

Feasibility Study

San Guillermo Complex



San Guillermo Complex Corporation
Laoag City, Philippines -
www.sanguillermocomplex.com

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Preface

Style Conventions

The following style conventions are used in this document:

Bold

Names of commands, options, programs, processes, services, and utilities

Names of interface elements (such windows, dialog boxes, buttons, fields, and menus)

Interface elements the user selects, clicks, presses, or types

Italic

Publication titles referenced in text

Emphasis (for example a new term)

Variables

Courier

System output, such as an error message or script

URLs, complete paths, filenames, prompts, and syntax

Courier italic

Variables on command line

User input variables

<> Angle brackets enclose parameter or variable values supplied by the user

[] Square brackets enclose optional values

| Vertical bar indicates alternate selections - the bar means "or"

{ } Braces indicate content that you must specify (that is, x or y or z)

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1 Executive Summary

This Feasibility Study conveys Dantru Development and Management Corporation's vision, purpose, and requirements for the San Guillermo Shopping Complex. This document is to be used to determine the business solution that covers our assessment and planning of the feasibility and viability of the San Guillermo project

The Executive Summary key points:

- [Opportunity](#) >>>
- [Project requirements](#) >>>
- [Assessment results](#) >>>
- [Cost](#) >>>
- [Recommendations](#) >>>



San Guillermo Complex Groundbreaking Ceremony



Toss after signing of MOA with Archdiocese of Laoag, Bishop Mayugba and Mayor Keon of Laoag City



Dantru Executive Team withs Architect Hofilena and Mayor Keon at City Hall, Laoag City.



Historic turnover signing of San Guillermo Plaza with Bishop Mayugba at St. Williams Cathedral

2 The Project

The **San Guillermo Complex** is a construction project of a shopping mall complex in St Williams Cathedral Plaza which will have Commercial Building, Carillon Building, and a Medical Plaza, and huge partking lot.

The Complex houses the Cathedral Museum which contains treasured artifacts of the church heritage; an Adoration Chapel that is open 24 hours. The complex is laid in all-around-the-area coble stone which highlight Al Fresco cafes and restaurants leading to the City's iconic landmark, the Sinking Tower.



The Complex is masterfully designed by Architect Rex Hofilena, who is hailed by European newspaper, Paris News, whose architectural concept is made by an urbanism vision that responds to the challenges of biodiversity and ensures arts' usefulness to glow harmoniously to resonate across society. And, distinctive to be the crown of the city. ([Hofilena Blurs the Line between Modern and Renaissance.](#) [\(parisnews.today\)](#))

2.1 Initiative of the Project

To understand the initiative of this project is to understand how the Developers define the project and what made them interested. The initiative is inspired by now-historical landmark in Czech Republic, the Narodi Divadlo (National Theater) with funds from a nationwide effort to build a national pride. ([National Theatre \(Národní divadlo\) - Prague.eu](#)). The project was finished in 1881.

The strategy to build the iconic Landmark of Laoag City is patterned from the successes of start-up tech companies in Silicon Valley's in the 1980's when stock option was the trend. Industrial partnership program is lucrative in the real estate projects, too. Hence the San Guillermo Shopping Mall Complex investment program is just that.

Aside from heritage and memory of history that the San Guillermo Project brings, the economic viability is, can offer financial return more than what meets the eye. It has an anticipated tangible and intangible benefits and the quantifiable is qualitative.

In this Report, we explain how our strategy is aligned with the Roman Catholic's mission. We identified other contractual organizations or businesses who are participating with us in the initiative, as well as the community whose services leads to the fulfilment of this project.

2.2 Location as Primary Asset

While the approval of His Excellency, the Bishop of Laoag is the most intangible asset, the location, itself, is the most tangible asset of the project.



San Guillermo Complex is in the very heart of the city. The complex is the center of 4 most important institution of the city and the entire Province of Ilocos Norte which are, the Roman Catholic Cathedral, the City Hall, the Provincial Hall, and the City Public Market. No other word can offer a better description.

3 Justification

3.1 Qualification

The qualifications of the 3 major companies who initiated the project

DANTRU DEVELOPMENT AND MANAGEMENT CORP. (www.datru.net)

Dantru Development and Management Corporation, or DANTRU in short, is an experience company with diversified network in corporate urban development. Its Board of Directors have extensive record in the Philippines and abroad. It has a group of technical teams that are specialist in the industry, and corporate experts with tract record in proprietary methodologies and practice.

RPCONNECT CORPORATION (www.rpconnect.com)

RPCONNECT is a US Corporation which focus expertise in B2B integration for equity investment. Founded in 1994, with multi-investment participation in and outside the United States. Today, RPConnect is a powerhouse group which makes its biggest strength alongside its group of subsidiaries and partners as it continues to captivate its targeted domestic and foreign demographic market with sustainable participation.

FERNIS SRO (www.fenris.ltd)

FENRIS, s.r.o. is a Kozárovická granite (granodiorit) mining company in the region of Central Bohemian (Sázavský) plutonium area, Czech Republic. It is known for more than 100 years for building blocks and sorted construction since the early 1900.

During the Communist era of the Soviet Union, granite was used in the construction of the Vienna Parliament, government houses and palaces in Europe. In the Czech Republic, they are visible in the grand courtyard of Zvíkov Castle and the iconic staircase of the National Museum. In Prague, the tiles of the Metro Subway Station on the route's "A" and "C".

The Fenris Granite is a special kind of dark granite called Zula Kozárovice which is marketed worldwide. It is favored high-grade quality preferred for road material during the Communist time where military tanks used to move around.

3.2 Financial Strength

San Guillermo Complex is a development project with a robust financial plans and backup with RPConnect (www.rpconnect.com) and Fenris (www.fenris.ltd) who has excellent relationship with European Banks in Czech Republic and strong credit line with Raiffeisen Bank (www.rb.cz).

The Management Team has worked on the Project since June, 2018. The first 3 months was research of its market feasibility and laid out the architectural designs by Hofilena.

The result that gleaned from the feasibility laid the foundation to invite European and American Investors by the end of December 2018. Fennis, sro (www.fenris.ltd) signed the first Memorandum of Investment Interest in the first quarter of 2019, followed by a US Company, Tecchren Corp, Inc. (www.tecchrenusa.com).

The pandemic lockdown caused the Project to slow down, but the historic signing went through as planned in February, 2020. (Published in Manila Bulletin - <https://mb.com.ph/2021/02/14/laoag-diocese-backs-govt-plan-to-boost-heritage-tourism/>) and (Published in The Philippine Courier - [Laoag City Holds Historic Ground-Breaking \(philippineexaminer.com\)](http://philippineexaminer.com))

The Property was turned over to Dantru Development and Management Corporation in a historic signing at the Laoag Cathedral in May 11, 2021. San Guillermo Complex Corporation was registered as a Special Purpose Company with the Security and Exchange Commission in May 2, 2022.

3.3 Competitive Advantages

- The most quantifiable asset of the project is the location. The Complex is the center of the 3 major institutions, the Cathedral which is just next to it, the City Hall and the Provincial Hall which are just across the street.
- The proximity of the public market which is only about 150 meters away is to our advantage. And the private High School and the Elementary School which are less than 2-minute walk away.
- A Medical Plaza which will be built in the complex behind cathedral is like a trophy for the lessee who has address in that location.
- No Al Fresco Cafe and Dine-in Restaurant can offer fronting view of the Cathedral better than the Complex itself.
- San Guillermo's Parking Lot is the only Parking Lot in the center.
- Last, but not the least, is the most intangible asset, the approval of His Excellency, the Roman Catholic Bishop of Laoag. It means most of the Church important commercial affairs will be held in the Complex.

4 Project Cost

ITEM	DESCRIPTION	QTY (sqm)	UNIT COST	AMOOOUNT
A	CONSTRUCTION COST			
BUILDING 1	COMMERCIAL BLDG	12,875.00	35,000.00	450,625,000.00
	5-STAR HOTEL	4,460.00	50,000.00	223,000,000.00
	atrium	1,974.00	35,000.00	69,090,000.00
	bridge	1,815.00	35,000.00	63,525,000.00
		21,124.00		806,240,000.00
BUILDING 2	CARRILION BLDG EAST	5,174.00	35,000.00	181,090,000.00
	CARRILION BLDG WEST	6,406.00	35,000.00	224,210,000.00
		11,580.00		405,300,000.00
BUILDING 3	MEDICAL PLAZA BLDG	5,660.00	35,000.00	198,100,000.00
	ST. WILLIAM (GROUND FLOOR)	484.00	35,000.00	16,940,000.00
		6,144.00		215,040,000.00
BUILDING 4	PARKING AREA			
	BUILDING 1	6,848.00	35,000.00	239,680,000.00
	BUILDING 3	3,570.00	35,000.00	124,950,000.00
	BUILDING 2	2,524.00	35,000.00	88,340,000.00
	CANTEEN (BASEMENT 3 & 4 ONLY)	864.00	35,000.00	30,240,000.00
	MUSEUM (BASEMENT 3 & 4 ONLY)	4,496.00	35,000.00	157,360,000.00
		18,302.00		640,570,000.00
BUILDING 5	DEVELOPMENT - OWNED & MANAGED BY CATHEDRAL			
	ST. WILLIAM (2ND TO 4TH FLOOR)	1,452.00	35,000.00	50,820,000.00
	MUSEUM (1ST & 2ND FLOOR)	4,496.00	35,000.00	157,360,000.00
	CANTEEN (1ST & 2ND FLOOR)	864.00	35,000.00	30,240,000.00
	ADORATION CHAPEL	400.00	35,000.00	14,000,000.00
	OUTSIDE & PERIMETER SPACE	6,679.00	25,000.00	166,975,000.00
		13,891.00		419,395,000.00
	TOTAL (ITEM A)	71,041.00		2,486,545,000.00

B	PRELIMINARIES	
	ADMINISTRATIVE COST	62,163,625.00
	DESIGN & ENGINEERING COST	74,596,350.00
	PROJECT MANAGEMENT COST	49,730,900.00
	MAIN UTILITY FACILITIES	285,952,675.00
	SALES & MARKETING	24,865,450.00
	CONTINGENCY 5%	124,327,250.00
	2-YEARS OPERATIONAL COST	173,032,876.03
		794,669,126.03

TOTAL (ITEM A + ITEM B)	3,281,214,126.03
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5 Project Support

5.1 Members

Companies that supports the project or have expressed interest to be an Industrial Partner.



TRIMARK
GROUP HOLDINGS INC



(The list is not complete and will increase as the project progresses)

5.2 Media Support

Our media support helps us reach our targeted customers and investors for updates and intentions. Foreign media press coverage helps in the promotion of our product to market abroad specially our plans for tourism programs in the future.

Philippine Courier

ONE TODAY

Philippine Express

Philippine Examiner

OKPraha!

**Business
Economic**

PARIS NEWS

Catholic news

**Daily
Boracay**

EUROPE news

Prague Examiner

Celestines

6 Revenue Projection

ANNUAL INCOME GENERATED RENTABLE & COMMERCIAL		@ 85% UTILIZATION		MONTHLY	ANNUALLY
MAIN BUILDING / HOTEL					
COMMERCIAL SPACE	10,286.00	850.00	7,431,635.00	89,179,620.00	
FUNCTION HALL	1,637.00	850.00	1,182,732.50	14,192,790.00	
ROOF DECK	952.00	850.00	687,820.00	8,253,840.00	
HOTEL	2,625.00	3,500.00	7,809,375.00	93,712,500.00	
	15,500.00		17,111,562.50	205,338,750.00	
MEDICAL ARTS BUILDING					
MEDICAL CENTER	2,332.00	850.00	1,684,870.00	20,218,440.00	
CONDOTEL	1,749.00	3,500.00	5,203,275.00	62,439,300.00	
STORAGE	583.00	850.00	421,217.50	5,054,610.00	
LOADING AREA	-	-	-	-	
	4,664.00		7,309,362.50	87,712,350.00	
CARRILION BLDG					
COMMERCIAL SPACE	2,358.00	850.00	1,703,655.00	20,443,860.00	
RESTAURANT SPACE	697.00	850.00	503,582.50	6,042,990.00	
OFFICE SPACE	1,600.00	850.00	1,156,000.00	13,872,000.00	
COMMERCIAL SPACE	1,673.00	850.00	1,208,742.50	14,504,910.00	
RESTAURANT SPACE	597.00	850.00	431,332.50	5,175,990.00	
OFFICE SPACE	6,925.00	850.00	5,003,312.50	60,039,750.00	
	13,850.00		10,006,625.00	120,079,500.00	
COMMON AREAS					
BRIDGE	-	-	-	-	
atrium	936.00	850.00	676,260.00	8,115,120.00	
OLD SCHOOL	484.00	850.00	349,690.00	4,196,280.00	
MUSEUM	2,248.00	850.00	1,624,180.00	19,490,160.00	
OUTSIDE	6,679.00	550.00	3,122,432.50	37,469,190.00	
	10,347.00		5,772,562.50	69,270,750.00	
PARKING AREAS					
COMMERCIAL BLDG	328.64	4,500.00	1,257,041.39	15,084,496.70	
MEDICAL PLAZA BLDG	171.33	4,500.00	655,320.94	7,863,851.23	
CARRILION BLDG EAST	121.13	4,500.00	463,313.74	5,559,764.85	
CANTEEN	41.46	4,500.00	158,598.68	1,903,184.16	
MUSEUM	215.76	4,500.00	825,300.54	9,903,606.48	
TOTAL AREA	878.32		3,359,575.28	40,314,903.42	
OTHER INCOME					
Utilities (Water & Electricity)	2,500,000.00	1.00	2,125,000.00	25,500,000.00	
Manpower Services	500,000.00	1.00	425,000.00	5,100,000.00	
Franchise Area	1,500,000.00	1.00	1,275,000.00	15,300,000.00	
Food & Galleries	500,000.00	1.00	425,000.00	5,100,000.00	
Other Products	300,000.00	1.00	255,000.00	3,060,000.00	
TOTAL AREA			4,505,000.00	54,060,000.00	
			48,064,687.78	576,776,253.42	
LESS :			GROSS - IRR (%)	17.58%	
OPERATING EXPENSES - @ 15% OF GROSS INCOME				86,516,438.01	
ANNUAL LEASE OF PROPERTY				24,410,400.00	
PREMIUM INSURANCES				3,281,214.13	
				114,208,052.14	
IRR (%) EXPENDETURES					3.48%
				490,259,815.41	
			FINAL IRR (%)	14.10%	
			ROI (YEARS)	6.69	

7 Revenue Sources

7.1 Revenue Generated Directly from the Complex

<i>The computation given in 6.0 are estimates of +/-.</i>
Shopping Mall Commercial Space - long term lease
Complex Common Areas lease for exhibits and temporary stalls.
Function Hall for community and church use
Medical Plaza, Condotel and Storage lease
Parking Lot

7.2 Revenue Generated from External Sources

These are the revenues that are not directly operating within the shopping mall area, but generates revenues which are shared by way of commission and royalties.

<i>The computation given in 6.0 are estimates of +/-.</i>
POS Commission – 1% Commission from gross sales
eWallet Royalty – 5 % from the net-revenue
Mobile Clinic Commission – 3% from the gross-sales
Commissary Commission - 5% from the gross sales
Brand Royalty - 2 % from the gross sales
Online shopping – 1.5% from gross sales
Commute Service and Deliveries – P5 per Service

7.3 Revenue Analysis

- Our location and Parking lot top the list of come-ons.
- Church programs and events are secured come-ons and are always beneficial to the sustainability of the complex. Fiestas, especially Christmas, Valentines, and other church activities are among the list; the 2 schools next-door to the complex is a secured customer traffic; Food courts and Al Fresco restaurants and cafes are well positioned at the iconic Cathedral and the Sinking Bell Tower.
- Revenues generated from external sources has its own market that brings revenues

8 Marketing Strategy

8.1 Market Focus

There are two sets of the Marketing focus and direction for the entire organization.

First Market Focus is the straightforward revenue which the Shopping Mall Complex can generate as explained in 6.0 and 7.0.

Second Market Focus are the marketing strategies for Partners and Affiliates who are operating outside the complex.

(Our marketing strategies is our trade-confidential, we would be happy to show and discuss details for serious inquiries for Industrial Partnership only)

The following are San Guillermo's marketing solution and can be discussed in person:

- How we approach investors regardless of pandemic lockdown.
- How we support sustainability of the project.
- How we define in white paper how to achieve our market goal.
- How to subsidize additional capital.
- How Stock Option holds its priority.
- How Stock Option is paid against Human Resources.
- How to subsidize revenue to maintain IRR.
- How we plan to make "San Guillermo" a household word.
- How our programs can stand alone on failure mode.
- How we plan to include the Cathedral in the global pilgrimage list.
- How our eWallet self-liquidate itself in the market.
- The option alternatives of the alternative.
- Ways to maximize benefit for leasable spaces.
- Programs that subsidize our scholarship program.
- Strategies to create impact to avoid insurance premium increase against liability.

With these in mind, our target market is well defined. With the use of our Media supporting our project, we can tap foreign market and investors. It should be noted that San Guillermo

Complex presence online play important role in the economic sustainability of the project. The more effort we bring to the web the more demographic coverage we get.

The following are considered in our feasibility:

1. Demographics – The people living in the center are usually the upper class with income to above average. Usually, their concentration is within the traditional setup which is near the church and the municipal hall. We bank on the demographics of the customers within the vicinity of the Cathedral, Provincial Hall and the Municipal Hall.
2. Psychographics – Traditional and upbeat are the trendy values of today, so we have institutionalized subliminal campaigns to maximize effects of advertising in our marketing philosophy. Fashionable lifestyle is the character strategy that best describe people living in the center and therefore to capitalize on the trend.

Most people living in the center are also the citizens who have travelled and familiar with the metropolitan life. These are the people who are familiar with multinational brands which are only found in the Center. The Center is the San Guillermo Complex.

3. Opportunities – We have allocated sizable budget allocation with over P250 million stock option program which can be used when needed. A list of this stock option is offered and is available to discuss for those who are interested.

8.2 Goals

Financial goal:

Our conservative goal in this Feasibility is 14.10% IRR: It can reach up to 23% IRR measurable. The ROI is estimated of 6.69 in this computation. Dividend is calculated and expected to quadruple after all investment is paid.

Objectives on Schedule:

- **2021**, because of lockdown and the effects of the pandemic freeze, our marketing is reaching slow on 25%. However, we expect before the end of the year to anticipate at

least 60% has already submitted interest to lease in the complex.

The management have already initiated our campaign for Partners and Affiliates who will externally operate outside the Complex, like the Medical Program, the Mobile Clinic, the Solar Energy Program, the Cooperative Program of eTrike, eWallet, and specialize food products which we expect to be in place at 90% by the end of the year.

- **By 2022,** while construction is on-going, we anticipate that 100% have submitted interest to lease in the complex. And, by the 2nd quarter, our Partners and Affiliates outside the complex are already in beta-marketing operation. The San Guillermo Shopping Mall online will be on beta by the third quarter and in full operation by the end of the year.

San Guillermo Complex will also cooperate with the Philippine Tourism for special packages which will be heavily marketed online before 2023.

Museum online will be on virtual-tour beta on the 2nd quarter of 2022. Museum online will be available for viewing as teaser by 3rd but will be part of the Tourism package campaign for 2023 before the end of 2022.

eWallet program by 2022 should be in operation. This will include its use in the school, the medical plaza, the cooperatives and the commute transportation system. All bearing a campaign slogan “San Guillermo 2023”

- **By 2023,** (hopefully future Covid19 will spare us more from more lockdown and will not interfere to cause delay) we expect the Complex to be in operation according to our opening schedule in the 2nd Quarter. In any case that the Complex will not be ready by then, our Partners and Affiliates are in already in full operation for marketing their products to sustain the excitement caused by the pandemic delay

Our buffer days for delays are already being consumed and used to accommodate existing delay, but our Management Team is on par with our schedules. Our media campaign for San Guillermo Complex is continuous and non-stop as planned (Published by Philippine Examiner: (<https://philippineexaminer.com/laoag-city-campaigns-for-san-guillermo-2023>) and will continue to experience massive media and press release campaigns right after lockdown. You can see our media mileage by visiting our website. (<https://www.dantru.net/News>) or <https://sanquillermocomplex.com/home/page/news>

Our foreign media relationship are also in place and positioned for our Tourism Campaign for Balikbayans and our relationship with religious publication such as Catholic News

(<https://catholics.news/>) and Celestines (<https://celestines.org/>) have been also established for our pilgrimage programs.

San Guillermo Project have received good feedback from its architectural design (published in Paris News ([Hofilena Blurs the Line between Modern and Renaissance. parisnews.today](#)) to its marketing strategies which made it to be featured in Business Economics Magazine (<https://thebusinesseconomic.com/>)). As a result, opportunities for stock option program and industrial partnership are within our reach.

8.3 Market Analysis

As shopping malls become irreplaceable option for Philippine Parks, restaurants and cafes becomes business meeting venues, and shopping malls becomes a place to socialize. Its trendy and for locals its uplifting sign of progress.

San Guillermo shopping mall will sustain the needs for lifestyles & cultural values, while on the economic side, business as usual and more with online marketing that extends to neighboring areas including OFW abroad. Our feasibility analysis includes the solutions below:

- Who are the competitors? There are shopping malls with restaurants and cafes around the city, so we offer an ambiance that cannot be found elsewhere.
- What is the security of the revenue? Location has a captured market and own customer base, convenient parking is our solution.
- What is the projected market share? The Complex is made from the expectations of the customers, so it will not be difficult to reach the desired market share.

Local	65% of Business
Tourists	10% of Business
Online / Digital	15% of Business
Royalties & Commissions	9% of Business
Other	1% of Business

TARGET MARKET - Geographical location

Starts locally and extends to include OFWs abroad with the help of the Philippine Department of Tourism to leverage the museum and the 24-hour adoration chapel that houses the famous statue of the Black Nazarene.

9 Marketing Assessment

The methodology used to assess this feasibility is based on Community participation and industrial partnership. The planned timing when and where to implement is the game changer. Nothing is left by chance because our assessment is the result of calculated due diligence.

How did we do the assessment:

- **Prototyping segment of each plan.** A prototyping is our method to prove that a specific revenue generating program works, can sustain and can exist with or without the other. It is our way to look that a full solution is achievable. For instance, our eWallet is a stand-alone program. The eWallet is integrated with the rest of the entire program that is used in the business, but it is designed to survive alone even if it encounters potentially high-risk situation.
- **Surveys.** Continuous survey to help us identify the weakness of our solutions. Our solutions are in place on-demand equipped with changes overtime for us to determine the potential action that we need to sustain the project.

The assessment in this study is the combination of expected situation-result vs. actual result in real time to arrive in the conservative possibility. We incorporated our experience with feasibility considerations to include changes in the working culture and adjustments that we learned during this pandemic era.

9.1 Market Relevance

1. Efficiency - based on Dantru Development Corporation and RPConnect Corp experience.
2. Ownership - based on Datru Development Corporation or RPConnect vested interest with the project.
3. Accuracy - Based on accounting and audit practice by respected account firm in the Philippines – We plan to choose - Sycip, Gorres, Velayo And Co. (<https://www.sqv.ph/about-us>) .
4. Partnership – Based on notable alliances with others in the industry from construction companies to material suppliers which we will use in the project.

9.2 Competitor Analysis

Competitor can be viewed as asset as they are part of our expansion program. The future is seen to become a shopping hub interconnecting other shopping areas. The location is most desirable since it is in the center of the old town and features a parking lot.

San Guillermo Complex is not designed to compete but to co-exist harmoniously with others. Customers like wide variety of choices and its beneficial with our eWallet for our loyal customers and visiting guests alike.

Our major come-ons is our parking lot which will become the first stop and or last stop which applies to everyone even for tourists.

A mega-shopping feeling within the city will be considered in the future. The construction of direct access to our parking lot will later initiate the incentive to be part of the initiative.

Competitor 1	
Name	PureGold
Years in business	5+ years
Market share	(est.) 25%
Price / Strategy	Medium / indoor -

Competitor 2	
Name	SM Hypermart
Years in business	5+ years
Market share	(est.) 30%
Price / Strategy	Medium / indoor

Competitor 3	
Name	Public Market
Years in business	15+ years
Market share	(est.) 40%
Price / Strategy	Low to medium

9.3 Competitor Matrix

Factor	San Guillermo Complex	Strength	Weakness	PUREGOLD Competitor #1	SM Hypermart Competitor #2	Importance to Customer
Products	<u>PARKING</u>	Above the rest		No <u>PARKING</u>	No <u>PARKING</u>	Very Important
Price	<u>Equally the same</u>	Important				
Quality	<u>Equally the same</u>	Very Important				
Service	<u>Equally the same</u>	Very Important				
Reliability	<u>Equally the same</u>	Very Important				
Expertise	<u>Equally the same</u>	Important				
Reputation	<u>Equally the same</u>	Important				
Location	EXCELLENT	Above the rest		No COMPARISON	No COMPARISON	Very Important
Advertising	Maximum media coverage	<u>Equally the same</u>	<u>Equally the same</u>	<u>Equally the same</u>	<u>Equally the same</u>	Very Important

9.4 Customer Analysis

Customers understand what is critical to their need and want in satisfying and providing their values, so we addressed the following:

- Groups, peers and other influences – Everyone is welcome to visit and enjoy the Complex Plaza. Afterall, the Cathedral is for everyone. And, the museum houses the heritage and legacy of the city which everyone should see, visit and celebrate. San Guillermo is a perfect meet-up place. Like in the past, no one who visited Laoag since its foundations centuries ago does not know or have not visited the center. And remember, the Complex is the center.
- Everyone is welcome to enjoy the ambiance of the Cathedral which, anyway, never had a single day without a visitor. And, when customers are willing to spend a little bit more, they can enjoy the Al Fresco Restaurant and Cafes fronting the Cathedral.

The Complex is designed to be a meet-up place for everyone. The presence of the Holy Spirit Academy, a private Secondary School which is sitting next to the Complex will start the ball rolling even without doing anything.

A must visit iconic Sinking Tower, and visit to the Cathedral to glimpse the intricate stained glass from Bulgaria that reflects to the lighting design of the air-conditioned Cathedral, and the imported Bohemian Crystal Chandeliers that silhouettes the Altar of St. Williams is a treat.

The plaza is studded with high grade granite cobble stones that can withstand a moving armor tanks which lead to a 24-hour adoration cathedral chapel of the Black Nazarene is a must-visit.

- Who are Customers? Most customers are parishioners, and people who visits the Provincial and City Hall. Guests and Tourists and those on their way to Pagudpod famous beach will not miss a stop to try San Guillermo's array of must-try specialty restaurants...
- San Guillermo creates subliminal emotions that triggers visit to the complex - The complex is like a status symbol. On the other hand, having a clinic address at the Medical Plaza, next to the iconic Cathedral is a recognition of public acceptance which is, itself, like a trophy.
- We plan a program that stimulates guests or visitors to come. "The experience", which applies to everyone. The exclusiveness of the place that it offers to stimulate that feeling that "you have not been to Laoag if you have not been to San Guillermo".

10 SWOT Analysis

The SWOT (**S**trengths and **W**eaknesses and its external **O**pportunities and **T**hreats.)

- What is San Guillermo Complex's Strengths?
Its location, the Cathedral, the Commercial Center, the Medical Plaza and the Bishop's support programs for the activities of the plaza like the fiesta, are intangible.
- What is San Guillermo Complex's Weaknesses?
Its expansion is limited to what area is available. However, San Guillermo Shopping Mall Online is extends its market reach all the way abroad.
- What Opportunities do you see for San Guillermo Complex?
San Guillermo is a Brand. Its products can be marketed beyond its boundaries. It can be franchised.
- What Threatens San Guillermo Complex?
My opinion, nothing threatens a project that is blessed by the Bishop.

Our understanding with the key issues arising from SWOT is well addressed in this plan. We use the SWOT analysis to identify our internal Strengths and Weaknesses to counter balance our Opportunities and Threats of GO/ No Go.

Strengths	Weaknesses
Opportunities	Threats

The overall aim of this SWOT analysis is to identify the San Guillermo Shopping Mall strengths, which can be matched with opportunities vs. identified weaknesses, which is closely monitored by its peers of Marketing experts to protect our Investors and financial backing that are in place.

Helpful	Harmful
<p>To achieve the objective. San Guillermo will work closely with the Programs of the Cathedral</p>	<p>To achieving the failure is to entertain any media coverage of anti-chruch sentiment.</p>
<ul style="list-style-type: none"> • Advantages being an Iconic Project • Capabilities of H. R. Strength • Competitive advantages • Unique Selling Points • Resources and Assets • Experience in the Industry • Financial credit lines • Location and geographical • Equity value, quality of business 	<ul style="list-style-type: none"> • Rigid maintenace • Regional capabilities • Competitive strength • Financials • Own known vulnerabilities • Cash-flow • Supply chain robustness • Reliability of data • Accreditations

10.1 Identifying Strength and Weaknesses

This methodology identifies our strengths and weaknesses which includes the following:

Analysis	Considerations
On Industrial partnership.	Integration of Sales revenues to accommodate sensitive timetable. Collection vs. payables must be synchronized to work on delicate schedules of deadlines.

Analysis	Considerations
On Management Level	Training and management compliance with strict coordination for zero tolerance and no-excuse delay (if possible).
Construction	Quality and subcontractors' dependability. Suppliers who have vested interest or who are bided and have accepted investment participation with no exception. This priority minimizes share vs losses.
Marketing	<ol style="list-style-type: none">1. Must be KPI (Key Performance Indicators) experts2. Per performance marketing plan3. Aggressive Result vs Payment Approach4. Industrial Partnership for performance mileage.
Offerings	Incentive's uniqueness <ol style="list-style-type: none">1) Sales incentives vs industrial partnership2) Sales incentives vs shares of benefit3) Material Supply against Industrial Partnership4) Contribution against Industrial Partnership5) Credit line extensions vs industrial partnership6) Industrial Partnership against Promotion mileage7) Industrial Partnership against media mileage
R&D Personnel	Quality and experience of workforce against vs industrial partnership
General Personnel	Work and Industrial Partnership valuation

10.2 Analysis of external opportunities and threats that includes the following factors:

Analysis	Considerations
Consumer/Social	1) Find scope of services that can be marketed abroad. 2) Find Affiliates that already has stable market.
Competitive	Monitor price that will not compete with affiliates and partners to stable the industry.
Technological	The maximize benefit effect of technology including smart shopping, smart parking, and online shopping.
Economic	Partners and Affiliates should have a current and projected positive income situation to sustain any threats.
Legal	Legal and regulatory factors on any facet should be fully secured by insurance premium. Any business who does not qualify in the insurance coverage should not get priority.

Consumer Demographics	Details
Age	21-40
Location	Laoag City
Income level	Median and up
Social class and occupation	Middle working class, businessmen and politicians
Education	Professionals and Students

11 Drivers

Key ‘business drivers’ for this project are added to what we learned and experience during the pandemic lockdowns. Business drivers are needed to accomplish our goal of profitability and to sustain the stability of the cost of our insurance premiums:

- We will be offering price-subsidized product deliveries. It’s a market that was not available before the pandemic, but the pandemic era had created the attention that can go in handy even after the pandemic.
- Digital adaptation of eWallet brings customer’s loyalty and royalty revenues.
- San Guillermo is not only a Shopping Complex, but a Brand. Its Brand that can demand awareness and dictate price. Soon it will become benchmark for competitive prices.
- The Medical Plaza has its own marketing wing which is the mobile clinic. The Mobile Clinic is a business in itself that will make the Medical Plaza more accessible to neighboring towns and metropolis. It also brings back revenues every time it is deployed.

And lastly, the parking lot is a game changer in the business. Parking lot can boost slow moving hours of the mall.

11.1 Business Strength

San Guillermo Complex is a development project with financial arrangement with a robust financial plans and programs. It is backed up by RPConnect (www.rpconnect.com) and Fenris (www.fenris.ltd) strong credit line and excellent relationship with European Banks.

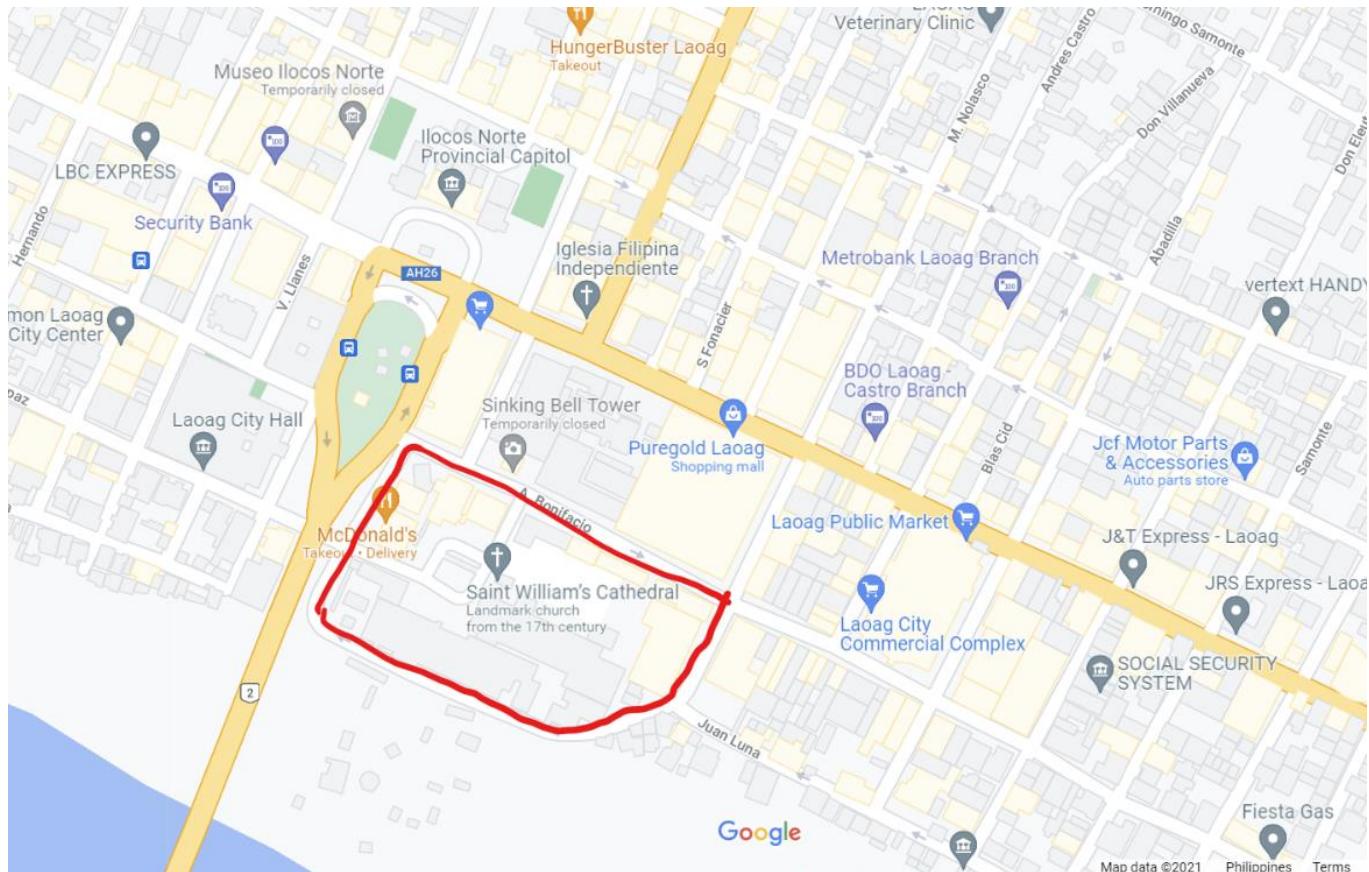
11.2 San Guillermo can be constructed in 5 phases

The Complex can be constructed by phasing, and each Phase can be assigned individually to specific contractor. However, all Phases will be under one project management which is Dantru Development and Management Corporation.

San Guillermo Complex has also its own Marketing Team who work with the Sales Team to assure payables which must be fulfilled according to schedule.

- Our Team use PrivaVera application program which is the standard in Project Management worldwide. It is the application implemented to all our contractors and subcontractors to improve our business efficiency by 99.5%. And, for our Investors to monitor progress report in real time.
- Store selection and business affiliates have been initiated and on-going since the first quarter of 2021 which will be synchronized with construction dates so royalty revenues, such as the eWallet can be used during the construction.

11.3 Best Location for Future Development



12 Business Environment

12.1 Environment within which the Business Operates

- Commercial Segment – Laoag Public market which houses the wet market is about 300 meters away. There is also SM Hypermart which is about another 300 meters. Both seems to complement each other but both don't have parking lot for private cars.
- While none can compete with the wet market for price, most high-end products and cafes are not available in the wet market.
- There is no other medical facility or services within the walking proximity.
- Smart and green technology in the commercial area will be convenient addon. Ours technology include internet booking for parking; online restaurant ordering even online seat reservation is available.

12.2 Short, Medium and Long Term Vision

Short term vision

Our short-term vision is to beat the 6.4 years of ROI. Our study is a conservative of 12% IRR base on only on revenues generated by the commercial complex and does include the revenues generated by our external affiliates. So, a higher IRR of up to 23%, if no distraction ahead is possible.

Medium term vision

The medium-term vision is based of the success of the short vision. Everything that we have learned, experience and planned will be incorporated for other San Guillermo Project which shall be constructed in other cities. An independent company for San Guillermo Complex, Iloilo City has already expressed an interest to be next in line.

Long term vision

We intend to franchise the San Guillermo Complex to other location or cities. San Guillermo Complex will create a Franchise Program which will be presented soon.

13 Investment Program

San Guillermo Complex invites interested Party with our Offer to become an Industrial Partners or Investors which means that any percentage of their equitable infusion whether it be cash, material, or labor will be converted at market fair value into industrial partnership or stock option.

We are not selling shares of stocks yet; however, we invite interested parties to become our partners. Every quarter, we will update our GIS and registered their names in the Security and Commission (SEC) as our Partners.

A Special Purpose company called San Guillermo Complex Corporations has already been registered with the SEC by Dantru Development Corporation. The project is guaranteed by credit line backed up by asset of FENRIS sro.(Czech Republic). The total cost of the Project is approximately P3.28 Billion.

All participants in the Project are offered equity partnership base on contribution at fair market value. The strategy is to increase financial strength by flexing the Project's ability to raise funds through industrial partnerships.

STRATEGY BASE ON SUCCESS STORIES

The initiative to build the Complex is inspired by now-historical landmark, the Narodi Divadlo (National Theater) in Czech Republic with funds from a nationwide effort. ([National Theatre \(Národní divadlo\) - Prague.eu](#)) It was finished in 1881. The Concept to be an iconic landmark is the same as San Guillermo in Laoag City.

Developing the marketing strategy is also adopted from the successes of start-up companies in the Silicon Valley's tech industries in the 1980's. When combined, it can be duplicated in the real estate projects like the San Guillermo Shopping Mall Complex.

STRATEGY BASE ON THE INSPIRATION THAT WAS DONE CENTURIES AGO

Since the early Christian monasticism about 270 AD, with the desert fathers, monasteries were built. There were no investors then when these monastic communities were established and built. And now, hundreds of years later, these monasteries remain standing, and have something to teach us.

St. Benedict of Nursia, who around 530 C.E. wrote the Rule on everything from virtues to the observance of sustainability attuned to help each other to build something to survive. In modern

times we call this survival “economic-driven”. It’s very clear in the Rule that every community should be self-sustaining to survive.

There were no grocery stores or wholesale food suppliers in the early medieval world. You ate and drank what you grew and get more from what you worked. The stability of monastic life is equivalent to urbanized “industrial partnership” or “stock option” as we know in the corporate world today. They had no one to rely on but themselves. No Banks and no credit line. And yet monasteries and hospitals were built that are still exists today.

. We could use more of their wisdom in the present day. Because all they did is a combined time and knowledge. The monks or the nuns would labor in the fields – sparked only many innovations. Benedict, somehow, assured them of his rules and no one ever went in need. Its all explained clearly in detail in his rules in “*Ora et Labora*”.

STRATEGY BASE ON PHRASE

“Time is Gold” means “Time is money” in a much easier way to explain the concept of Opportunity cost -- which means time is a valuable resource and our time is finite. You have money if you have time. Popularized by Benjamin Franklin in his essay (*Advice to a Young Tradesman*, 1748). The actual phrase was recorded in 1719 in the magazine *The Free-Thinker*.

“Time is more precious than gold, more precious than diamonds, more precious than oil or any valuable treasures... we (can) must spend it wisely.” — Cecelia Ahern, The Gift

So, if we have time, we have money. If you have time we can finish this project, according to the phrase. However, our situation is different, we just don’t have the time, we, actually have the knowledge, experience, money plus Time. Combine all of these and then roll it up with our academe diplomas and masteral honors, then wrap it us with what learned in universities with our business experience and B2B relationship with the Bank... Then do the math if we have what it takes to build the Project.

“When all effort and experience are combined, all goat is possible to achieve”.

14 Risks and Possible Problems

The risks associated is attributed only to the delay of the construction which is based on real situations affected by the continued lockdown during this pandemic. Delay, yes. But the risk that the project will not be finished is remotely not possible.

14.1 Risks

- Continuous lockdown may lessen and slow the infusion of investment fund causing more delays. Investors visiting the Laoag, eating out and social distancing certainly not inspiring at all.
- Delay may also stale operational capability of our technologies and may become outdated by new ones.
- Tourism and travel agencies have frozen tour packages. And the length of time until everything gets back to normal may take time to normalize tourism.
- The long tradition of going to churches might have an impact after the pandemic because of the introduction of online services. The Cathedral and the City Hall who used to be the cause of the consumer traffic may become different.

14.2 Solutions

The Management is aware that the return of normalcy after the lockdown will not happen overnight. However, the pandemic has also taught us many things to survive and to sustain us. We have created several businesses that are pandemic driven. Many are business that we previously took for granted but were proven to be also effective for post pandemic market.

San Guillermo Complex have instituted its online version of shopping with delivery options, enhance our Al Fresco restaurants and cafes using smart application programs. Including online reservation for online parking. Our eWallet system and Grab-style transportation commute system are also in placed.

14.3 Risk Assumptions

The shopping mall industry in the Philippines is the result of the need to urbanize provincial cities and municipalities to decongest population in the capital region, the side effect however, was that Parks not being developed is the growth of shopping mall that sprouted all over the country. Philippines to date, hosts the 3 biggest malls in the world. One is not only called "Mega", another one is even called a "City", and the other one already called it "Mall of Asia". For several years since the 1980's this became the trend. We don't think the 2-year pandemic can change this.

Our assumptions in this Feasibility are calculated on +/- of 5% to adopt changes based on:

- Inflation that may adopt on change.
- Variable cost of materials which might be adjusted during construction.
- Human resources salaries.
- Interaction of proposed technologies that may change in time with other systems.
- Availability of resources that cannot be deleted during the construction of this project which were caused by delay.

This is the reason this Feasibility Study is conservative, Our projection is a possibility of up to 23% IRR, but a low ceiling or 14.10% IRR was specified.

As we are experiencing delays, we prepared an Option Plan in the event there are signs that will trigger another more delay.

Our Marketing Team continuously creates programs based on what we learned and experience during the pandemic. And since the 3rd quarter of 2021, after the turn-over ceremony of the property to us, we immediately started to backup future products and learn to operate remotely. Our digital-based programs like the eWallet and the mobile clinic have been on beta-test. And maybe it will be in operation way before the finish of the construction.

San Guillermo Complex maintain a robust business plan, and our stock option program approach has taken international publication to notice.

US NEWS: [Philippines' Dantru Post Pandemic Projects Impresses Savvy American Businessmen \(us-news.today\)](#);

PRAGUE EXAMINER: <https://pragueexaminer.com/plans-for-philippines-shopping-mall-surge-in-preparation-for-post-pandemic>

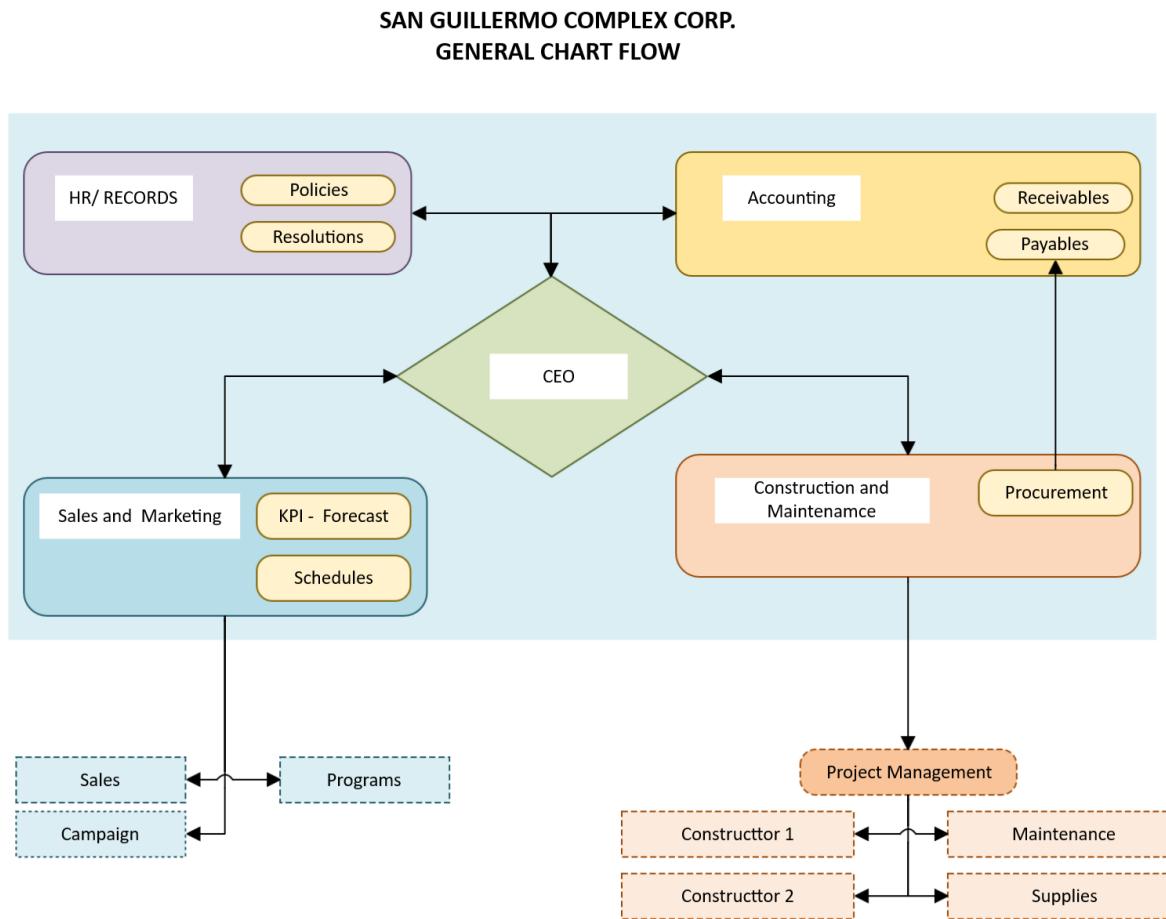
15 Management

15.1 Dantru Development Corporation

Dantru Development and Management Corporation, DANTRU in short, is a company with diversified resources providing the current and future needs of customers through economic integration and social transformation. Technology is the company resource of profound importance and corporate urban development is its international competitiveness.

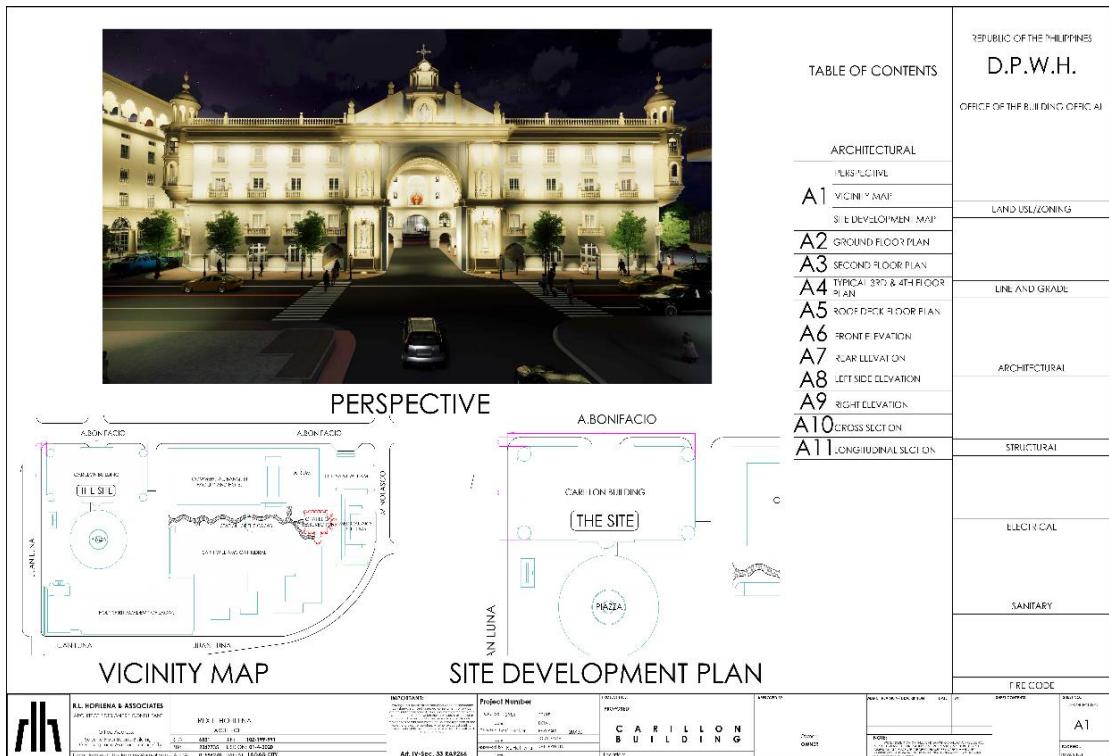
Dantru is a Team of engineers with special skills, and expertise that is combined with corporate methodologies and practice conceived from modern implementation of today's technology. It is which convince Investors to participate.

15.2 Organization

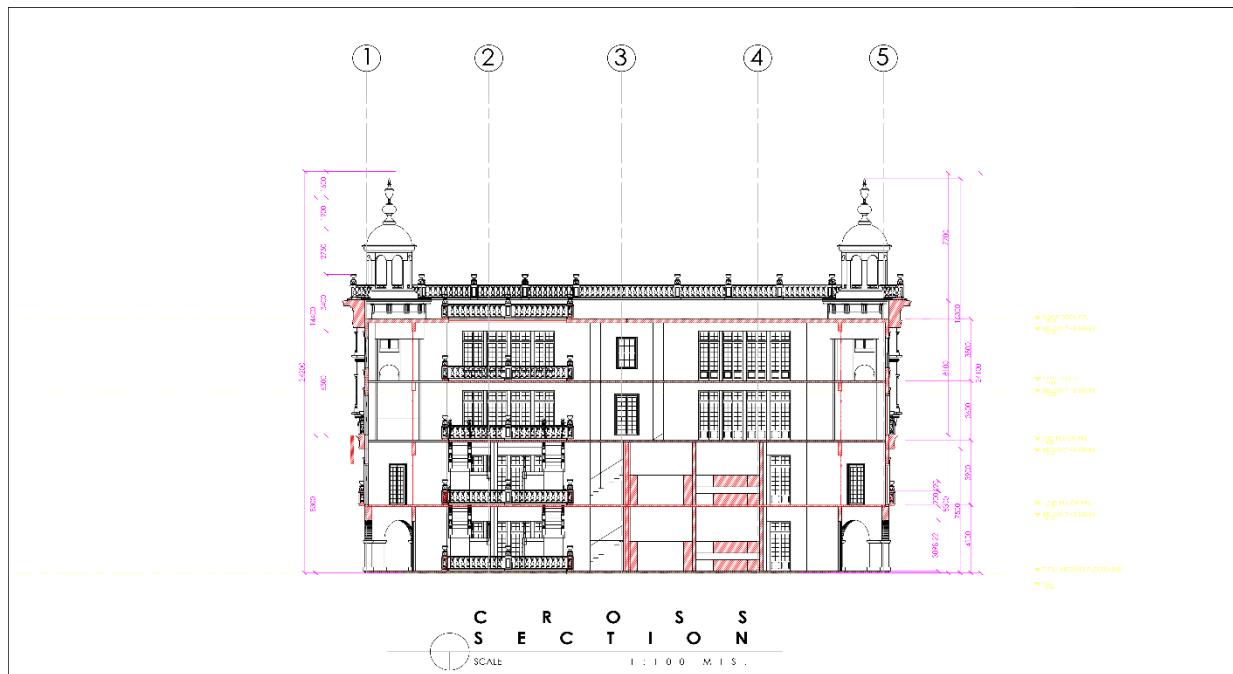
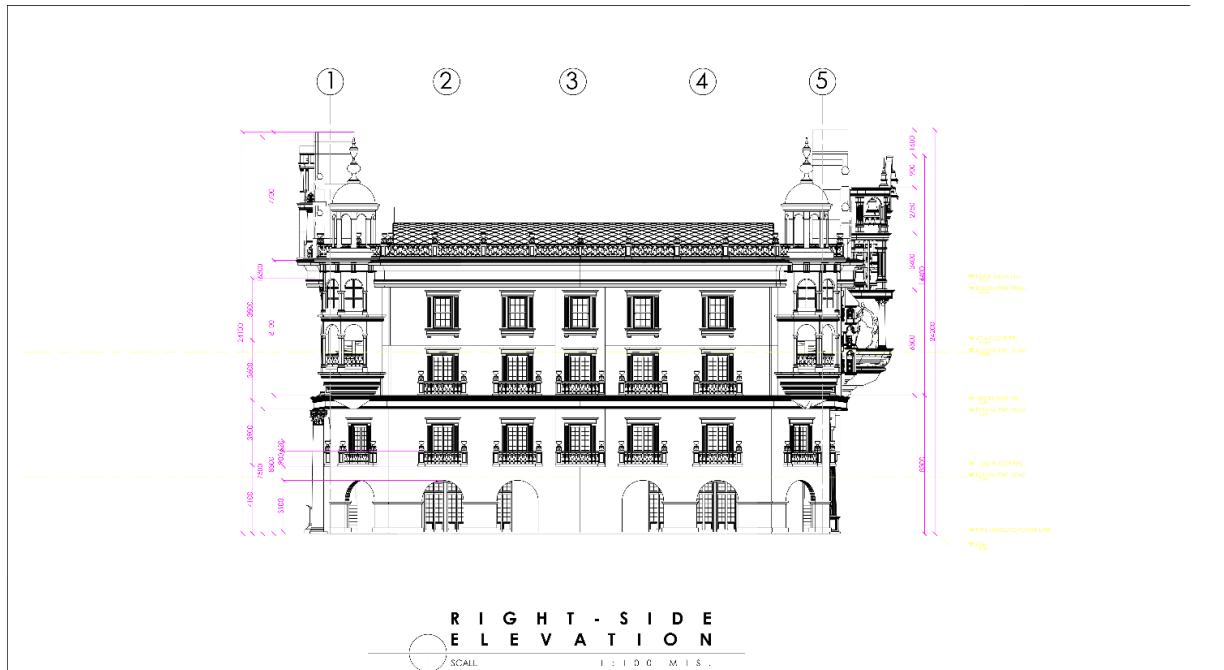


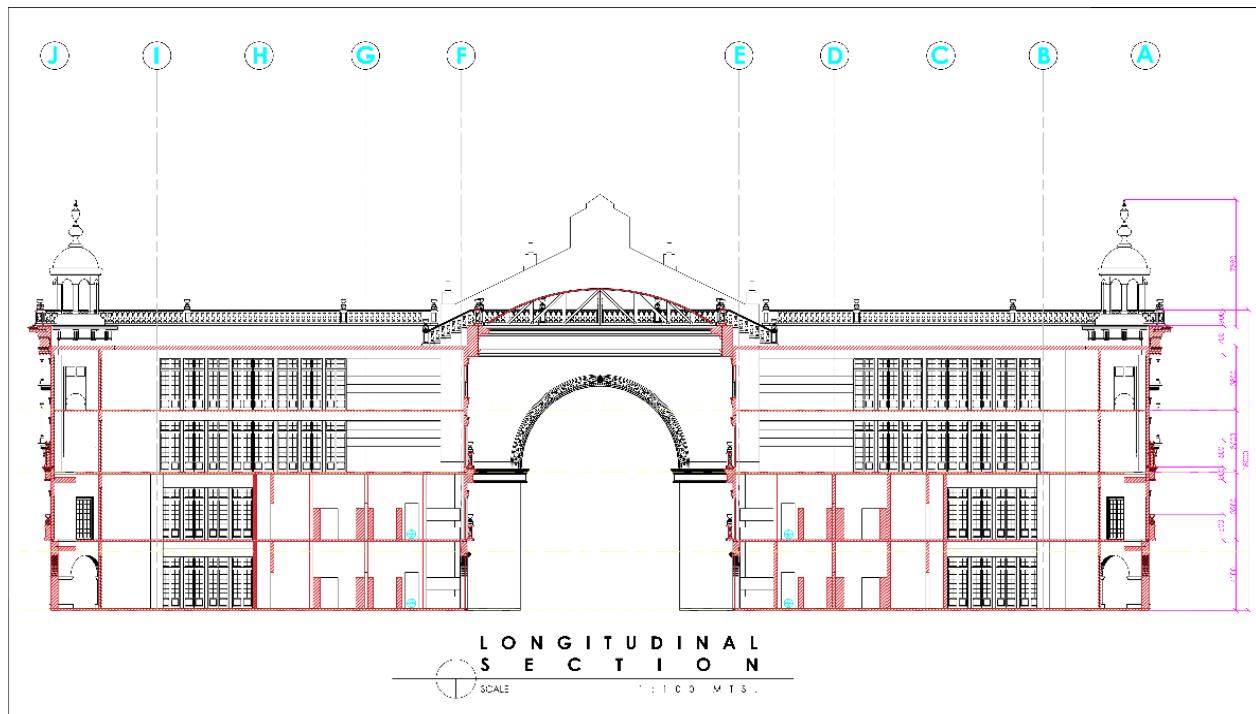
Phases of Construction

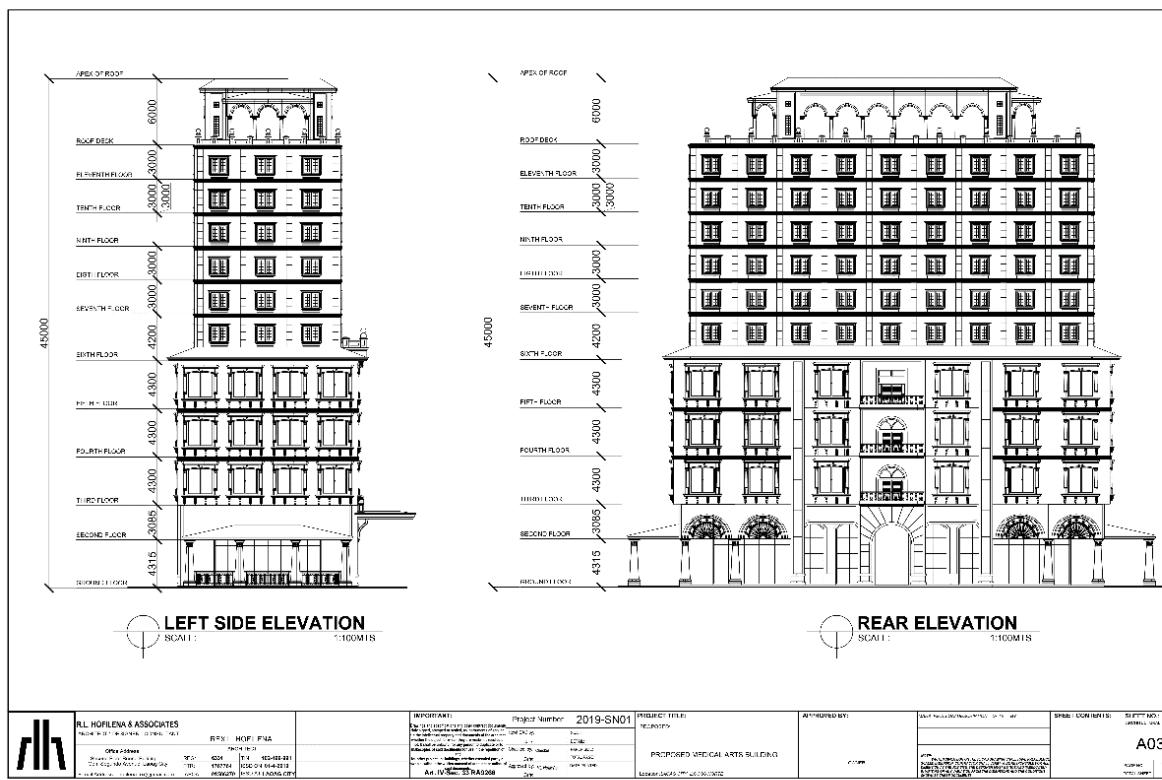
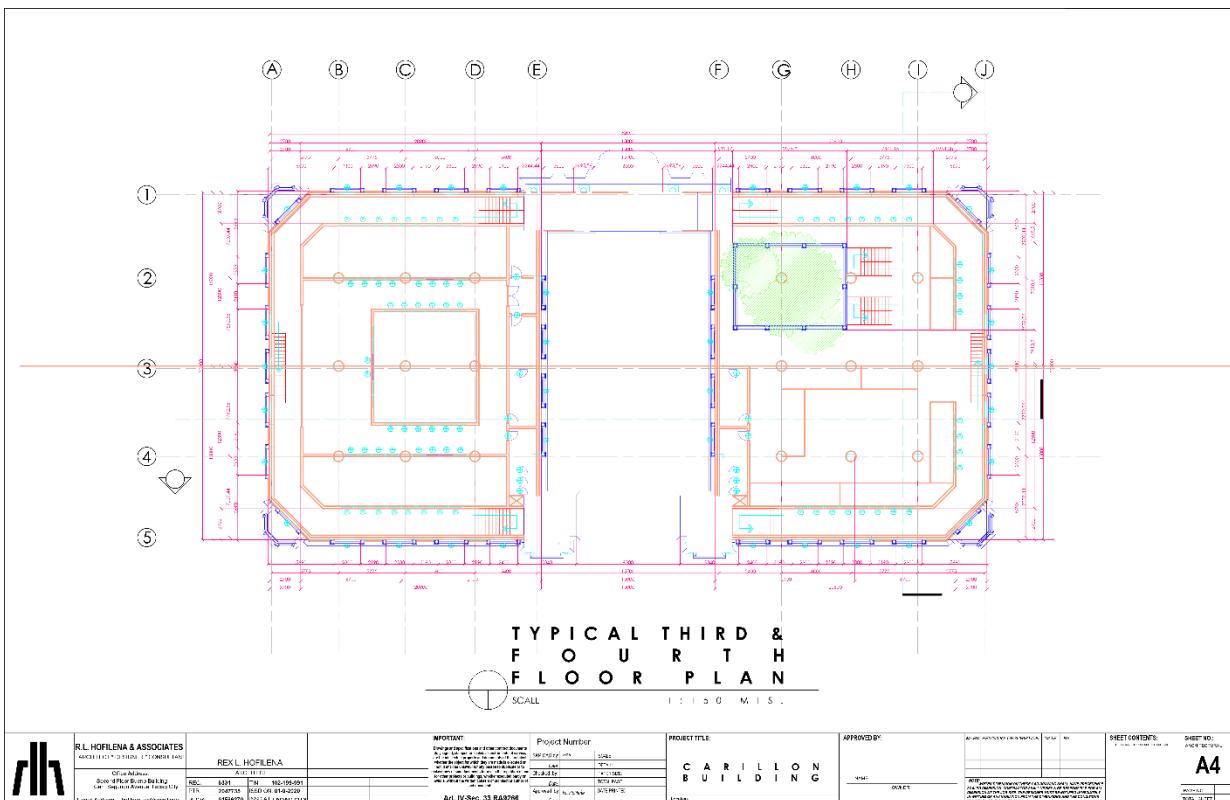
ITEM	DESCRIPTION	QTY (sqm)	UNIT COST	AMOUNT
A	CONSTRUCTION COST			
BUILDING 1	COMMERCIAL BLDG	12,875.00	35,000.00	450,625,000.00
	5-STAR HOTEL	4,460.00	50,000.00	223,000,000.00
	atrium	1,974.00	35,000.00	69,090,000.00
	bridge	1,815.00	35,000.00	63,525,000.00
		21,124.00		806,240,000.00
BUILDING 2	CARRILION BLDG EAST	5,174.00	35,000.00	181,090,000.00
	CARRILION BLDG WEST	6,406.00	35,000.00	224,210,000.00
		11,580.00		405,300,000.00
BUILDING 3	MEDICAL PLAZA BLDG	5,660.00	35,000.00	198,100,000.00
	ST. WILLIAM (GROUND FLOOR)	484.00	35,000.00	16,940,000.00
		6,144.00		215,040,000.00
BUILDING 4	PARKING AREA			
	BUILDING 1	6,848.00	35,000.00	239,680,000.00
	BUILDING 3	3,570.00	35,000.00	124,950,000.00
	BUILDING 2	2,524.00	35,000.00	88,340,000.00
	CANTEEN (BASEMENT 3 & 4 ONLY)	864.00	35,000.00	30,240,000.00
	MUSEUM (BASEMENT 3 & 4 ONLY)	4,496.00	35,000.00	157,360,000.00
		18,302.00		640,570,000.00
BUILDING 5	DEVELOPMENT - OWNED & MANAGED BY CATHEDRAL			
	ST. WILLIAM (2ND TO 4TH FLOOR)	1,452.00	35,000.00	50,820,000.00
	MUSEUM (1ST & 2ND FLOOR)	4,496.00	35,000.00	157,360,000.00
	CANTEEN (1ST & 2ND FLOOR)	864.00	35,000.00	30,240,000.00
	ADORATION CHAPEL	400.00	35,000.00	14,000,000.00
	OUTSIDE & PERIMETER SPACE	6,679.00	25,000.00	166,975,000.00
		13,891.00		419,395,000.00



NOTE: Complete Files available online. Please email us for access.
info@sanguillermocomplex.com

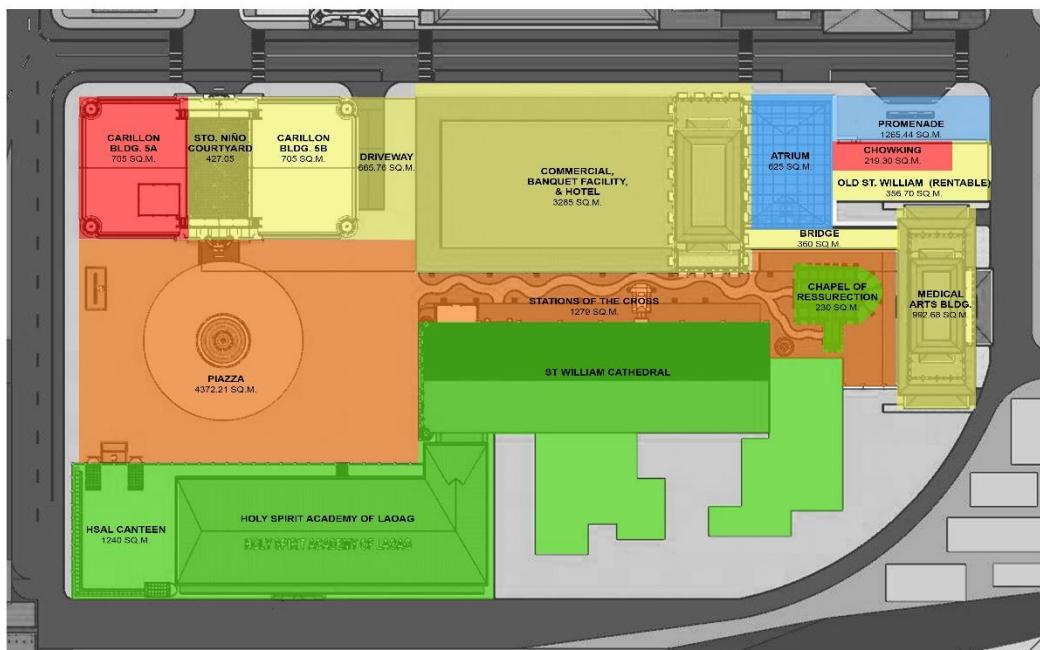






CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE

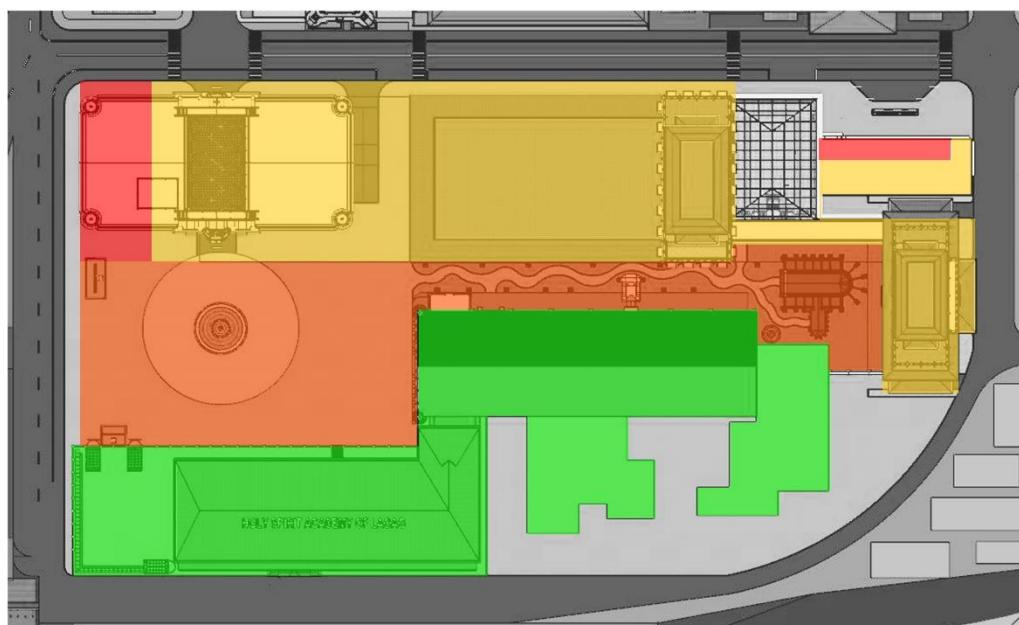


MASTER DEVELOPMENT PLAN

R.L. HOFILENA
AND ASSOCIATES

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



R.L. HOFILENA
AND ASSOCIATES

PHASE 1
PHASE 2
OPEN AREAS
EXISTING BUILDINGS

MASTER DEVELOPMENT PLAN

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



COMMERCIAL BUILDING

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



COMMERCIAL BUILDING

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



R.L. HOFILENA
AND ASSOCIATES

MEDICAL ARTS BUILDING



R.L. HOFILENA
AND ASSOCIATES

PERSPECTIVE

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



SECTIONS



R.L. HOFILENA
AND ASSOCIATES

CENTRO SAN GUILLERMO

LAOAG CITY, ILOCOS NORTE



ELEVATIONS



R.L. HOFILENA
AND ASSOCIATES

NOTE: Complete Files available online. Please email us for access. info@sanguillermocomplex.com

16 Recommendations - Go/No Go

San Guillermo Complex Corporation justify the recommended approach by outlining the reasons for rejecting other alternatives.

Question	Response
Pandemic situation	Online buying became a trend during the pandemic and may continue after the pandemic. So, we initiated the plan to market San Guillermo products online. This would later be just an additional way to shop and buy product at San Guillermo. San Guillermo Shopping Mall Online will be available by end of 2022.
Buying capacity after Lockdown	Can be interpreted as buying suppression, but people are more inclined to buy more when suppressed. Take what happen to Eastern European Countries who were suppressed during the Communist era and went on spending spree after the fall of communism in 1989.
Effects of Post Pandemic Online Market	Mobile Clinics will be introduced by the San Guillermo as a revenue generating concept during the pandemic lockdown. Consumers are already familiar using online medical consultation.
Possible less public traffic compared to the pre-pandemic	The Cathedral is the main come-on, the City Hall and the Municipal Hall are plus drive the customer traffic. And population remains the same.

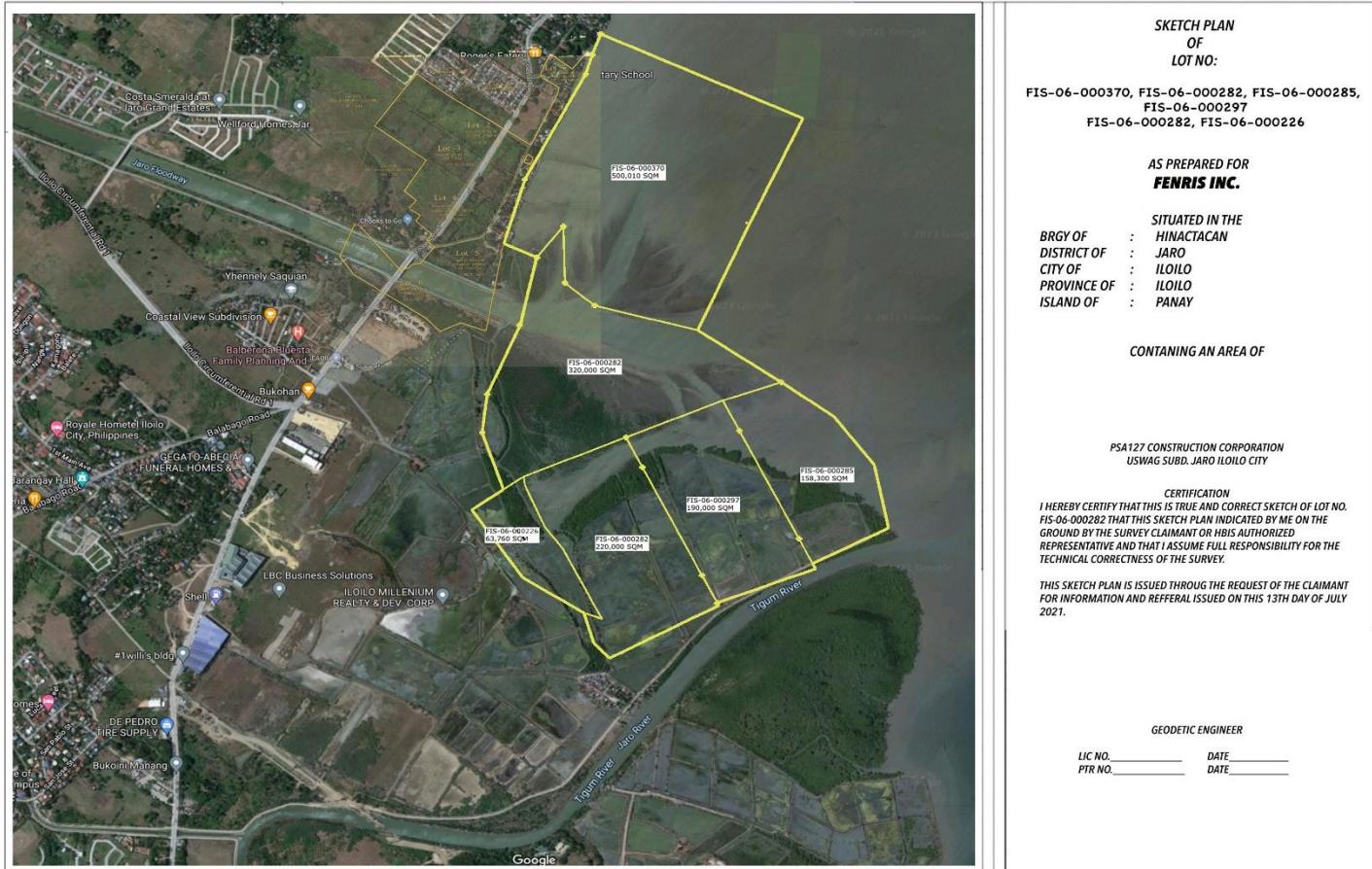
This recommendation assessment identifies our option and the likelihood of the option to address assumptions associated with this feasibility.

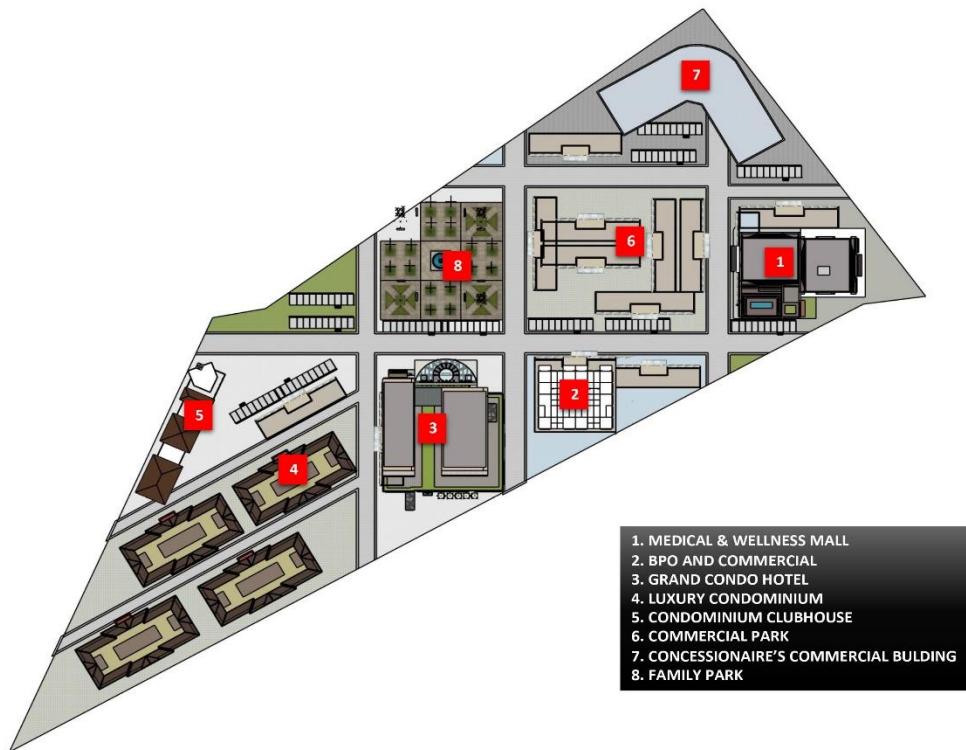
The Charts presented is the culmination of studies, experiments and market test studies by our Executives and Affiliates. San Guillermo Complex quantifies the benefits of our alternatives by comparing these alternatives using standard cost-benefit analysis

Co-existence is our way to measure assumption revenue on all sides.

17 Next Stage Plan

If all else is good as planned, our next is San Guillermo Complex, Iloilo City. The company has already acquired the 6.3 hectares of land to be used and has initiated what is the next of the San Guillermo Complex....





SAN GUILLEROMO ILOILO
Hinactacan Jaro
Iloilo City

- MEDICAL & WELLNESS MALL
- BPO AND COMMERCIAL
- GRAND CONDO HOTEL
- LUXURY CONDOMINIUM
- CONDOMINIUM CLUBHOUSE
- COMMERCIAL PARK
- CONCESSIONAIRE'S COMMERCIAL BUILDING
- FAMILY PARK

