intend to **provide** the **best** environment  
for our employees to be **happy** and **productive**

We are a **Family**

Who **cares**

Who **stand together**

Who **help each others**

With **Respect**, With **Loyalty**, With **Honor**

To **provide** customers the **best experience** !



# DDR Response

- We will be located 35km away from the new airport in the North
- We are up the mountain, with noise regulations and our inside videoke will be soundproof-walled.
- Daily maintenance checks and routines
- We will have lots of pools, at least 2 Hectares With tour River, falls and so on.
- We are using water filters with water revitalization
- We are Centrally located to be as close as possible from every interest and sightseeing points



# Weaknesses of competition

- Employees are **unhappy** (salary/conditions)
  - It's **difficult** to find anything **at night**
- Most Resorts are offering only **one** kind of activity
  - Prices **never** meet up with **quality**
- **Maintenance** is **null** in **99%** of the Resorts in PH  
(145 Resort visited, only one that was brand new was « ok »)



# DDR Strength

- Employees are working in a **healthy** and **family oriented** environment and are treated with **respect** !
  - There will be **many shops** inside the resort, our Reception Team can **provide information** on local shops **open at night**, Customers may also **request** our team to bring something **for them** on **simple request** !
- We are proposing **more than 50** different activities over the Resort and **more than 200** over the Island!
  - We will have **the best** « **price/quality** » in Bohol and some of our prices are **lower** than competition !





# Environmental Commitment

SHCC and DDR are  
**committing** for an **environmentally friendly site** !

- We want a « sane » site that will use a maximum of what the ecological possibilities can offer to us !
  - Bamboo
  - Solar Pannels
  - Bio cleaning products
  - Organic food
  - Sorting and Recycling on site
  - Active participation joint with the municipality to local ecological safeguard as well as revitalized and safe water production!
- All products we buy for the resort are certified Eco-Friendly, even when we talk about commercial products to make the pools !



# Local Commitment

- SHCC and DDR are committing in local activity

Our partners are locals, may it be for furnitures, food or work.

- Our Partners are all over Bohol Island.

- We favorise employee engagements for people coming from the island, and will only widen the circle of research if we can't find the necessary skills for a job.

- As a Family Business, salaries and avantages are all over the medium for Philippines, because we do prefer happy employees !



# The needs

- We are actually looking for more investors and partners to start with a leap !
- The actual size of the Resort is more than 10Hectars
- We are planning at least 500 more lodging
- We want to increase the number of pools and we are still looking to increase the number of partner shops.
- We decided to give really good opportunities right now. We want to promote only those helping us to start !  
After we will announce the opening date, we will start rising the amounts and lowering advantages for future partners and investors willing to join us.

# Resort Ammenities

- Huge parking of more than 1Hectare, with special ammenities for people with low mobility, parking for buses and vans and also for other public transportation
  - Local transportation buses & tricycles that head to San Miguel and back directly.
- Swimming pools of different sizes drawing a Dragon from the skies, a olympic pool with diving 1m5/3m/5m zones, a scuba diving training pool, waterfalls, watersprings, small waterjet rivers, wave pools, long (longest is 800m) and small slides, parkours, skylines, all in separated amusement zones areas for kids and adults
  - A huge current jetriver made to ride with buoy will tour the side of the Resort (2m80 of weidth, about 5.4km long)
  - Courts for Tennis, Football, Covered courts for Basketball, Volleyball, Pingpong tables
    - Showers, toilets, water dispensers, resting zones, bbq & pic-nic zones
    - For rental : umbrellas and bungallows, lodging like hotel rooms and houses
  - Food & drink shops, souvenirs shops, sightseeing zones, photobooth and picture zones
    - Kindergarden, Restaurant, Grocery shop and Beauty shop
- We will have a SPA with Hammam and Sauna, with hot pools, and at least 4 Licenced massage therapist

# Ammenities outside the Resort

- A pier for watermotor/ electric waverunners, diving ships and fishing boats, where diving professionals will bring for diving or balads from North points of the Island, other points of depart on request. It will also be the main point of departure for snorkling. We actualy already have 2 diving barge and a small fishing boat (all 6-8 places).
- Treks, Discovery and Guided tour of the points of interest, by Bohol Island Expert TourGuides, more than 200 exceptional points of interest and activities to do over the island
- A 20km « Offroad » track for Quads, Buggies and UTVs is planned, with only electrical vehicles, to preserve environnment, there is also a 1.2km total Electrical Go Kart Racing track
  - A Tree Adventure, skyline and many other leisure fun themed attractions on the second area

# Resort IT&Management system

## Controlling and Managing the Resort

- We will implement a real time Scheduler for rental on our commercial website (undergoing work)
- Cameras, Speakers, entry counter, will be installed all around the Resort to ensure security and rapid employee responses to please customers
  - Partners can request a secure access to more sensitive informations as a paid service, for real time information on their account.
- A professional Security Team, armed and unarmed, to ensure safety and safeguard over all sites



# Building Partners / Time delays

- ~~All our building partners were ready to start their parts from End of May.~~
- Hereunder time delays announced by our partners
  - Deep well construction, pump & filters installation : 1month and a half
  - Bamboo Lodgings and other constructs : 4 to 7 weeks per unit (full install)
  - Sanitary installations : 1 to 2 days per unit (included in constructs time delay)
  - Electric installations : 1 to 2 days per unit (included in constructs time delay)
  - Geo-Thermal Climatisation installation : 3-4 days per unit (including electric grid)
  - Swimming Pools constructs : from 3 days to 6 week depending the sizes and materials, several pools can and will be built at the same. 14 weeks for the River current
  - Levelling of zones : 5 days to 1 week depending the zone, can be done 3 zone at a time, for a total of 9 weeks (we are planning a total of 6 weeks but keep a margin in case of really bad weather or bad surprises)
- Due to CoVid, delays became unexpected more than we could imagine. Opening may not be done before 2021, nevertheless, we estimate that we may still be able to open middle of 2021 or end of May 2021.

# Dragon's Den Resort wide Estimation

Objects/Pricing	Minimal	Medium	High-End	Maximal
Lot prices	140000	200000	320000	550000
Lot amenagement	25000	45000	66000	88000
Lot const+fences	15000	28000	95000	125000
Main building	120000	160000	180000	280000
Lodgings	240000	420000	1600000	4800000
Furnitures	35000	64000	180000	500000
Deep wells	36000	48000	78000	120000
Pools	90000	240000	1000000	2278000
Pumps+filters	56000	76000	120000	190000
SP+Elec Wiring	36000	48000	130000	350000
Lights	5000	12000	32000	90000
PC+ITSsystem	13600	19800	42800	94400
Market&Adv	40000	60000	90000	120000
Gift Products	24000	30000	50000	100000
Resort stationaries	2400	5000	10000	24000
Resort Misc.	10000	16000	30000	50000
Miscellaneous	20000	40000	100000	250000
Emergency Bkp	20000	80000	250000	500000
Slides	40000	98000	192000	424000
E-Vehicles	50000	97000	198000	480000
Sea side items	5000	22000	58000	98000
Sea vehicles	22000	46000	500000	1326000
Salaries	100000	216000	542000	672000
Website	900	1780	4780	14250

**Total Fund** needed for the  
Resort best start :

**≤ 294Mio PHP / ≤ 5,9Mio CHF**

**The total price depict a fully finished Resort**

**Resort can start with 1.5Mio CHF  
and develop further along next years  
as parts/constructs/buildings can be made  
properly in time with proper « covering »**

**Advertisement budget will then be spread  
over 3 years but need a 20% uprise**

**Resort needs to be finalized as planned after  
5<sup>th</sup> year, to ensure minimal yearly visitors  
amount of around 500'000**

**Details will only be given to Partners funding  
more than 500'000.- CHF**

<b>Total Price CHF</b>	<b>1'145'900</b>	<b>2'072'580</b>	<b>5'868'580</b>	<b>13'523'650</b>
<b>PHP</b>	<b>57'295'000</b>	<b>103'629'000</b>	<b>293'429'000</b>	<b>676'182'500</b>
	<i>Low Start</i>	<i>Good start</i>	<i>Best Start</i>	<i>Finished Resort</i>