



Modern Prefabricated Accommodation

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Introduction

Escape Box

Modern
Prefabricated Airbnb
in Narvacan, Ilocos
Sur, Philippines

*A profitable opportunity in Ilocos Sur's
growing tourism market*

Section 1

Overview of the Business Idea

Modern
prefabricated
accommodation

Located in
Narvacan, Ilocos
Sur, Philippines

Affordable,
comfortable, and
convenient

Designed for
tourist and
business
travellers

Market need

Increasing
tourism in Ilocos
Sur

Limited modern
accommodation
in Narvacan

Growing demand
for affordable,
quality stays

Section 2

Legal Format and Management Structure

Sole Trader

- Simple and low-cost to start
- Full control over business decisions
- Flexible and easy to manage
- Suitable for a growing startup
- Option to become a limited company in the future

Staffing Plan

- **Owner/ Manager** – Oversees daily operations and business management.
 - **Receptionist / Social Media Admin** – Handles bookings, customer inquiries, and online marketing.
 - **Cleaner / Caretaker** – Cleans rooms, maintains the property, and prepares units for guests.
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Section 3 – PESTEL Analysis

- **Economic:** Tourism is a significant part of the Philippines' economy, creating opportunities for accommodation businesses. (PSA,2026)
- **Social:** It confirms that people actually want a “comfortable and clean accommodation” and “perfect hideaway” for their staycation.
- **Technological:** The Philippine digital economy reached 9.8% of GDP in 2025, supporting online bookings, digital marketing and communication with guests. (PSA, 2026)



Section 4

Marketing Strategies

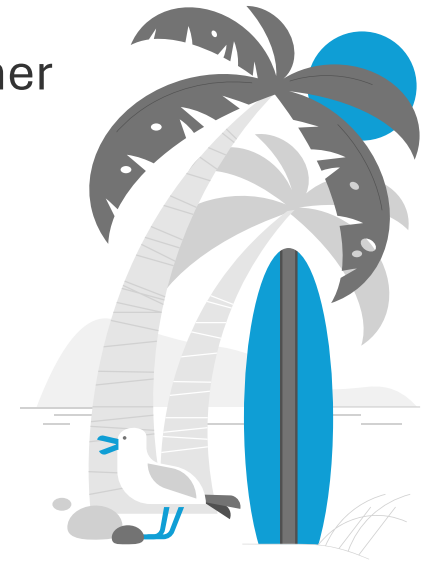
- Promote through Social Media
- Use Professional Photos and Videos
- Offer opening discounts and seasonal promotions
- Partner with Local Tourist guides and businesses
- Encourage customer reviews and referrals

Target Market & Characteristics

- Local and International tourists visiting Ilocos Sur 
- Couples, Families, and small groups 
- Budget-conscious travellers looking for a unique stay 
- Guests who prefer modern, comfortable, and Instagram-worthy accommodation 

Primary Customer Segments

- Local and International tourists exploring Northern Luzon
- Beach Lovers
- Families & Couples who need to get away from the city
- Friends travelling together
- Weekend travellers
- Staycation seekers



Unique Selling Points

Affordable modern prefabricated units
Near the beach
Clean and comfortable
Instagram-worthy
Locally inspired hospitality
Close to popular tourist attractions
Pet-friendly
Personalized customer service
Private Van for Hire





Section 5

Funding Requirements and Allocation

Startup Cost	
Prefabricated Units(4x)	£13,680
Tax & Permits	£150
Bed (4x)	£2000
Utilities (electricity, water)	£250
Insurance	£250
Wi-fi	£22
Marketing & Advertising expenses	£10
Staff Costs	£120
Cleaning supplies	£100
Linen, Pillow, Sheets	£300
Fridge	£400
Plates,Cups,Glasses & Cutlery	£100
Total	£18,382

Fixed Cost	per month
Utilities (gas, electricity, water)	£250
Wi-fi	£22
Marketing & Advertising expenses	£10
Staff Costs	£240
Total	£522

Variable Costs	Jan	Feb	Mar	Apr	May	June
Electricity & water	£200	£250	£220	£250	£210	£255
Cleaning Supplies	£60	£35	£30	£25	£20	£40
Toiletries	£20	£25	£22	£15	£30	£25
Total Var cost	£280	£310	£272	£290	£260	£320

Financial Forecast

PRICING

- Room rate: £35 per night
- 4 Prefab accommodation units

Monthly Turnover (Estimated)

- Estimated occupancy: 70%
- Monthly Turnover: £2,940
- Annual Turnover: £35,280

Monthly Costs

- Fixed Costs: £522
- Average Variable Costs: £289
- Total Monthly Costs: £811

Estimated Monthly Profit

- $£2,940 - £811 = \underline{\underline{£2,129}}$



Conclusions

ESCAPE BOX combines comfort, affordability, and innovation to create a profitable business and a destination guests will want to visit again and again.

Escape Box

A box you'll never want to escape from.



Reference

- Philippine statistic Authority (2026) *Digital Economy Contributes 9.8 Percent to the Philippine Economy in 2025*. Available at: <https://psa.gov.ph/content/digital-economy-contributes-98-percent-philippine-economy-2025> (Accessed: 5 August 2026)
- Philippine Statistics Authority (2026) *Tourism contributes 8.1 percent to the Philippine Economy in 2025*. Available at: <https://psa.gov.ph/statistics/tourism> (Accessed: 5 August 2026)



Questions?