



BUSINESS FOR SOCIETY

AIM-DLSU CASE BOOK 2018

Raymund B. Habaradas
John Paolo R. Rivera
Fernando Martin Y. Roxas
Editors



ANDREW L. TAN
CENTER FOR TOURISM

BUSINESS FOR SOCIETY

AIM-DLSU CASE BOOK 2018

**Raymund B. Habaradas
John Paolo R. Rivera
Fernando Martin Y. Roxas**

Editors



**C & E Publishing, Inc.
2019**



**C & E
Publishing, Inc.**

*C & E Publishing, Inc. was
established in 1993, and is
a member of ABAP, PBAI,
NBDS, and PEPA.*

Business for Society
Published in 2019 by C & E Publishing, Inc.
839 EDSA, South Triangle, Quezon City
Tel. No.: (02) 929-5088
E-mail: info@cebookshop.com

Copyright © 2019 by C & E Publishing, Inc.,
De La Salle University-Center for Business Research
and Development (CBRD), and Asian Institute of
Management-Dr. Andrew L. Tan Center for Tourism
(ALT-CFT)

ALL RIGHTS RESERVED. No part of this publication
may be reproduced, stored in a retrieval system, or
transmitted in any form, or by any means—electronic,
mechanical, photocopying, recording, or otherwise—
without the prior written permission of the publisher.

Cataloguing-in-Publication Data

HD Habaradas, Raymund B.
60 Business for society/De La Salle University-
.H33 Center for Business Research and Development
2019 (CBRD), and Asian Institute of Management-Dr.
Andrew L. Tan Center for Tourism (ALT-CFT).—
Quezon City: C & E Publishing, Inc., ©2019.

viii, 228 p. : ill. ; cm.

Includes bibliography.

ISBN: 978-971-98-1156-5

1. Business—social aspects. 2. Industry—
social aspects. I. Rivera, John Paolo R. II. Roxas,
Fernando Martin Y. III. Title.

Book Design: Lynzel S. Naguit and Francis A. Casupanan
Cover Design: Ruth Anne D. Ellorin

CONTENTS

Preface vii

GENERAL MANAGEMENT 1

- Case 1 Gaijin at the Helm (A) 2**
Fernando Martin Y. Roxas
- Gaijin at the Helm (B) 5**
Fernando Martin Y. Roxas
- Case 2 South Palms Resort Panglao:
Responding to Times of Change 6**
John Paolo R. Rivera
Ma. Andrea C. Liamzon
- Case 3 Sofee's Agro Industrial Farm 35**
Maria Luisa Delayco
- Case 4 Crossroads: The Ice Monster Experience 41**
Charo Restrivera-De Guzman
Ferdinand Alversado
- Case 5 Toyota Motor Philippines
Plant Tour Program 48**
Patrick David Cenon

FAMILY BUSINESS 57

- Case 6 Setting Directions at Cornflower
Food Corporation 58**
John Andrew See
- Case 7 Fat Jimmy's Resort Boracay: A Family Business in an
Ultra-Competitive Sun-Sand-Sea (3s) Destination 69**
Ma. Andrea C. Liamzon
- Case 8 Who is the Worthy Successor? 90**
Andrea Santiago

SOCIAL ENTERPRISE 97

- Case 9 War of the Heart and Mind:
The Case of Greenius 98**
Raymund B. Habaradas and Patrick Adriel H. Aure
- Case 10 Plush and Play: A Frenchman's Enterprise in an
Enchanted Farm 104**
Raymund B. Habaradas, Patrick Adriel H. Aure,
and Ian Benedict R. Mia

- Case 11 Bayani Brew: Brewing a New Breed of Filipinos Crazy in Love with the Philippines 114**

Raymund B. Habaradas and Patrick Adriel H. Aure

ETHICS 131

- Case 12 Surviving Typhoon Haiyan 132**

Fernando Martin Roxas and Andrea Santiago

- Case 13 Balat Baka Corporation (BBC) 138**

Mary Margaret Que

TOURISM 147

- Case 14 Mining & Tours: Building Consortium to Transfer Innovative Solutions through Sustainable Tourism 148**
Evangeline Bengaro

- Case 15 The Guimaras-Iloilo Ferry Terminal (GIFT) Project: In the News 158**

Rufo R. Mendoza

- Case 16 Tourism Potential of Catanduanes on the Triple C Development Area 171**

Maria Cristina M. Aguilar

- Case 17 Viaje del Sol: the Past, Present, and Future of a Cultural Tourism Alliance 184**

Paz Esperanza T. Poblador

- Case 18 Towards Sustainability in Thailand's Floating Markets: The Case of Amphawa 189**

John Paolo R. Rivera and Pajaree Ackaradejruangsri

- Case 19 La Huerta de Rosario: Towards being an Agritourism Destination 202**

Ma Cresilda M. Caning

- Case 20 Managing Sustainable Destination Event Tourism: The Catanduanes Reef Break Experience 210**

Jhona Camba, Lysa Sanchez, Geraldine Pascual, and Maria Cristina Aguilar

- Case 21 LaBoracay: Revisiting the Case of an Island Paradise 220**

John Paolo R. Rivera and Eylla Laire M. Gutierrez

The Authors

THE BOOK

Business for Society: AIM-DLSU Case Book 2018 is the outcome of the collaborative efforts of the faculty members and researchers of De La Salle University (DLSU)-Center for Business Research and Development (CBRD) and the Asian Institute of Management (AIM)-Dr. Andrew L. Tan Center for Tourism (ALT-CFT). This case folio aims to sharpen the skills of business students in analyzing concepts, solving problems, and making decisions through the use of various business cases. The cases in this book prompt students to craft strategic and realistic decisions by exposing them to actual management and business situations. This folio strives to develop the competencies of the next generation of business leaders.



Excello™ is a continuously expanding aggregation of high-quality learning assessments designed to help students master the Philippine curriculum's key skills and provide teachers with easy-to-use test creation tools.



EssayJack is an interactive web platform that pre-structures student essays, reduces writing anxiety, and allows educator customization and feedback.



Published by:
C & E Publishing, Inc.
839 EDSA, South Triangle
Quezon City, Philippines
Tel. No.: (02) 929-5088
E-mail: info@cetbookshop.com
Webster: www.cetbookshop.com



**EMPOWERED
READY**
FOR THE WORLD



MEMBER

ISBN 978-971-98-1156-5



PAN ASIA BOOK EXCHANGE, INC.
Business for Society: AIM-DLSU Book 2018



18-596-1155-1

1st/1st 2018

HABARADA