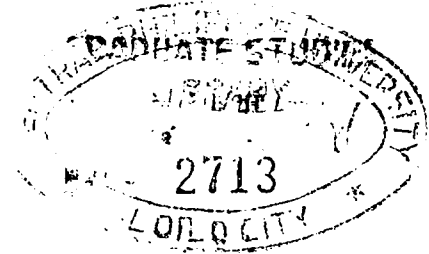


**BUSINESS PLAN: C & C REALTY INCORPORATED**



**A BUSINESS PLAN**

**Presented to  
the Faculty of the School of Graduate Studies  
CENTRAL PHILIPPINE UNIVERSITY  
Jaro, Iloilo City**

**In Partial Fulfillment  
of the Requirements for the Degree  
MASTER IN BUSINESS ADMINISTRATION**

**CHEYENNE G. RAFAEL  
March 2011**

## 1. EXECUTIVE SUMMARY

C&C Realty Inc. was founded in August 2009. C&C Realty Inc. It came about when real estate business in Iloilo City was blooming due to the increasing number of Overseas Foreign Workers (OFW's) in Iloilo City looking for "Ready For Occupancy" (RFO) residences. So my husband and I, a very young and aggressive couple, immediately started our first residential project. We started with a capitalization of five million pesos for a two-storey dwelling with a lot area of 160 square meters and floor area of approximately 210 square meters. The house was immediately sold to a Filipino nurse in residing Texas, U.S.A. Business was impressive and pleasing. It continued to be expected to continue in the long term.

Currently, as we are testing the market, we are trying to be conservative with our overhead expenses. We are currently renting an office space at Sen and Son's Building #1, Cor. West Avenue Tanza Iloilo City.

Because of the strategies that we have adopted, and as a result of the study, we are expecting that by 2015, we will build and sell at least five residential units.

We also intend to target the low-end market, the mid-end market, and a few high-end market with an acceptable house floor area of 88 square meters, 210 square meters, 380 square meters and 430 square meters, respectively. Our key customers include Overseas Foreign Workers,(OFW) investors, retirees and immigrants married to Filipinos.

Risk associated with this business today is the uncertainty of selling each project within one year as competition is tough in Iloilo City. Therefore, critical factors that need

to be considered in this business are materials used location of the property, design and marketing strategies involved.

My husband in charge of the marketing aspect/exposure of C&C, and our architect who is in charge of the entire construction operation, and myself who takes charge of the financial, administrative and selling aspect.