



The Duke MBA Global Consulting Practicum 2010

Project Summary

Project Title: Green Eco-Resort Analysis

Client Information:

Name: Petters Research Institute
Website: <http://www.pribelize.org/>

Period of Performance: December 2009 - April 2010

Duke MBA Team:

- Maureen Spain (Fuqua 11')
- Cui Cui (Fuqua 11')
- Pam Wanishkupalangkul (Fuqua 11')
- Ji Eun Choi (Fuqua 11')
- Brinda Ramaiya (Fuqua 11')

Instructor: Arlie Petters and Paul Bloom

Partner Description:

Petters Research Institute (PRI) is a non-profit, private, politically-neutral institute in Belize charged with creating an interdisciplinary center of excellence in the application, theory, and pedagogy of STEM fields (Science, Technology, Engineering, and Mathematics), as well as their synergistic interactions with business administration and entrepreneurship to induce economic growth. Meanwhile, PRI promotes outreach programs to scholars and professionals outside science, and to the community at large, encouraging collaboration and mutual understanding to create synergies for the betterment of the Belizean people

Problem Statement:

Create a world-class eco-resort in inland Dangriga to house the institute's programs while also providing a steady income stream to fund PRI's expanding agenda.

Objectives:

- Explore opportunities for revenue and education via eco-resort
- Identify primary patrons
- Roughly determine sources of revenues and expenses
- Maintain list of elements for sustainability

Approach / Methodology:

We use Hypothesis Approach to analysis and solve the problem. First step, we developed 6 hypothesis, and during field study, we researched for the possibility and visibility for each one, and came out the solution as following:

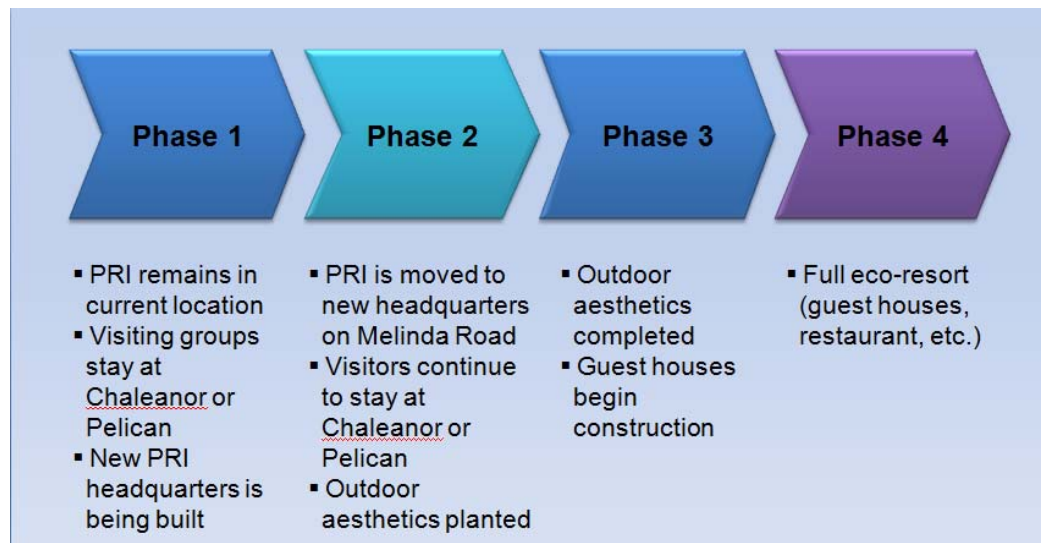


Hypothesis	Conclusion
Visiting professors/educational groups	✓
Conferences/seminars	✓
Regular tourists	✗
Tour operators	✗
Agri-tourism and related services	✓
Lease/sale of cabanas	✗

Based on the result, we developed each approach with more details and provide the recommendations accordingly, advising PRI take 4-phase steps.

Recommendations:

- Break project into 4 phases



- Focus on these four areas to move toward the sustainable eco-resort
 - Nature: Organic garden, restaurants, yoga and meditation
 - Education: Agri-tourism, medicinal trail
 - Culture: Garifuna music, arts & crafts, historical sites
 - Green concept: Material, sources, design

The team also designed a resort layout for client's reference.

