

# A FEASIBILITY STUDY ON ESTABLISHING THE INFINITY GARDEN MEMORIAL PARK AT UPPER LAMBOG, SAN ALFONSO, CATEEL, DAVAO ORIENTAL

Zariah Mae C. Gonzales, Redeem M. Certicio, Jilla Mae D. Susada

*Department of Bachelor of Science in Business Administration - Major in Financial Management, Davao Oriental State University - Cateel Extension Campus, Cateel, Davao Oriental, Philippines, 8205*

## 1 Introduction

One of the problems here in the Municipality of Cateel is the cemetery. Five years from now, the biggest public cemetery at Poblacion, Cateel, Davao Oriental, will not be available to accommodate. The whole area is already occupied, and cemeteries of other Barangays are not suitable to accommodate it. It did not pass some of the requirements set by the government. According to the Housing and Use Regulatory Board (HLURB), the cemetery must be at least 50 meters away from residential areas, and the location must be away from water sources such as lakes and rivers.

The researchers considered the memorial park as a proposed business aside from the reason that there is no proper cemetery in this municipality; researchers believed that the cemetery must be in a solemn and special place where people reminisce the memories that they shared and gives comfort to the person they love by providing them the proper place to bury. Which is clean, peaceful, secure, and has a quality of service shall be offered. One of the purposes of researchers is to establish a business to earn and help the community due to their personal experiences.

The memorial park is not just a place for interment. Still, it is also a place to have a family bonding and family reunion when we visit our loved ones and talk about memories we shared when they were still alive.

### 1.1 Objectives of the Study

This study aims to determine the feasibility of Infinity Garden Memorial Park in Upper Lambog, San Alfonso, Cateel, Davao Oriental. Specifically, it aims to:

1. To determine the target market
2. To determine the strategic location
3. To conduct market survey
4. To identify promotional strategies
5. To identify personnel requirements
6. To formulate business model
7. To determine capital requirements of the business
8. To project financial statement
9. To compute financial ratios (ROI, Payback period, ROA, Net profit margin)
10. To draw conclusions and recommendations

### 1.2 Product

The proposed business will offer different types of lawn lots. The measurement and size of the lawn lots are based on the standard size of (HLURB) set by the government.

Infinity Garden Memorial Park only offers lawn lots and vaults, plus freebies for tombstones (*granite*). The carabao grass will be planted where the homeowner is buried, as it is the responsibility of the management. Putting cemented benches or tables to beautify the lawn is a client's cost. Figure 1 is the Standard Lawn Lot, Figure 2 is Deluxe or the 4 Lot family state, Figure 3 is Premium, and Figure 4 is a Special Premium.

### Types of Lawn Lots

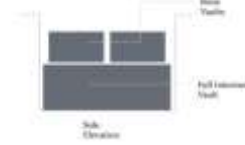
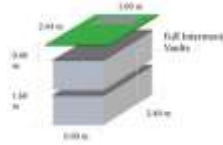


Figure 1. Standard Lawn Lot

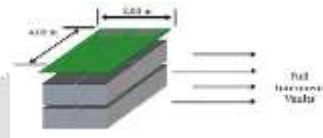


Figure 2. Deluxe (4 Lot Family State)



Figure 3. Premium (8-lot legacy)

18-lot legacy Closed type



Figure 4. Special Premium (18 Lot Legacy)

### Types of Vaults



Figure 5. Adult Vaults



Figure 6. Child Vault



Figure 7. Bone Vault

Each lawn lots have a different location where the customer can choose. The Standard Lawn Lot has at least one located within the center of each section, whether it is two full interments or one full interment. Deluxe lawn lot also has at least two lots located along the path walk of each section, either its open or enclosed type. The premium lawn has at least two lots along the main road, with benches on each side. Lastly is the special premium with a minimum of four lots in every corner on each side, with a flat marble marker on the ground.

**1.3 Services**

This business engages in varied services; although the memorial park provides service, it is necessary to produce vaults such as adult, child, and bone vaults needed to make the business operate. Making vaults has flexible time, and it can be rescheduled whenever there is a serious matter that needs attention producing vaults. This can be done as long as the vaults stay within their minimum of five vaults of every kind (adult, child, and bone).

The organization will always prepare options and strategies to use in case of sub-normal conditions of weather and machinery during internment/operations. There must always be an extra part for the machinery of the operation or contact hardware with machinery parts in case of machine failure during operation. The organization has extra equipment during bad weather events, like big tents. When it comes to vaults, there must be ten vaults of kinds, such as adult, child, and bone vaults, which must provide every day and also serve as a reservation for emergency matters.

The Chapel at Memorial Park is free to families for funeral and memorial services. The Chapel of Infinity Garden will seat approximately 125 people. The audio/visual system in the chapel was renovated. The new chapel sound and video system will offer a much-improved audio and video presentation to the families we serve. The organ has been removed from the chapel, but we now offer a keyboard for our client's convenience. The chapel can be scheduled twice daily on a first-come, first-served basis through the Funeral Director and a Memorial Park Family Service Counselor. The chapel service times are 10:00 AM and 2:00 PM, Monday through Saturday.

**1.4 Materials Handling Design**

The memorial park is a service organization that handles different equipment and machinery for operation. The purpose of the tent is to avoid water stock in the dug soil for interment from unexpected rain. To cover also the relatives of lots owner from the heat of the sun and rain. The tent is to cover the area during the whole duration of the operation where the burial ceremony is located. Also, preparing the burial ceremony is always ahead of time to avoid rushes during operation.


The vault carrier with a vault lifter carries the vault to the intended lot where the burial ceremony is located. The lowering device is to carry the vault eight feet below the ground. In operation, granite tiles use to make a tombstone.






A tomb marker machine is used to design the granite; it marks or writes when was the homeowner's birth and date of death. Infinity Garden already provides the tombstone (granite); however, when the homeowner's family or relative is authorized to decide whether to put a glass cover on the tombstone, it is no longer the liability of the said memorial park. The homeowner's family or relatives must shoulder the beautification of the gravestone.

Shovels and Picks are used to dig the soil in a certain lot to make a big hole where the vault will be buried. Digging must always be on a day before the interment to avoid and prevent rushes during operations.

Table 1 shows the operation's machinery and equipment specifications and uses of the organization.

**Table 1. Machinery and Equipment, Uses and Specifications**

SPECIFICATIONS	PURPOSES
 <p style="text-align: center;"><b>Water Dispenser</b></p>	<p>The business uses this water dispense for those clients who need water at the time of burial.</p>

 <p><b>Tent</b></p>	<p>The purpose of the tent is to avoid water stock in the dug soil for the interment from unexpected rain. To cover also the relatives of lots owner from the heat of the sun and rain. The main purpose of a tent is to cover the whole duration of the operation.</p>
 <p><b>Vault carrier with vault lifter</b></p>	<p>It carries the vault to the lots where the burial ceremonies happen.</p>
 <p><b>Lowering Device</b></p>	<p>The purpose of the lowering device is to carry the casket inside the vault.</p>
 <p><b>3040 Mini Machine</b> <b>tomb maker Machine</b></p>	<p>The organization uses this machine to lessen the labor cost instead of hiring a person to make a tomb.</p>
 <p><b>Shovel or Picks</b></p>	<p>Use to dig the lots before the burial ceremonies.</p>

**1.5 Technology**

The business has a different type of technological assistance. First is the approval of sanitary, which the Department of Health will compile. The correct sanitary practice can greatly improve efficiency, keep productivity up, and meet or surpass standards. Second is the Business permit which is also complied from the Local Government office. In addition to protecting the business legally, licenses can boost credibility and allow one to apply for citywide funding.

**1.6 Intended market**

The intended market of the proposed business will be the working individuals who earn exceeding ₱10,000.00 in a month. On the other hand, the offer is open to those with less than the monthly income of the specific earnings but are willing and able to pay. The proposed business will be located at Upper Lambog, San Alfonso, Cateel, Davao Oriental, with a 10 hectares or 100,000 square meter land area. Researchers believe every person deserves to have a better place. When the time comes, they need to settle down in peace.

The major intended markets of infinity garden are composed of the following:

1. Business owners
2. Private employees
3. Government employees

### 1.7 Competition

The primary competition of private cemeteries is the government cemetery, but it has a limited amount of dead to be buried because of its limited area and space. Public cemeteries are open to everyone, but the downside is that they may be overcrowded, and finding a spot near the rest of your loved ones who have gone before might be challenging. Even if a cemetery is privately owned, it can be considered a public cemetery if it is open to the general public as a place to bury the dead. Unlike private cemeteries, it has sufficient space and will maintain its cleanliness and peacefulness.

On the other hand, private cemeteries may be a place where no lots are sold to the public—this is usually ground such as a private family burial ground. It typically neither has military nor religious affiliation and may offer better upkeep options than public cemeteries. It might offer the option to leave flowers on the grave for you, for example, and the regular maintenance that families may want but feel too overwhelmed to perform themselves. The downside is that the price may be slightly more expensive than plots in public cemeteries.

**Table 2. Competitors and Business Market Share**

Competitors	Products	Estimated Market share
Public cemetery	Lawn Lots	40%
Infinity Garden Memorial Park	Lawn Lots	60%

Infinity garden memorial park's market share is estimated at 70%, considering the presence of competitors in the locality that offer the same product.

### 1.8 Industry

Normally, a memorial Park is where the deceased are buried and where people remember and commemorate a loved one who has passed away. This meditation space is for those seeking inner peace and a peaceful spot to be with their loved ones.

According to Nazarene A. Leyco, author of *Business Mirror Parks*, memorial parks are alive and well. Shrines and gardens are built to immortalize the departed memories and ideals, which is why the tradition of remembering the dead is still alive and well today. The living could invest in it because memorial lot prices rise over time due to renovations and innovations (Leyco, 2016).

Like other types of real estate in the country, Memorial lots have general provisions. Purchasing a memorial lot in the Philippines is comparable to purchasing any other sort of real estate, albeit some significant variances are owing to the nature of what memorial lots are for and where they are located. For one thing, memorial lots do not have land titles; they only have lot titles that indicate where the lot is located and its dimensions. In the case of memorial parks, this is also recorded by the developer or property manager, and in the case of public cemeteries, by the local government (Lamudi, 2013).

### 1.9 Business Model

Infinity Garden Memorial Park aims to offer high-quality products, primarily in Cateel, Davao Oriental. The business will include services and products catering to the customer's needs. The advocates wished to offer loyal clients a better experience and high-quality services. Additionally, it will offer high-quality services appropriate for people looking for pleasant, delectable, satisfying, and clean experiences while purchasing the products and developing a friendly and clean environment business.

## 2 Market Analysis

This chapter presents the necessary assessment dynamics of the beverage and entertainment industry market. This section also shows the necessary approach employed in the business to achieve its market objectives.

### 2.1 Marketing and Sales Strategy

Strategic marketing tactics can help cemetery maintenance businesses scale their visibility with the consumer. What companies need more resources, they can make up for in marketing intelligence and expertise.

## 2.2 Market Description

The proposed business will offer a different service and provides products in different categories such as standard, deluxe, premium, and special premium. Each has different prices based on its lot type. Customers may purchase the lawn lots based on their ability to pay, preferences, and free will.

This prospective business aims to provide quality services that will satisfy homeowners. The proposed business aspires to help diminish the current and future problem occurs in the Municipality of Cateel regarding cemetery issues, such as incompetence to provide space and lots, security and safety, and cleanliness to the offering clients.

The Infinity Garden Memorial Park has a different potential target market in Cateel, such as working individuals: public and private employees, business owners, and self-employed. The income of the said targets must exceed ₱10,000.00 a month. However, those working individuals with less than a specific income can also avail as long as they are willing and able to pay.

Researchers do not only limit the target market of this study, but it is also open to everyone. The prospect market of the study is based on the population gathered thru Local Civil Registrar (LCR).

**Table 3. Total Population and Sample Size**

BARANGAY	NUMBER OF HOUSEHOLD	REQUIRED RESPONDENT
Poblacion	1,735	81
San Alfonso	768	36
San Antonio	706	33
San Rafael	575	27
Taytayan	957	45
<b>Total</b>	<b>4,741</b>	<b>222</b>

Table 3 shows the total number of households per barangay of Cateel, Davao Oriental. Out of 16 barangays within the municipality, researchers only chose barangays with the highest number of respondents. Using Slovin's formula allows the researchers to sample the population with a desired degree of accuracy. With a total population of 4,741 and giving a confidence level of 95%, the margin of error will be 0.05. Its total sample size is 222, which is the basis of the sales projection.

## 2.3 Marketing Research and Development Program

The company must always be prepared to embrace new ideas, create and innovate new strategies and techniques on how to market, and gather more new clients. The company must research tools to be used the best strategies to update the marketing development of local and global demand, such as surveys. Surveys are market research methods that involve gathering data from a specific group of people. Surveys can include open and close-ended questions. The latter refers to questions that allow for a quick, one-word response. The former allows participants to elaborate on their opinions concerning a particular topic.

Businesses typically use them to gather data from their existing and potential customers. This can help them improve their operations in multiple ways, such as determining what aspects of their products or services are popular with customers or which customer demographics are more likely to buy from them.

The marketing research and development program involves searching for and developing new locations when the current site only has limited availability of lawn lots.

## 2.4 Market Timing and Scheduling Strategies

At the beginning of the operation, the organization will focus on promoting the business service offers and the instability of the business in Cateel and neighboring places. Fliers will be given to the public, and the tarpaulins shall hang outside every barangay's church and chapels. It is indeed important to build good relationships with the customer for the business believes; clients are always bringing new clients. The proposed business will tap into the funeral homes with at least 8% of share in every customer they convince to avail of the service of the said business.

The company will establish good relationships with past and current customers. The quality of service the business offers should maintain its good image to attract more prospective customers. Bundle or group package

It will be proposed to different business establishments that could help their human resource management program. If they decide to purchase 5 to 7 lawn lots of different types, 17% will be discounted to the total amount.

In the long run of business, the customers will look for the new benefits they can get from the services the business offers. In this case, the business will provide other benefits to get the expected satisfaction of customers. The group of packages will be offered, but unlike with the growth stage, it has a greater purchase package and a higher percentage of discounts to be more beneficial to the clients. If the customers decide to avail of 7 to 15 lawn lots with different types, it will be deducted by a 4% discount from the original list lot price. The business innovation of strategy or research to avoid the downward slope of the company's rate is needed. Currently, the business will offer the mini-standard type of lawn lots. It has a lower price but does not lessen the quality of service offered.

#### 2.4 Pricing Strategies

The proposed business will formulate a price that depends on the status of the respondents that will be gathered in the survey in five Barangays in the municipality of Cateel. Based on the data from the Philippine Statistic Authority or PSA, the minimum income of our target market is 10,000 and above. The business costs and expenses will also be the basis for setting the price. The price will matter on what type of lawn lots are availed by the homeowners. Each lawn lot has different prices according to its type, such as standard lot, deluxe lot, premium lot, and super premium lot. Mini-standard shall only offer during the decline stage of the business. Since the size and location of memorial lots vary according to HLURB rules and regulations, prices for these also vary.

#### 2.5 Terms and Conditions of Sales Strategies

The proposed business offers discounts to the client based on the type of payment the customers choose. The business offers 5% for spot cash. The other option is the monthly payment. If the client chooses the monthly payment, he/she will pay a 10% down payment upon signing the reservation form, and the remaining 90% will be paid in 11 months. The 40% down payment can be payable for five months, and the remaining balance of 50% is payable in six months. Clients can also avail of a 5% discount if she/he will be going to pay the 40% down payment upon signing the purchase agreement.

**Table 4. Computation for Regular Lots**

LOTS TYPE Regular Lots	UNIT PRICE	SPOT CASH 5% DISCOU NT	10% DOWN PAYMEN T	40% DOWN PAYMENT SPOT CASH, 5% DISCOUNT	40% DOWN PAYMENT 5 MOS. PAYABLE	50% REMAIN ING BALANC E 6 MOS. PAYABL E
SPECIAL- PREMIUM	28,000.00	26,600.00	2,800.00	10,640.00	2,240.00	2,333.33
PREMIUM	25,000.00	23,750.00	2,500.00	9,500.00	2,000.00	2,083.33
DELUXE	23,000.00	21,850.00	2,300.00	8,740.00	1,840.00	1,916.67
STANDARD	21,000.00	19,950.00	2,100.00	7,980.00	1,680.00	1,750.00

Table 4 shows the computation of our products offered for regular lots. It states the different prices and discounts of each product.

Infinity Garden also offers a mausoleum. The same process with the regular lot has also discounts. The organization also gives a 5% discount to clients willing to buy a mausoleum in spot cash. The other option is a monthly payment; if the client chooses this mode of payment, he/she will pay a 2% down payment upon signing the reservation form, and the remaining 98% will be paid in 23 months. The 48% down payment is payable for 11 months, while the remaining 50% is for 12 months. The clients can also be discounted by 5% if he/she is going to pay the 48% spot cash.

Aside from the discounts, the proposed business is also responsible for paying the tax upon purchasing the lots. The land title during the transfer of the property, the clients are liable to pay the declaration form for ₱700.00.

Also, the vaults and the tombstone (*granite*) during internment shall be shouldered by the clients with the amount of ₱10,700.00, which already includes the materials, equipment, and other stuff needed during the burial ceremony. One vault and tombstone (*granite*) are already free in the mausoleum. The vault can be in an adult vault, child vault, and bone vault, depending on the preference of the customer/s. It shall clarify that the Infinity Garden will only sell a lot but does not include the establishment of a mausoleum. It must be the responsibility of the clients.

### 2.6 Promotional Strategies

The company will use fliers, tarpaulins, radio advertisements, and social media such as Facebook, Instagram, and Twitter to promote the service offers to prospective customers. Fliers will be given and posted in public areas to inform future clients; the tarpaulins will be hung outside every barangay, church, and chapel to broadcast what the business service offers.

Some company advertisements will also be posted on the internet, such as Facebook and Instagram. Our advertisement can also be heard on every radio station in Cateel, Davao Oriental. Personal marketing is essential because this is an actual performance that you can give your customer to meet their expectations of what benefits they can get from services that will be provided. Also, a personal marketing strategy will build a strong relationship with the customers to have their loyalty and bring new clients to satisfy them with the services offered.



Figure 11: Location of the Business

## 3 Operating Analysis

This chapter involves a comprehensive evaluation of business operational aspects to assess the viability and sustainability of the proposed business. These include management and personnel requirements, the flow of operations, and assessing critical factors involved in the venture using strategic analysis tools.

### 3.1 Personnel (Administrative)

There shall be 2 sets of personnel. First is the General Manager. Second is the operating manager, which includes utility maintenance, landscaper, and security guard.

### 3.2 Management and Personnel Requirements

In Infinity Garden Memorial Park, there will be two partners whose ownership ratio varies with their share of investment. Both are Filipino citizens living in the province of Davao Oriental.

The management proposed to utilize employees since the organization is not a big company that requires a one-to-one relationship of job; each position has one employee. One of the managerial strategies is to utilize the staff within the company.

The general manager will be the office cashier. The operations manager will also be the utility head of maintenance. The landscaper will also be the field driver who operates the equipment needed and the tomb maker using the machine. However, when the company starts to boom, and the current employees cannot accommodate clients, it will hire new employees, which is part of its expansion.



**Table 5. Management and Personnel Requirements**

JOB TITLE	JOB QUALIFICATION	JOB DESCRIPTION
General Manager	<ul style="list-style-type: none"> <li>• Business or marketing-related degree</li> <li>• Positive attitude</li> <li>• Age 20 -30 years old, Male/Female</li> </ul>	Responsible for planning the improvements of the business. Must monitor the overall transactions of the organization. Responsible for handling and resolving disputes between employees and company conflicts.
Operation Manager	<ul style="list-style-type: none"> <li>• Business or marketing-related degree</li> <li>• Ability to gather and analyze financial reports</li> </ul>	Make, analyze, and present financial reports accurately and on time. Responsible for preparing monthly and annual financial reports. In-charge in making budgets, payrolls, and other accounts of the company.
Utility Maintenance	<ul style="list-style-type: none"> <li>• Must have a certificate of good health.</li> <li>• Positive attitude</li> </ul>	Maintain the cleanliness of the office. Immediate repair of lights, electric, and plumbing inline problems.
Landscaper	<ul style="list-style-type: none"> <li>• At least a High graduate</li> <li>• Positive attitude</li> </ul>	The landscaper shall be responsible for landscaping the whole area within due time through the contract.
Security Guard	<ul style="list-style-type: none"> <li>• At least a high school graduate</li> <li>• Willing to be trained</li> </ul>	The security guard will be the guardian of the memorial park. Its role is to maintain the peacefulness of the area.

Table 5 shows the Job qualifications and description of Infinity Garden Memorial Park personnel.

### 3.3 Regulations

The Infinity Garden followed the rules and regulations of the memorial park/cemetery for issuance of a development permit by the HLURB (Housing and Land Use Regulatory Board). Before implementing the proposed business, equipment and machinery must be in good condition and with quality. Proper sanitation must observe to maintain cleanliness within the area and avoid health issues during operations.

The organization ties with the principle that through implementing empowerment, employees are observed to be more transparent, committed, and motivated, which helps to give innovative ideas and good decision-making. The organization aims to have a smooth way of communication among all employees to bridge the gap between misunderstandings and conflicts in the workplace. The organization shall have equal judgment in giving rewards and punishments that the management will decide. It will be implied smoothly for all workers simultaneously shareholders.

The following shall be the organization's basic policies to be strictly followed by employees and the management team:

1. Employees must be time conscious.
2. All employees, Christian and Non-Christian, must participate in the 10 minutes break for the prayer.
3. Maintain a good relationship between the management and employees.
4. The employees must be responsible for their job efficiently and effectively.
5. The employees must maintain cleanliness and Godliness.
6. The employees must observe how equipment and machinery are used to avoid accidents.
7. The employees must be concerned about putting the equipment and machinery in a proper place after using it.
8. The employees should treat their clients equally.
9. Employees shall have to attend monthly meetings held at the end of the month.

**3.4 Training Program**

The company will provide a program for the employees, such as sending them training for information they can use in the workplace to improve their knowledge and performance. A program will help the company to increase profitability and help all employees to enhance or develop their skills to be competitive employees in all aspects of work.

A training program that the company will provide is the training for proper handling of machinery, equipment, and facilities needed on and during the operation of the business. Seminar about new techniques and strategies for marketing the service to present and future customers. Seminar for proper sanitation needed and required in operating the business.

**3.5 Critical Factors**

Infinity Garden Memorial Park has different critical factors in the SWOT, Porter’s Five Forces, and PEST analyses.

**3.6 SWOT analysis** stands for Strengths, Weaknesses, Opportunities, and Threats. The strength and weaknesses are internal factors, whereas opportunities and threats are external factors beyond the company's control in the larger market.

**Table 6. SWOT Analysis**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>• Solemnity</li> <li>• Cleanliness</li> <li>• Properly laid of graves</li> <li>• Far from rivers and ocean</li> <li>• Security</li> <li>• Accessible</li> <li>• Spacious</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive to operate</li> <li>• Quiet far from the town</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• Economic</li> </ul>	<ul style="list-style-type: none"> <li>• Public cemetery</li> <li>• Fortuitous events</li> </ul>

**Strength**

*Solemnity* – One of the strengths of the private cemetery is solemnity. A private cemetery has its policies; part is to maintain its solemnity. Unlike public cemeteries, people come and go – doing things they want to do. Visitors in public cemeteries do not care if some people are still mourning. Private cemeteries were certainly in private ownership and confined to isolated plots of ground. They could make visitors/people maintain solemnity, pray, mourn, and feel the essence of their loved ones solemnly.

*Cleanliness* – private memorial parks must maintain their cleanliness by the management to satisfy client expectations.

*Far from rivers and ocean* – Aside from the security, securing the graves by putting the project location far from the river and ocean is significant.

*Accessibility* – it is difficult nowadays to look for a decent area to lay their deceased loved ones peacefully. Having a memorial park in our very municipality allows the public to place their memories with their significant relatives or friends within the town and not have to be moving elsewhere.

*Spacious* – the private memorial park is well organized and facilitated.

**Weaknesses**

*Expensive to operate* – one of the weaknesses to be noted in considering memorial park as a business is the high maintenance expense. Memorial Park must always be maintained to sustain its natural and scenic environment. Moreover, considering the best things the memorial park could offer, the pricing service is expected to be expensive, which may drive the public to prefer public cemeteries.

*Quiet far from the town* – considering the location where the memorial park is situated, the public cemetery is nearer, which makes the tendency to choose a public cemetery considerably high. This factor will negatively affect infinity garden in terms of reaping higher revenue.

### **Opportunities**

*Economic* – the memorial park is economically able to provide livelihood, such as selling candles and flowers to the nearer residences within the vicinity of the area.

### **Threats**

*Public cemetery* – private cemetery is considered a public cemetery a threat because a public cemetery is a competitor of a private cemetery in operating a memorial park.

*Fortuitous events* – the memorial park and other death care facilities may be exposed to occurrences of natural disasters such as typhoons, floods, earthquakes, and fire, which could inflict extensive property damage and disrupt operations because the location of the cemetery has a small upland area but away from the residential area and rivers. However, the threat is what businesses are terrified of, and they cannot prevent it.

### **3.7 Five Porter Forces**

Threats of new entrants. (Low). This business is not typical of others, but it is quite profitable. The firm will provide whole cemeteries with additional space and assist people in remembering where they buried their loved ones.

Competitive Rivalry. (High). The government cemetery is our primary competitor, but it has little availability. Unlike ours, we have sufficient space and will maintain the cemetery's cleanliness and peacefulness.

Threats of a substitute. (High). Customers will likely switch to an alternative like a government cemetery because its lawn lots are affordable.

Bargaining power. (Low). Owners will make certain that the customer is still able to pay for the services that we wish to provide for them and that the pricing is maintained at a reasonable level. So, the owners will consider our bargaining power at a low level as we cannot assure any situation.

Supplier power. (High). As the owner will make sure to give our full power, not just our best but our very best, to accomplish the things our customer deserves, and also, we will make sure to prepare the supplies they need.

### **3.8 PEST Analysis**

Political factor – Government regulation and political influence can affect the business in both ways. The government might change how taxes are done, changing how a business can make money. Infinity Garden will then cope with these changes by formulating significant and relevant strategies to maximize revenue and pay increasing obligations.

Economic factor – Memorial Park can use the country's economic factors such as inflation, minimum wage and working hours of employees, and interest rate of the business to analyze the business position in the industry. These variables affect a business immediately and have long-lasting repercussions that the business has to deal with. Increase in the price of a basic commodity may not affect the business directly by lessening the people's financial capacity, aside from inflation decrease/increase of employee wage and salary can also be a factor that changes the way the business operates and the increase in interest rates can be utilized by the business to generate more income by offering installments on graves utilizing higher interest rate.

Social factors – Social influences include age distribution, career views, population growth rates, cultural norms and expectations, health consciousness, and safety. These elements can help our business to plan our marketing analytics and strategy more effectively. Infinity garden memorial park will carefully look through these factors to ensure that the business ways fit the society's culture. It will be promoted inclusivity as to individuals' religious beliefs and customs, economic status, and other social norms.

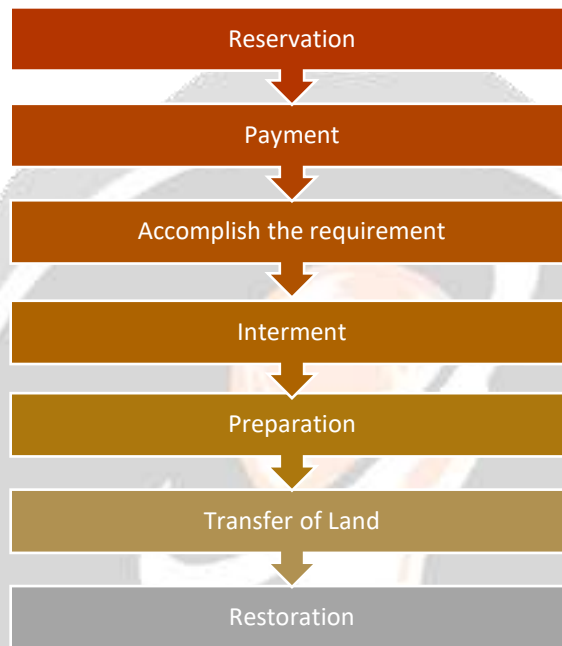
Technological factor – Technological advancements and technological advances are called technological elements. Infinity Garden shall evolve its infrastructure as it affects how an organization operates. Technological issues can have a greater impact on business operations and performance. One of the memorial park factors is using mobile phones to promote the business.

### **3.9 System and Form Designs**

The following forms will be used throughout the business transactions in marketing:

1. *Payroll* – Used to release the salary of the employees.

2. *Official Receipt* – It is issued by the cashier to the customer when the payment is being made.
3. *Invoice* – A document that shows a list of services and the prices to be paid by the customer.
4. *Check Voucher* – A documentary transaction record or certificate signifies the customer's surety.
5. *Accounts Receivable* – It is the basis to determine the collectible payment of the customers.
6. *Reservation Form* – It is used when the customers want to purchase a lawn lot to reserve the space provided in the reservation form, and it also includes what kind of lot type to be purchased.
7. *Purchase Agreement* – It states the agreement where the customer agreed on the interment process and prices.
8. *Certificate of Perpetual Lease* – It is the agreement where the customer has the certificate issued that he/she does the right to use the lot that is paid upon.



**Figure 13. Flow Chart**

The Infinity Memorial Park Produces a system process for those customers who want to avail of our services. Customers will first make a reservation to the broker or the owner, for they make the entire process easier, from scheduling appointments to legal documentation. The second step is for payment; only pay the reservation fee if you are confident in your calculation. The overall contract price, down payment, and monthly deposit should all be included.

You can settle your reservation fee once everything has been straightened up. Individual requirements may vary depending on your payment. Submit the requirement needed to the owner and read the fine print before signing any document. If the customer is qualified for the service, then the owner can start the process of preparation for the burial event, interment process, and restoration.

#### **4 Financial Analysis**

This chapter discusses all-important financial documents in analyzing the financial opportunities of infinity garden memorial park, including financial ratios and their implication for the proposed business.

##### **4.1 Start-Up Schedule**

This chapter presents the necessary documents to display the financial standing of the proposed business over a given period. It consists of an Income statement, Cash Flow Statement, Balance Sheet, Partners Equity, and Notes to Financial Statements. Start-up schedule for establishing the proposed business. This schedule of business activities of the proponents illustrates their preparedness to offer and serve products and services to potential customers.

Table 7. Gantt Chart

Activities	2023								2024					
	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C	J A N	F E B	M A R	A P R	M A Y	J U N
Pre-Operational Phase 1														
Preparation of Documents	■													
Purchase of Land		■												
Building Permit Processing			■											
Clearance Preparation				■										
Canvass of Materials					■									
Purchased Materials and Equipment						■								
Building Layout							■							
Building Construction								■						
Operational Phase 2														
Purchased Furniture and Fixtures										■				
Purchased Office Equipment											■			
Hiring of Employees												■		
Promotions													■	
Start of Business Operation														■

#### 4.2 Financial Projection

The financial projection represents the Infinity Garden mode of financial assumptions. These forecasted financial statements indicate the balance sheet, Income statement, Notes to the income statement, Partner's equity, and Cash flow statement. Also, the schedule of depreciation, financial ratios, including the net profit margin, and return on investment. The following assumptions are also provided to determine the financial feasibility of the proposed business.

Table 8. Projected Annual Revenue

Forecasted Revenue			
Products	Price	Quantity	Annual Revenue
Standard	21,000.00	176	3,696,000.00
Deluxe	23,000.00	10	230,000.00
Premium	25,000.00	2	50,000.00
Special premium	28,000.00	1	28,000.00
<b>Total</b>		<b>189</b>	<b>4,004,000.00</b>
<i>Assumption: Annual Revenue will increase by 10% yearly</i>			

Financial projected revenue is forecast based on the yearly demand of the sample population. Out of 222 respondents, only 189 respondents are willing to avail of the service.

Table 9. Promotional Expense

Promotional Expense							
	Unit Cost	Quantity/ Per month	2024	2025	2026	2027	2028
Radio Advertising	600	3	1,800.00	0	0	0	0
Flyers	1.5	500	750.00	0	0	0	0
Poster	500	16	8,000.00	0	0	8,000.00	0
Signage	25,000	1	25,000.00	0	0	25,000.00	0

<b>Total</b>			<b><u>35,550.00</u></b>			<b><u>33,000.00</u></b>
Assumption: Radio advertising will run greatly in 2024, and flyers will be produced in the first month of operation. Posters and signage will be incurred in the year 2024 and 2027.						

**Table 10. Supplies Expense**

Supplies Expense			
Supplies	Quantity	Price	Annual Cost
<b>Office Supplies</b>			
<i>Bond paper</i>	7	205	1,435.00
<i>Ballpen</i>	15	8	120.00
<i>Notebook</i>	5	14	70.00
<i>Ink</i>	20	250	5,000.00
<i>Stapler</i>	3	95	285.00
<i>Puncher</i>	3	200	600.00
<b>Cleaning Supplies</b>			
<i>Mop</i>	2	65	130.00
<i>Pail</i>	5	45	225.00
<i>Brush</i>	3	25	75.00
<i>Soap</i>	100	6	600.00
<b>Total</b>			<b><u>8,540.00</u></b>
Assumption: The proponent assumed that there would be an increase of 3% in the succeeding year of operation.			

**Table 11. Tools and Equipment**

Equipment	Cost	Units	Total
Water Dispenser	2,000.00	2	4,000
Tent	1,500.00	2	3,000
Vault carrier with lifter	10,000.00	1	10,000
Lowering device	7,899.00	1	7,899
Tomb maker machine	12,000.00	1	12,000
Shovel and picks	400.00	3	1,200
<b>Total</b>			<b><u>38,099</u></b>

**Table 12. Land**

Land	3,500,000.00
Assumption: The amount spent on land acquisition includes the purchase price and expense of land improvements.	

**Table 13. Bank Loan**

Amortization				
Year	Payment Amount	Interest	Principal	Remaining Principal
				1,300,000.00
1	300,267.24	65,000.00	235,267.24	1,064,732.76
2	300,267.24	53,236.64	247,030.60	817,702.16
3	300,267.24	40,885.11	259,382.13	558,320.03
4	300,267.24	27,916.00	272,351.24	285,968.80
5	300,267.24	14,298.44	285,968.80	-
<b>Total</b>	<b>1,501,336.19</b>	<b>201,336.19</b>	<b>1,300,000.00</b>	

*Assumption: Loan Payables will be 1,501,336.19, which includes the 5% interest rate*

**Table 14. Building**

Building			
Raw materials	QTY.	Price	Total
Gravels (5 mini dams)	5.00	1,500.00	7,500.00
Nails			-
#4	4.00	65.00	260.00
#3	3.00	60.00	180.00
Umbrella nails	5.00	70.00	350.00
Vulcaseal	4.00	60.00	240.00
Galvanized iron	20.00	400.00	8,000.00
Plain sheet	10.00	350.00	3,500.00
Cement	70.00	230.00	16,100.00
Hollow blocks	3,500.00	12.00	42,000.00
Steel bar 10mm	50.00	245.00	12,250.00
Steel bar 8mm	50.00	125.00	6,250.00
Wood			-
300 board feet	40.00	24.00	960.00
160 board feet	30.00	24.00	720.00
180 board feet	40.00	24.00	960.00
Laborer	4.00	12,000.00	48,000.00
Masson	3.00	18,000.00	54,000.00
Paint	8.00	800.00	6,400.00
Painters	2.00	2,500.00	5,000.00
Electric Installation			15,000.00
<b>Total</b>			<b><u>227,670.00</u></b>

**Table 15. Furnitures and Fixtures**

Table	1,000	10	10,000.00
Chair	300	20	6,000.00
Paper rack	3,000	2	6,000.00
<b>Total</b>			<b>22,000.00</b>
<i>Assumption: Infinity Garden Memorial Park will acquire furniture and fixture for 22,000</i>			

**Table 16. Depreciation**

Particulars	Cost	Useful Life	Depreciation
Equipment	38,099	5	7,620
Building	227,670	15	15,178
Furnitures and Fixtures	22,000	5	4,400
<b>Total</b>			<b>27,198</b>
<i>Assumption: Equipment will be depreciated for 5 years The building will be depreciated for 15 years Furniture and Fixture will be depreciated for 5 years</i>			

**Table 17. Maintenance**

Particulars	Annual Cost
Maintenance	2,989
<i>Assumption: Maintenance will be 2,989 starting in the third year</i>	

**Table 18. Salary, Wages, and Commission**

	Basic	No. of employees	Monthly Salary	Annual
General manager	Not applicable	Not applicable	Not applicable	Not applicable
Operation manager	Not applicable	Not applicable	Not applicable	Not applicable
Utility Maintenance	6,000.00	5	30,000.00	360,000
Security guard	15,000.00	2	30,000.00	360,000
Landscaper	7,000.00	1	7,000.00	84,000
<b>Total</b>			<b>67,000</b>	<b>804,000</b>
<i>Assumption: The job position of general manager and operation manager is assumed by business partners. The salaries expense of the remaining employee is assumed to increase by 2% every year.</i>				

**Table 19. Utilities Expense**

Particulars	Monthly	Annually
Electricity Bill	1,500	18,000
Internet	1,500	18,000
<b>Total</b>	<b>4,000</b>	<b>36,000</b>
<i>Assumption: Infinity Garden will pay 4,000 every month and is assumed to increase by 2% yearly.</i>		



**Table 20. Permit and Licenses**

Particulars	Total Cost
DTI Business Registration	1,500.00
Business Permit	7,500.00
BIR	3,300.00
Sanitary Fee	9,000.00
Mayor's Permit	600.00
<b>Total</b>	<b><u>21,900.00</u></b>
<i>Assumption: The amount incurred is fixed within five years.</i>	

**Table 21. Miscellaneous Expense**

Miscellaneous Expense	12,000.00
<i>Assumption: Infinity Garden will pay the miscellaneous expense of 12,000 every month</i>	

**Table 22. Service**

Particulars	Fee	No. of days	Annual
Masonry	600	189	113,400.00
Laborer (2)	400	189	75,600.00
<b>Total</b>			<b><u>189,000.00</u></b>
<i>Assumption: The cost of service will increase by 10% every year.</i>			

**Table 23. Capital Requirements**

Particulars	Amount
Land	3,500,000.00
Equipment	38,099.00
Building	227,670.00
Furniture and fixture	22,000.00
Working capital	1,216.67
<b>Total</b>	<b><u>3,788,985.67</u></b>
<i>Assumption: Partners will contribute 2,500,000 in addition to a 1,300,000 bank loan to finance the capital required for the business establishment. The stated contribution will be divided equally by the partners.</i>	

### 4.3 Income Statement

The projected income statement shows the expected revenue, expenses, and net income of Infinity Garden for a future period. It provides the business's financial performance based on assumptions. This is essential in planning and making informed decisions about future operations, investments, and strategies.

**Table 24. Projected Income Statement**

Particulars	2024	2025	2026	2027	2028
Service Revenue	4,004,000.00	4,404,400.00	4,844,840.00	5,329,324.00	5,862,256.40
Less: Cost of Service	189,000.00	207,900.00	228,690.00	251,559.00	276,714.90
Gross Profit	3,815,000.00	4,196,500.00	4,616,150.00	5,077,765.00	5,585,541.50
Less: Operating Expense					

Supplies Expense	8,540.00	8,796.20	9,060.09	9,331.89	9,611.85
Promotional Expense	35,550.00	-	-	33,000.00	-
Interest Expense	65,000.00	53,236.64	40,885.11	27,916.00	14,298.44
Depreciation Expense	27,197.80	27,197.80	27,197.80	27,197.80	27,197.80
Maintenance			2,989.00	2,989.00	2,989.00
Wages and Salaries	804,000.00	820,080.00	836,481.60	853,211.23	870,275.46
Utilities Expense	36,000.00	36,720.00	37,454.40	38,203.49	38,967.56
Permits and license	21,900.00	21,900.00	21,900.00	21,900.00	21,900.00
Miscellaneous Expense	14,600.00	14,892.00	15,189.84	15,493.64	15,803.51
Total operating expense	1,012,787.80	982,822.64	991,157.83	1,029,243.05	1,001,043.61
Net Income Before Tax	2,802,212.20	3,213,677.36	3,624,992.17	4,048,521.95	4,584,497.89
Less: Income Tax	980,774.27	1,124,787.08	1,268,747.26	1,416,982.68	1,604,574.26
Net Income After Tax	<u>1,821,437.93</u>	<u>2,088,890.29</u>	<u>2,356,244.91</u>	<u>2,631,539.27</u>	<u>2,979,923.63</u>

Infinity Garden has a forecasted sale of 4,004,000.00 in its first year of operation and is projected to have a 10% increase in the next years. Revenue less cost of service yields a gross profit of 3,815,000.00. Gross profit deducted by operating expenses, including income tax, gives a net profit of 1,821,437.93. The positive net income indicates that revenue exceeds the total expenses over a specific period. This implies that infinity garden is profitable that generates a surplus after covering all expenses. It also suggests further positive financial health, which means that the business effectively manages its resources, generates sufficient sales, and controls its expenses.

#### 4.4 Cash flow statement

The cash flow statement estimates the anticipated cash inflows and outflows of an infinity garden memorial park over some time. It tracks the cash movements within the business during a given period (2024-2028). It is divided into three main sections: operating activities, investing activities, and financing activities.

**Table 25. Projected Cash Flow**  
**Infinity Garden Memorial Park**  
 Statement of Cash Flow  
 As of Years Ended Year 1 – Year 5

Particulars	2024	2025	2026	2027	2028
<b>Cash flow from operating activities</b>					
Net Income After Tax	1,821,437.93	2,088,890.29	2,356,244.91	2,631,539.27	2,979,923.63
Depreciation	27,197.80	27,197.80	27,197.80	27,197.80	27,197.80
<b>Net Cash Inflow</b>	<b>1,848,635.73</b>	<b>2,116,088.09</b>	<b>2,383,442.71</b>	<b>2,658,737.07</b>	<b>3,007,121.43</b>
<b>Cash flow from investing activities</b>					
Payment for Land	3,500,000.00				
Acquisition of Equipment	38,099.00				
Building	227,670.00				
Acquisition of Furniture and Fixtures	22,000.00				
<b>Net Cash Outflow</b>	<b>(3,787,769.00)</b>				
<b>Cash flow from financing activities</b>					
Infinity Garden, Capital	2,500,000.00				
Bank loan	1,300,000.00	1,300,000.00	1,064,732.76	817,702.16	558,320.03
Payments of Loan		(235,267.24)	(247,030.60)	(259,382.13)	(272,351.24)

Principal					
Withdrawal		(200,000.00)	(100,000.00)	(100,500.00)	(100,500.00)
<b>Net Cash Inflow</b>	<b>3,800,000.00</b>	<b>864,732.76</b>	<b>717,702.16</b>	<b>457,820.03</b>	<b>185,468.80</b>
<b>Total Cash Flow</b>	1,860,866.73	2,980,820.85	3,101,144.87	3,116,557.10	3,192,590.23
Add: Cash Beginning Balance	-	1,860,866.73	4,841,687.58	7,942,832.45	11,059,389.55
<b>Cash Ending Balance</b>	<b>1,860,866.73</b>	<b>4,841,687.58</b>	<b>7,942,832.45</b>	<b>11,059,389.55</b>	<b>14,251,979.78</b>

The cash flow statement of Infinity Garden suggests that the business generated positive cash flow from its operating activities, made strategic investments in property, plant, and equipment, and obtained financing through borrowings. The net increase in cash indicates the business's ability to manage its cash flow effectively and potentially fund future operations, investments, and debt repayments.

#### 4.5 Balance sheet

A balance sheet is a snapshot of a company's financial position, showing its assets, liabilities, and shareholder's equity at a specific date. It estimates a company's financial position at a specific future period. It helps forecast liquidity, measure solvency, analyze the capital structure, and identify potential financing needs or excess cash reserves. The table below is the Infinity Garden projected statement of financial position. Projections are based on assumptions about various factors, including market conditions, internal strategies, and management decisions.

**Table 26. Projected Balance Sheet**

Infinity Garden Memorial Park Statement of Financial Position For the Years Ended Year 1 – Year 5					
ASSETS	2024	2025	2026	2027	2028
<b>Current Assets</b>					
Cash	1,860,866.73	4,841,687.58	7,942,832.45	11,059,389.55	14,251,979.78
<b>Total Current Assets</b>	1,860,866.73	4,841,687.58	7,942,832.45	11,059,389.55	14,251,979.78
<b>Non-Current Assets</b>					
Land	3,500,000.00	3,500,000.00	3,500,000.00	3,500,000.00	3,500,000.00
Equipment	38,099.00	38,099.00	38,099.00	38,099.00	38,099.00
Less: Accumulated Depreciation	7,619.80	15,239.60	22,859.40	30,479.20	38,099.00
Building	227,670.00	227,670.00	227,670.00	227,670.00	227,670.00
Less: Accumulated Depreciation	15,178.00	30,356.00	45,534.00	60,712.00	75,890.00
Furniture & Fixture	22,000.00	22,000.00	22,000.00	22,000.00	22,000.00
Less: Accumulated Depreciation	4,400	8800	13200	17600	22000
<b>Total Non-Current Assets</b>	3,760,571.20	3,733,373.40	3,706,175.60	3,678,977.80	3,651,780.00
<b>Total Assets</b>	<b>5,621,437.93</b>	<b>8,575,060.98</b>	<b>11,649,008.05</b>	<b>14,738,367.35</b>	<b>17,903,759.78</b>
<b>Liabilities &amp; Partner's</b>					

<b>Equity</b>					
<b>Liabilities</b>					
Loans Payable	1,300,000.00	1,064,732.76	817,702.16	558,320.03	285,968.80
Total Liabilities	1,300,000.00	1,064,732.76	817,702.16	558,320.03	285,968.80
<b>Partner's Equity</b>					
Gonzales, Capital	2,160,718.97	3,855,164.11	5,465,652.94	7,140,273.66	8,859,145.49
Certicio, Capital	2,160,718.97	3,855,164.11	5,465,652.94	7,140,273.66	8,859,145.49
Partners drawing		(200,000.00)	(100,000.00)	(100,500.00)	(100,500.00)
Total Partner's Equity	4,321,437.93	7,510,328.22	10,831,305.89	14,180,047.32	17,617,790.98
<b>Total Liabilities &amp; Partner's Equity</b>	<b><u>5,621,437.93</u></b>	<b><u>8,575,060.98</u></b>	<b><u>11,649,008.05</u></b>	<b><u>14,738,367.35</u></b>	<b><u>17,903,759.78</u></b>

Infinity Garden has a healthy liquidity position with 1,860,866.73, indicating the ability to meet short-term obligations. The significant investment in property, plant, and equipment at 3,787,769.00 indicates the business commitment to long-term operations and the potential for future operations and potential for future growth. The business balance sheet reveals a total debt of 1,300,000.00 which will be paid fully after 5 years of operation.

#### 4.6 Statement of Changes in Equity

Changes in partner equity refer to the modifications that occur in the financial interest of partners. It represents the ownership interest of individual partners in the partnership asset, profits, and losses.

**Table 27. Partner's Equity**

Infinity Garden Memorial Park Statement of Changes in Partner's Equity As of the Years Ended Year 1-Year 5					
Particulars	2024	2025	2026	2027	2028
Capital Beginning	2,160,718.97	3,855,164.11	5,465,652.94	7,140,273.66	8,859,145.49
Add: Net Income	2,160,718.97	3,855,164.11	5,465,652.94	7,140,273.66	8,859,145.49
Total	4,321,437.93	7,710,328.22	10,931,305.89	14,280,547.32	17,718,290.98
Less: Drawing	0.00	(200,000.00)	(100,000.00)	(100,500.00)	(100,500.00)
<b>Ending, Balance</b>	<b><u>4,321,437.93</u></b>	<b><u>7,510,328.22</u></b>	<b><u>10,831,305.89</u></b>	<b><u>14,180,047.32</u></b>	<b><u>17,617,790.98</u></b>

The partner's equity section shows 4,321,437.93 of the partner's capital investment and retained earnings. This statement provides a clear picture of each partner's equity changes throughout the years. It demonstrates how partners' capital contributions, net income, and withdrawals impact their equity balances and the overall equity of the partnership.

#### 4.7 Profitability Ratios

It helps to determine the financial capability of the business if it is feasible and has the potential to make out of its operation.

**A. Net Profit Margin**

$$\text{Net Profit Margin} = \frac{\text{Net Income after Tax}}{\text{Sales}}$$

	2024	2025	2026	2027	2028
<b>Net Income</b>	<u>1,813,637.93</u>	<u>2,080,934.29</u>	<u>2,348,129.79</u>	<u>2,623,261.85</u>	<u>2,971,480.66</u>
<b>After-tax</b>	4,004,000.00	4,404,400.00	4,844,840.00	5,329,324.00	5,862,256.40
<b>Sales</b>					
<b>Net Profit Margin</b>	<u>45%</u>	<u>47%</u>	<u>49%</u>	<u>49%</u>	<u>51%</u>

The ratio indicates the percentage of net income generated from each peso of revenue earned. The NPM of 45%, 47%, 49%, 49%, and 51%, respectively, means that for every one-peso income from sales of the business, .45 cents, .47 cents, .49 cents, .49 cents, and .51 cents is retained as net income after deducting all expenses, including the cost of goods sold, operating expenses and taxes. The high ratio generally indicates better profitability and efficiency, as a larger portion of revenue is converted into net income. Infinity Garden has effective cost management, pricing strategies, and revenue generation capabilities.

**B. Return on Investment**

$$\text{Return on Investment} = \frac{\text{Net Income After Tax}}{\text{Initial Investment}}$$

	2024	2025	2026	2027	2028
<b>Net Income</b>					
<b>After-Tax</b>	<u>1,813,637.93</u>	<u>2,080,934.29</u>	<u>2,348,129.79</u>	<u>2,623,261.85</u>	<u>2,971,480.66</u>
<b>Initial Investment</b>	3,800,000	3,800,000	3,800,000	3,800,000	3,800,000
<b>Return on Investment</b>	<u>48%</u>	<u>55%</u>	<u>62%</u>	<u>69%</u>	<u>78%</u>

The 3,800,000-initial investment of the partners has a 48%, 55%, 62%, 69%, and 78% return, respectively, which means that for every one-peso (1.00) investment, the business will receive .48 cents, .55 cents, .62 cents, .69 cents, and .78 cents in return which suggest that the business operate successfully in earning revenues. For 2024, the ROI of 48% indicates a profitable investment, as infinity garden is earning almost half of the initial investment. The increasing ROI generally indicates improved profitability and efficiency of an investment, which suggests the investment is becoming more profitable. It implies that the investment generates greater returns or benefits than the resources or capital invested.

**C. Return on Assets**

$$\text{Return on Asset} = \frac{\text{Net Income}}{\text{Total Asset}}$$

	2024	2025	2026	2027	2028
<b>Net Income</b>	<u>1,821,437.93</u>	<u>2,088,890.21</u>	<u>2,356,244.91</u>	<u>2,631,539.27</u>	<u>2,979,923.63</u>
<b>Total Assets</b>	5,621,437.93	8,575,060.98	11,649,008.05	14,738,367.35	17,903,759.78
<b>Return on Asset</b>	<u>32%</u>	<u>24%</u>	<u>20%</u>	<u>18%</u>	<u>17%</u>

The return on assets of 32%, 24%, 20%, 18%, and 17%, respectively, means that Infinity Garden generated .32 cents, .24 cents, .20 cents, .18 cents, and .17 cents of net income for every peso of its assets. The higher ROA indicates better profitability and efficiency in utilizing the company's assets to generate earnings. In the case Infinity Garden Memorial Park's ROA ratios suggest that the business generates significant returns relative to its asset base.

#### D. Payback Period

$$\begin{aligned} \text{Payback Period} &= \frac{\text{Initial Investment}}{\text{Average Cash Flows}} \\ \text{Payback Period} &= \frac{3,800,000.00}{2,850,395.96} \\ &= \mathbf{1.33} \end{aligned}$$

The payback period of 1.33 means an investment or business will recoup its initial investment within approximately 1.33 years. In this case, a payback period of 1.33 suggests that the investment will generate sufficient cash flow to recover the initial investment in approximately one year and four months. It indicates a relatively short payback period, which is favorable as it implies a faster return on the investment.

### 5 Findings, Conclusion and Recommendation

This chapter discusses the study's results, including findings, conclusions, and recommendations.

#### 5.1 Findings

Based on the result of this study, Infinity Garden Memorial Park is feasible to implement. In addition to serving significant societal needs, the memorial park also creates a serene and compassionate environment for visitors to honor their loved ones which they can mourn peacefully.

Survey results have shown that 85% of the survey respondents are interested in availing the service if the proposed business is realized. This suggests a strong need or a significant level of interest needs to be met. Infinity Garden best caters to these demands because of the wider area and efficient and quality service. Ratios that determine the financial capability of the business, if the business is feasible and has a potential to make out of its operation, have shown high rates such as 73% return on assets, 45.3% net profit margin, 42% return on assets, and a span of eleven months for an investment to be reacquired. Positive cashflows and efficient use of debt have been the business's remarkable strengths. Developing more diverse offers will substantially empower infinity garden.

#### 5.2 Conclusion

Cemeteries provide a final resting place for the deceased and offer spaces for mourning, remembrance, and paying respects to loved ones. The target market Infinity garden memorial park is the entire population of Cateel, Davao Oriental, most preferably working individuals: public and private employees, business owners, and self-employed. The income of the said targets must exceed ₱10,000.00 a month to afford the services offered. However, working and non-working individuals with less than a specific income can also avail as long as they are willing and able to pay.

The memorial park will be established and strategically situated at Upper Lambog, San Alfonso, Cateel, Davao Oriental. Services will be promoted through online platforms, distribution of flyers, parking of signages, radio advertisement on its first year of operation, and posting of tarpaulins in the areas where potential clients can observe. The partners will manage the business and employ three other personnel who will take specific responsibilities crucial to the business's daily operation. Infinity Memorial is designed to be inclusive and is dedicated to discouraging client discrimination. Everyone is welcome regardless of religion, personal preference, choice, culture, and race.

This business will be formed through a partnership that will contribute fairly to support all the aspects of needs on its creation. The initial capital invested in infinity garden is 2,500,000, and the debt-equity of 1,300,000.00 covers all asset acquisitions and working capital to operate the business effectively. Financial advantages in establishing the memorial park are shown in the financial statement, which shows all positive cash flow and a favorable yearly net income.

### 5.3 Recommendation

Improvements to the current state of the memorial park must be given attention to ensure the sustainability and profitability of the venture. First, partners should consider access to another prospective location if the memorial park is fully occupied or widen the area by purchasing the neighboring land. Second, partners must work on offering new products and services to the public and consistently monitor their demands to gather more clients. Lastly, engaging in management training and memorial park improvement seminars must be pursued by owners/managers to have constantly updated on the current trend and gather relevant and timely ideas for running this kind of business.

## 6 Acknowledgement

We are very delighted to place on record the invaluable contribution of certain individuals who supported us in completing this feasibility study.

We earnestly thank our parents for their love that fuels us in everything we do. Their great upbringing, encouragement, care, concern for physical and mental health, and financial support undeniably the reasons of our motivations to complete the study.

Special thank is accorded to Mrs. Jilla Mae D. Susada, our best FS adviser as well as our FS Coordinator for her valuable advice, guidance, suggestions, and support during our oral defense and for promptly checking our paper to make sure that we are doing what ought to be done. Her imparted intellect is exceptional. She also assisted in making the study, the enlightenment about its significance and relevance helped us understand the weight of the study we conducted. We are grateful also to our panelist for their advice and suggestions to make this unique and realistic.

We gratefully acknowledge the financial assistance and scholarship programs given to us by private and public organizations which greatly help in easing the financial burden of doing this study.

To our friends, classmates and companions thank you for being part of this accomplishment. Above all, we profoundly thank GOD for working behind this success.

## 7 References

Ali, R.H.; Graves, J.; Wu, S.; Lee, J.; Linstead, E. A Machine Learning Approach to Delineating Neighborhoods from Geocoded Appraisal Data. ISPRS Int.

J. Geo-Inf. 2020, 9, 451. <https://doi.org/10.3390/ijgi9070451> American Battle Monuments Commission <https://www.thememorialpark.com/post/difference-of-memorial-park-and-cemetery> Forest Law Memorial <https://www.flmp.com.ph/products-and-services/>

Gladphils Sales [http://www.memorialparksandservices.com/store/p1/Lawn\\_Lot.html](http://www.memorialparksandservices.com/store/p1/Lawn_Lot.html)  
Housing and use regulatory board (2009)  
[http://www.RULES\\_AND\\_REGULATIONS\\_FOR\\_MEMORIAL\\_PARKS\\_CEMETERIES](http://www.RULES_AND_REGULATIONS_FOR_MEMORIAL_PARKS_CEMETERIES)

Surigao memorial park <https://www.surigaomemorialpark.com/rulesandregulations> Layador, Ma. Anna Rowena Luz G.; Joaquin, Rhodora M.; Valero, Valerie Anne Jill I.; Salazar, Virgемarie A. 2017. Cirss Horizons. © Foreign Service Institute. <http://hdl.handle.net/11540/7971>.

Y. Wu and C. Sun, "A Research on the Green Technology Innovation of the Cemetery Industry," 2008 International Seminar on Business and Information Management, Wuhan, China, 2008, pp. 147-150, doi: 10.1109/ISBIM.2008.8.