



The Escape Box (Philippines)

Kate Difuntorum 2516666

Key partners Escape Box Airbnb (Philippines) will provide a perfect escape for people who need to get away from the city in a beautiful location near the beach and many local tourist spots. Caretaker -Someone to look after the property. The person in contact with the manager/owner Cleaner -To clean the units before and after occupancy. Changing the Bed sheets and making sure the toilet and mini kitchen are clean and ready to use. Stock up the mini fridge and the kitchen cupboard. Reception/social media admin	Key Activities Escape box Airbnb will be offering affordable and clean comfortable rooms for a perfect staycation. To do this, we need to make sure we the place is ready with the following: Guest Service: Managing bookings, providing fast responses to inquiries, and ensuring a smooth, welcoming check-in process. Property maintenance: Regular deep-cleaning, maintaining the prefabricated units, and managing a consistent supply of clean linens and bedding. Marketing: Updating social media channels and maintaining local physical	Value Proposition Escape Box offers a unique stay experience by combining modern, prefabricated clean accommodation, comfort, affordability, and convenient access to local attractions for tourists and Business travellers with 24/7 security camera. -Very comfortable and Perfect hideaway -Competitive price -Convenience Economic: It confirms that “Affordable pricing” and “Competitive price” match what customers in the Philippines can actually afford.	Customer Relationships Friendly customer service and Pet friendly- These actions create a welcoming, inclusive atmosphere that makes guests feel comfortable. Fast response to inquiries- Being quick to reply shows potential guests that you are reliable and professional, which helps secure bookings. Loyalty discounts for guests- This encourages repeat business, turning one-time visitors into long-term customers. Feedback and reviews- Actively listening to guests helps us improve our services	Customer Segments Ilocos Sur is one of the fastest-growing tourism destination in Region 1.(PIA, 2025) Narvacan, Ilocos Sur has growing tourism potential, but there is a limited supply of quality, affordable, and modern accommodations. Many visitors stay in nearby towns because there are not enough Airbnb style lodging options in Narvacan. Our business aim to fill this gap by providing comfortable, affordable, and accessible accommodations for both local and international tourists. GEOGRAPHIC Domestic tourists visiting Ilocos Sur
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-Someone who will be on-site to entertain guests and answer inquiries on the social media page. Technician -Weekly check to make sure that the units are intact and the place is well-maintained. example: electrical Plumber -to check the plumbing weekly to avoid any problems in the future.	signage (tarpaulin) to attract guests.	Social: It confirms that people actually want a “comfortable and clean accommodation” and “perfect hideaway” for their staycation. Technological: It ensures the digital tools exist to support your “convenient location” and your promise of “fast responses” to guests. ADDITIONAL: Continue offering competitive and affordable pricing while carefully managing operating costs. Focus on cleanliness, comfort, and excellent customer service to	and builds social proof for future travellers. STP ANALYSIS 1.Segmentation • Domestic/Local Tourist • Business partner connection • Business travellers • Families • Couples • Backpackers • Local event attendees • International visitors • Single/Wanderer Targeting • Couples and small families looking for an	• Travelers from Metro Manila and nearby provinces • Overseas Filipino workers (OFWs) returning home • Foreign tourist exploring Northern Luzon DEMOGRAPHIC • Ages 20-50 • Couples • Small Families (2-5 guests) • Friends travelling together • Middle-income earners PSYCHOGRAPHIC • Budget conscious travellers • Staycation seekers • Beach lovers
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		encourage repeat guests and positive reviews. Strengthen the business's online presence by posting high-quality photos, responding promptly to inquiries, and actively managing social media and booking platforms. Regularly monitor customer feedback and market trends to improve services and remain competitive.	affordable and comfortable accommodation in Ilocos Sur • Domestic tourists visiting nearby attractions or beaches • Young professionals and groups seeking weekend staycation • OFWs and balikbayans visiting family who need short-term accommodation. Positioning Our Airbnb provides clean, modern, and affordable prefab accommodation in Narvacan, Ilocos Sur. We offer a peaceful stay with excellent customer service, convenient access to local attractions, and a	• Guests looking for peaceful and relaxing getaway BEHAVIOURAL • Weekend travellers • Holiday vacationers • Guests booking through Airbnb and Facebook • Customers who value cleanliness, affordability, and good customer service
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			comfortable home-away-from-home experience for couples, families, and leisure travellers.	
	Key Resources Property/Units 4 Prefabricated Units (6x4) Beds and linens -16 Clean Beddings and sheets with 36 pillow cases Staff -1 or 2 To be on site to welcome guests and be there to help them.		Channels Social media- In the Philippines, Facebook is the most dominant in travel bookings (BW,2025) and its just need to look more professional with high-quality photos. Tarpaulin- It acts as a permanent, physical billboard in Narvacan to	



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	Wi-fi -For Phones and Television Vehicles (3 Family Van) -Can supply Vehicles if they do not have one and they want to get places in comfort. Cctv -For security purposes		catch the attention of locals and passerby.	
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Cost Structure

Staff salaries (Housekeeping/caretaker)	£3000
Utilities (water & electricity)	£1800
Tax, permits & Business License	£276
Maintenance and repairs	£160
Cleaning supplies and toiletries	£300
Linen & Towel replacement	£140
Booking platform fees	£96
Marketing and social media advertising	£72
Insurance & security	£30
WIFI	£264

Revenue Streams

Our primary source of income will come from Airbnb room bookings. Additional revenue will be generated through transportation services, local tour packages, laundry services, and food offerings. These value-added services increase guest satisfaction while creating additional income opportunities.

Room Bookings (Daily/nightly stays)

Weekly and long-term stay discounts

Cleaning fee

Laundry service

Transport service

Local Tour packages

Food & Beverage (Breakfast or local delicacies)

Bike or motorcycle rental (optional)

Business Model Canvas

Credit – Strategyzer.com



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Key partners Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform. Who are your key partners? Who are your key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform? What are your motivators for this partnership? - Acquisition of resources - Reduction of risk and uncertainty - Optimisation and economies to scale	Key Activities Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful. What key activities are needed for: - value proposition - distribution channels - customer relationships - revenue streams	Value Proposition Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. What value do you deliver to the customer? What problem do you help to solve for your customer? What product and / or service will you be offering?	Customer Relationships It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship. What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out? How much will it cost?	Customer Segments For whom are you creating value? How can you identify your customers and the segments f customers you will have? Who are your most important customers? Are your customers individuals / business / individuals with a business What will they expect: - Self service - Automated service - Personal Assistance - Communities - Co-creation What does your customer segments look like: - Mass market - Niche market - Segmented - Diversified - Multi sided platform
	Key Resources What key resources does your value proposition need. What key resources are needed for: - value proposition - distribution channels - customer relationships - revenue streams Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.	Which customer needs are you satisfying? Characteristics of value proposition - Newness - Performance - Customisation - Design - Brand / status - Price - Cost Reduction - Accessibility - Convenience / visibility	Channels How will you communicate? Through which channels do our customer segments want to be reached? How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in you customer routines Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers	



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Cost Structure

What are the most important costs inherent in your business.

- Which key resources are the most expensive
- Which key activities are the most expensive

Is your business more

- Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing)
- Value driven (focused on value creation, premium value proposition)

Consider- Fixed costs such as salaries, rentals, utilities

Income, expenses, earnings or profit, sales, gross margins, break even.

Revenue Streams

Consider how the business will charge and receive income.

What are your customers willing to pay?

What do they currently pay and how does your offering differ?

What is your revenue model?

What are your pricing structures?

How do your customers pay now?

How would they refer to pay?

How much does each revenue stream contribute to the overall revenue?

Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent

Business Model Canvas

Credit – Strategyzer.com

Reference

Villanueva, A.(2025) Ilocos Sur invites travelers with its 'seven tourism pillars'.Available at: <https://pia.gov.ph/features/ilocos-sur-invites-travelers-with-its-seven-tourism-pillars/> (Accessed: 02 July 2026)

Business world online (2025) Travel choices of Filipinos influenced by social media trends. Available at: <https://bworldonline.com/technology/2025/05/11/671705/travel-choices-of-filipinos-influenced-by-social-media-trends-viral-posts-klook/> (Accessed: 10 July 2026)



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APPENDIX

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
4																	
5	Kate Difuntorum Escape Box Dec 2026																
6																	
7																	
8																	
9																	
10	Select your starting month: December																
11	MONTHS																
12	Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	
13	Total anticipated sales		£0	£3,200	£4,000	£3,400	£3,600	£3,600	£3,800	£3,400	£4,000	£4,400	£4,200	£4,000	£3,600	£45,200	
14	Value of your Start Up Loan		£0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£0	
15	Other sources of cash or equity		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
16	Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
17	Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
18	Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
19	Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
20	Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
21	Total cash in-flows (A)		£0	£3,200	£4,000	£3,400	£3,600	£3,600	£3,800	£3,400	£4,000	£4,400	£4,200	£4,000	£3,600	£45,200	
22																	

Key:

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Insert your own text/numbers into these cells as relevant.



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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
				MONTHS												
	Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
24	Total anticipated cost of sales		£0	£800	£1,000	£850	£900	£900	£950	£850	£1,000	£1,100	£1,050	£1,000	£900	£11,300
25	Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
26	Rent or premises costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
27	Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
28	Utilities (gas, electricity, water)		£250	£250	£230	£235	£200	£220	£220	£230	£235	£230	£230	£220	£225	£2,975
29	Insurance		£250	£250	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£500
30	Telephone and internet		£22	£22	£22	£22	£22	£22	£22	£22	£22	£22	£22	£22	£22	£286
31	Marketing and advertising expenses		£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£130
32	Vehicle running costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
33	Equipment purchase or leasing	Prefabricated Unit (4x)	£13,680													£13,680
34	Postage, printing, stationery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
35	Transport and delivery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
36	Professional fees (legal, accounting etc.)	Tax & Permits	£150	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£150
37	Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
38	Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
39	Staff costs		£120	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,720
40	Start Up Loan monthly repayment - First Loan		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
41	Cleaning supplies and Toiletries		£100	£50	£40	£40	£45	£50	£50	£45	£40	£45	£50	£40	£50	£645
42	Bed	Bed for 4 units	£2,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2,000
43	Linen, Pillows, & Sheets		£300	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£300
44	Fridge		£400	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£400
45	Plates, Glasses, Cup & Cutlery		£100	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100
46	Aircon		£1,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,000
47	Total cash out-flows (B)		£18,382	£1,682	£1,602	£1,457	£1,477	£1,502	£1,552	£1,457	£1,607	£1,707	£1,662	£1,592	£1,507	£37,186



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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Your net cash flow (A-B)	-£18,382	£1,518	£2,398	£1,943	£2,123	£2,098	£2,248	£1,943	£2,393	£2,693	£2,538	£2,408	£2,093	£8,014			
Your monthly opening business bank account balance	£0	-£18,382	-£16,864	-£14,466	-£12,523	-£10,400	-£8,302	-£6,054	-£4,111	-£1,718	£975	£3,513	£5,921	£8,014			
Your closing cash position	-£18,382	-£16,864	-£14,466	-£12,523	-£10,400	-£8,302	-£6,054	-£4,111	-£1,718	£975	£3,513	£5,921	£8,014	£8,014			

YOUR NOTES OR COMMENTARY

Use this space to explain any of the information you have provided in the fields above.