

**PROJECT PROPOSAL**  
**FOR**  
**COMPLETE FACILITY FOR SENIOR CLIENTS**

**EXECUTIVE SUMMARY**

**Overview**

The proponent is determined to embark on three essential needs of senior clients from 35 to 60 years old or older: healthcare, housing, lifestyle services.

The proponent also determined to offer different modules retirement services from active retiree services to simple residential care homes, assisted living facilities and purely convalescent medical and nursing care homes for a varied clientele but mostly targeting Japanese clientele.

Several retiree facilities in various project venues with site specific features will be established. These undertakings shall all be environmentally viable, technologically feasible and economically sound.

**Retirement facility benefits for senior clients**

1. Every client will be issued a Visa to travel and stay in the Philippines for an entire lifetime. The Visa is called the **Special Resident Retirees Visa** or **SRRV**.
2. Each client will avail of the three essential retirees' needs in any of the retirement service modules: healthcare, housing, lifestyle services.
3. The housing / shelter service of the client will be for free.
4. Through their insurance and pre-paid health policies, the client retires in complete comfort and enjoyment, avail of free board and other vital amenities. Clients will spend their own money only for the personal items not provided for free by the retirement home.
5. The facility for Japanese retirees will become a **Special Economic Free Zone** and will be free from duties and taxes on incoming goods consigned to the retirees.
6. Both the Facility and the client may also be given incentives by the Philippine **Board of Investment** if either one will apply for said beneficial promotional incentives by the Philippine Government.
7. There will also be an **Economic Guarantee Fund** tied with the Philippine Government sector for the retirees who are able to come up with business ideas that are

supportable. Any client can access financial assistance for business concerns that are justifiably productive and profitable.

8. Without emphasizing the fact, Japanese will be the prevailing medium of communications in the facility. English and other language translations are also available for all the other clients.

9. Special care workers will service all clients without users charge. Other services will also available for the client and preferably also free of charge.

**The Facility**

1. The retirement home will be a fully developed community equipped with all the amenities and utilities of a complete self-sustaining village. Utilities are described below under the heading Amenities.

2. All international standards of retirement home establishments will be followed by the project proponents to suit the Facility to the full convenience, welfare, cultural and other needs of the client.

**Total Scope of the Project**

For the first ten years, the entire facility will target thirty thousand 30,000 clientele. There will be a total of 30,000 home units built according to the following home type allocation scheme:

<b>Percent of Total</b>	<b>Style</b>	<b>No. of Units</b>
30% -	Quadruplex Units	2,400
10% -	Duplex Units	800
10% -	Single-Detached Units	3,000
100%		30,000

<b>Percent of Total</b>	<b>Style</b>	<b>No. of Units</b>
100% -	Walk Up / Condo Units	10,200
100%		30,000

The first facility will be situated in Maragondon, Cavite (400 hectares) and a potential replicate in Tagaytay City (28 hectares) due to the high accessibility, the climatic and health-conducive conditions of the weather in the proposed site.

Following the success of the first undertaking in Maragondon and Tagaytay, other estates in Subic, Zambales in Clark Field, Pampanga as well as in Cebu Province and parts of Mindanao will be developed along the same concept and shall accommodate clientele from Japan, Korea and other countries.

Other clients shall also come the local buyers market.

### **Health Concerns and Facilities**

There will be five specialty medical and health concerns and facilities for the clients, namely:

1. **Geriatric Medicine / Senior Patients care** facility;
2. **Dermatologic Medicine**;
3. **Internal Medicine**;
4. **Tropical Diseases**; and,
5. **Convalescence Medicine**.

Among all others, convalescence and medical / nursing care are the most major concerns.

For medical and emergency issues, using a well-planned and fully-coordinated medical services referral network, all other health concerns will be addressed in cooperation with the best available medical facilities in the country, Japan and even other countries through a house call or endorsement system.

### **Long Life Orientation**

The client will also be exposed to both medical and psychological counseling under a concept called **Longevity Training**.

### **Housing and Shelter Services**

The following are the types and statistics of the accommodation housing for the clientele of Greenlands Haven Project:

<b>Type</b>	<b>Unit Area</b> (in square meters)	<b>Levels</b> (storeys)	<b>Total Floor Area</b> (in square meters)	<b>Lot Area</b>
Quad 1	80	2	160	120
Quad 2	80	3	240	120
Duplex 1	80	2	160	120
Duplex 2	80	3	160	120
Condo 1	50	1	50	50
Condo 1	70	1	70	70
Condo 1	90	1	90	90
Condo 2	80	2	160	80
Single A	150	1	150	180
Single B	120	2	240	150
Single C	100	3	300	150

## **Leisure, other essential services**

There are several types of recreation and leisure activities offered for the clients of the project. The following are amenities that will service the clientele for their recreation and leisure:

- Golf Course
- Soccer field
- Track and Field Oval
- Ball Courts (Closed and Open Basketball, Pelota-Jai Alai, Volleyball etc.)
- Buses and Boats, Helicopter Ferry service for local touring
- In-house television and cable connection
- LAN, WAN, WAP internet connection
- Shopping areas
- Stock exchange advisers
- Legal counseling
- Gift shops
- Libraries
- Hobby shops
- Hair salons, Barber Shops
- Tailor and dressmakers' shops
- Jewellery stores
- Cinemas, restaurants, theaters
- In-house resorts
- Referral arrangements and logistics to nearby beach and mountainside resorts
- Other entertainment and leisure facilities.

3. All of the following will also be provided by the Facility:

- adequate water supply - cold and hot water
- telephone facility and emergency intercom
- internet facility with video camera and voice-over-internet-protocol (VOIP)
- minimum of 55 square meters per unit
- cable tv connection
- amenities
  - transportation, logistics
  - clubhouse
  - fitness center
  - orchard garden or farming area
  - landscaped parks and gardens

**Financial plan:**

The start up resources required by the project will be Eight Hundred Million Philippine Pesos (Php 800,000,000.)

The fund will be used to acquire the real estate and construct the first and second Modules of the project will be built during the first eighteen (18) months in Maragondon, Cavite.

One (1) health - medical facility out of a total number of four (4) facilities will be constructed alongside the establishment of four modules of the project.

The start up fund of the project corresponds to a decent percentage of the entire financial package for the project.

The comfort level financial requirement of the project in the Maragondon Site over a three (3) phases with each phase corresponding to a period of no less than four to five (4 - 5) years is USD700,000,000.

During the succeeding phases, the project will be laying out developmental plans requiring an additional fund from USD 100,000,000 to USD200,000,000 for smaller replica projects.

An aggressive program of grant sourcing and equally aggressive marketing will enable the project to be sustainable over the next fifteen to twenty (15 - 20) years.

Details of the utilization of the startup fund are as follows:

<b>PARTICULARS</b>	<b>AMOUNT</b>
Real estate acquisition 4,080,744 sqm @Php50.00 per sqm	Php 204,037,200.00
Land Development 500,000 sqm @400 per sqm	200,000,000.00
Health complex construction in 3,500 sqm @28,000 per sqm	98,000,000.00
Housing, dormitory construction 75,000 sqm @3,500 per sqm	225,000,000.00
Contingency Fund	72,037,200.00
<b>TOTAL</b>	<b>Php 799,074,400.00</b>
<b>S.A.Y.</b>	<b>800,000,000.00</b>

## **Assessment**

Retirement services and amenities with a free of charge house and board is rare. Whether an individual retiree is affluent or benefits only from a middle level income, a retirement facility where one does not pay for the services is an irresistible come-on.

The emphasis on medical services more than on the simple retirement service, is also intended to draw as large a clientele that the Philippine and international retirement industry have both not been able to accomplish.

## **Conclusion**

The project is a highly doable service and therefore can be supported by financial assistance from a capable source.