

Sky's Tuna Veggie balls
BUSINESS PLAN

To be submitted to:

**THE 2018 NRCO-ISP BUSINESS PLAN
COMPETITION**

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EXECUTIVE SUMMARY

The name of the business is SKY's TUNA VEGGIE BALLS. The proponent want to engage into food business that offers healthy snack alternative to busy individuals without sacrificing its unique taste and palatable appearance. The business will be located at Koronadal City, South Coatbato. Our product would be cheaper that the other food kiosk items.

Skys Tuna Veggie Balls will operate seven days a week from Monday to Sunday at 10:30am to 7:00pm. The business needs a total of P80, 000 as a start-up capital.

We make this product proposal for the purpose that we want to serve our valued customers new product dishes that will give them a healthy food that adult will enjoy but also the young ones. This is to introduce varieties of flavors that consumers that would not normally taste on street foods. Nowadays people would choose an artificially made food product that has a less healthy nutritional content over the conventional foods that is said to be "good for our health lifestyle" that is available in the market. Promoting a healthy convenient way of eating by introducing varieties of Veggie Balls to the public consumers would also be benefit not just the consumers with its health nutrition content but also helps the Filipino vegetable farmer industries in the country.

Aside from that, we want to create opportunity to help vegetable farmers by tapping people's organization in our area to be our main source of our raw materials (malunggay, squash, cabbage, spring onion & carrots) where we can give them opportunity to earn and find constant livelihood program that could sustain their needs. We are social enterprise aiming to foster and encourage farmers towards agribusiness through vegetable production. Malunggay, squash, cabbage & carrots has nutritional value and health benefits that can help prevent cancer and cardiovascular diseases. Sky's Tuna Veggie Balls will not just fit consumers' taste buds but give them extraordinary health benefits.

INTRODUCTION

With a passion of growing things and wanting to grow a business of our own, the proponent decided to choose Sky's Tuna Veggie Balls business that would be an excellent complement to the province robust economy. Food is one thing that will never cease to be in demand as long as life is in existence. The objective of the proponents in making this business possible is to make an impression that street foods that we consume can also be safe, savory and be complemented to other dishes. In accordance to this matter, the proponents decided to come up with the idea of catering Filipino street foods with a twist and unique taste, which is a veggie ball made with nutritious vegetables so it is assured that it is healthy and safe to eat. Our business wants to emphasize that aesthetics, appearances, presentation of food, personal trust and interaction with our customers are the most important parameters for assessing food safety as well as meeting our customer's needs and wants. People in all walks of life can now have the perception that street foods are not just an alternative food if you want to spend wisely also foods which will delight you and will give you satisfaction beyond your expectations. What this means in essence is that food is needed at every point in time or country and food kiosk is one of the easiest way to make food readily available. It is also one of the affordable ways to enter into the business.

One of the greatest advantages of this business is that it is mobile and you tend to sell faster because you are taking the food right to the door step of your customers. Another advantage is that if you find yourself in a poor location, you can easily move your cart to a better location where you will be able to make better sales. The third advantage is that the startup costs for this business is cheaper than any franchise food business that currently exist in the market.

The proponent had chosen medium of business, Sky's Tuna Veggie Balls and food kiosk catering Tuna Veggie Balls as its main dish. This veggie balls is actually the counterpart of the famous Filipino own fishballs, squidballs and the likes. An opportunity to introduce a new trend to the Filipinos who wanted to try something different that delights their senses and selling the flavorsome ball shape snack is a good entry to the food market. A tuna veggie ball is really a nutritious and delicious street food to try. In our province, one can eat street food in anywhere but seldom can you see healthy snack available in the market. As a couple who loves to eat, we decided to choose this kind of business because we see a lot of potential, and it is new in the

market. The demand is high but the availability of the product is untapped. To reach wider market we decided to fill in the gap of this business. Unlike any street food, our product is far different when it comes to taste, aside from that it offers a healthy, delicious snack alternative, it is also affordable. Our tuna veggie balls are tastier, sweeter and tangier somehow getting the approval of more people. We want to hold on to that strength.

Sky's Tuna veggie balls - is a delicacy which is formed in a ball with vegetable fillings drizzled with sauce, tuna flakes/floss and topped with mayo. Whatever you call these finger food balls, you know you cannot resist these delicious treats.

There are 3 key problems that our start up business is aiming to address: Malnutrition and increasing demand for healthy food options, rampant increase of environmental problems that led to climate change, and income opportunities for farmers and unemployed housewives. The Philippines' rate of malnutrition is starting to increase due to less healthy food options, fast food are rampant but Filipinos are now searching for healthier options and that is by giving them healthy food alternative which is the takuyaki.

We make this product proposal for the purpose that we want to serve our valued customers new product dishes that will give them a healthy food that adult will enjoy but also the young ones, especial ingredients added for our product such as malunggay, squash, carrot, and spring onion & cabbage . This is to introduce varieties of flavors that consumers that would not normally taste on street foods. Nowadays people would choose an artificially made food product that has a less healthy nutritional content over the conventional foods that is said to be good for our health lifestyle that is available in the market. Promoting a healthy convenient way of eating by introducing varieties of Tuna Veggie Balls to the public consumers would also benefit not just the consumers with its health nutrition content but also helps the Filipino farming industries in the country.

Aside from that, we want to create opportunity to help vegetable farmers by tapping people's organization in our area to be our main source of our raw materials (malunggay, squash, cabbage, spring onion & carrots) where we can give them opportunity to earn and find constant livelihood program that could sustain their needs. We are social enterprise aiming to foster and

encourage farmers towards agribusiness through vegetable production. Cabbage & carrots has nutritional value and health benefits that can help prevent cancer and cardiovascular diseases. Sky's Tuna Veggie Balls will not just fit consumers' taste buds but give them extraordinary health benefits.

Since, I am a pro-environmentalist; we make sure that we use products that are economical and not hazardous to our environment. We used bamboo stick/ toothpick as spoon in dicing up takuyaki balls and paper cups instead of plastic cups. We will tap the people's organization in Polomolok for the bamboo stick where they are producing rattan houses and other rattan products aside from bamboo stick and toothpick. In that way, we can contribute and help our community grow not only for the purpose of entering into business and for us to earn but also helping our community alleviate poverty, generate employment for housewives and create social impact towards our locality. Our main goal is to engage into business that provides local production towards stronger economy is not for one time charity business but for sustainable cause of living. Our business also aims to empower our local farmers towards agribusiness enterprises, we believe that's farmers are not meant for a lifetime employment, they are meant to establish their own agribusiness towards sustainable cause of living. That's the underlying reason for our business model, supply of vegetables will be coming from farmers' cooperative wherein the farmers can grow and cultivate their own vegetables in their backyards and we will purchase the available vegetable they can offer and pay the capital incrementally every harvest.

People in all walks of life can now have the perception that street foods are not just an alternative food if you want to spend wisely also foods which will delight you and will give you satisfaction beyond your expectations.

BUSINESS SUMMARY

- A. Name of the Business: Sky's Tuna Veggie Balls
- B. Business Product : Tuna Veggie Balls

We sell freshly made Tuna veggie balls that covers a wide range of clients both individual, student and corporate clients. TunaVeggie Balls wants to distress the purchasing influence of most of the Filipinos as it is offering an affordable price and addressing health and wellness trends in our product offerings. Skys TunaVeggie Balls considers all types of people in all ages what places they came from and no matter what their gender and religion either who have high or low income can be our target market that can be one of our potential buyers. Our business comes a new food craze that offers a healthy and delicious treat snack for busy students and clients from different walks of life.

The *Tuna Veggie Balls* – a ball-shaped snack made of wheat flour-based batter and cooked in special molded pan which is called tako machine, it is typically filled with different kinds of vegetables like Malunggay, squash, cabbage, spring onion and carrots. The added vegetables will serve as invaluable nutrient added to our street food and have affordable price and are easy to sell in the market. is a new concept in the local food industry. However, the upside potential of our product is very high due to the fact that its market is new and the idea itself is distinctive. We believe that our tuna veggie balls can garner potential customers because the product matches the taste buds of the Pinoys. There are option for sauces; sweet & sour, hot and spicy, mixed with some mayonnaise and tasty tuna flakes. We assure you a unique servings of our product that's serve you nutritious, delicious and at affordable cost.

THE PRODUCT:

Skys Tuna Veggie Balls will offer freshly made tuna veggie balls with dipping sauce according to the taste of the customer, topping it with mayonnaise and tuna floss to make it more delicious. We will also offer red juice at 10 pesos per 6.5 oz and 15 pesos per 8 oz.



Sky's Tuna veggie balls will be sold in 4 pcs per paper cup @ P 20.00, 12 pcs per meal paper box @ P 60.00, 16 pcs per meal paper box @ P 80.00 with its unique homemade sweet & sour sauce or hot & spicy sauce with mayonnaise and tuna floss on top. The sauces reflect Filipino taste: sweet and sour, spicy and savory to fit every customer's preference. Tuna Veggie Balls is easy to cook; it is cheap, simple, and nutritious. It is the response to the basic need to eat. Tuna veggie balls will be cooked and freshly made in front of you. It is prepared fast and served conveniently. Customers just eat what they can grab like veggie balls on their way to work, school or meeting.

Good personal hygiene can prevent food poisoning. Good personal hygiene also makes good business sense. Customers like to see food-handling staff who take hygiene seriously and practise safe food handling. I give importance to the sanitation of our environment and business kiosk including the personal hygiene of our staff.

Healthy snack alternative like tuna veggie balls will answer the crave of customer for more. Aside from it has veggies, it is also good for health. People of all ages, backgrounds and stripes are reaching for healthy snacks these days. Offering our customer tuna veggie balls snack allows us to respond to the changing tastes of customer. We wanted to give snack lovers the savory taste they crave without the worry of their health. We wanted to encourage students that eating veggies can be delicious and encourage them to patronized healthy snack.

Eating tuna veggie balls may be viewed as one way to improve healthy eating habits. This way of thinking about tuna veggie balls provides an opportunity for this business to make health and wellness innovation part of our product development and marketing strategies.

Our product will provide a better quality food habit and move people from junk taste to a healthy taste. The product is known for its attractiveness. It comes in different flavour that will suit in every consumers taste. We make sure that our products are very affordable.

The Sky's Tuna Veggie Balls is a food industry. The business uses a system of food service kiosk to provide a cheap and delicious and efficient way of serving the clients. Sky's Tuna Veggie Balls is an enterprise. All funds are raise by the proponent. Majority of the funds will be used to pay rent, to buy equipment and provide capital for six months of operating expenses. Skys's Tuna Veggie Balls will be personally managed/ supervise directed by the proponent. The employees were the one responsible in maintenance of the store, selling cooking the products.

Sky's Tuna Veggie Balls are owned by the proponent Mr. Gerald Ace Cuico, second officer who is a seafarer connected at Orientlines Philippines and her wife Cindy J. Cuico who worked as government employee and currently connected at Department of Environment and Natural Resources Region Office XII located at Koronadal City, Province of South Cotabato. The couple will plan to manage and operate the business given the chance enough funds are being met.

MARKETING PLAN

SKY's Tuna Veggie Balls will introduce its product to the market in the schools, offices, workers, residents of the area, by passers, terminals, churches, public markets, busy street, shops, coops, canteen, and restaurants and will cater special events like meetings & conferences.

The strengths of these products aside from being delicious is that it is made of the freshest and finest ingredients that makes it palatable to taste and no preservatives and food enhancers added. Special attention was also given to develop attractive label as well as the packaging.

Our strategy is based on serving our markets well. We will start our first outlet as a "market tester" that could become a model of the expanding number of outlets in the future. Concentration will be on maintaining quality and establishing a strong identity in the local market. We plan to put our kiosk in one of the well-known college in our province in Koronadal City, South Cotabato like NDMU.

Our location there is very strategic because it has strong foot traffic. The location is in the center of the locality. Potential customers can see us whenever they enter and exit at the school campus. We will cater students from senior high school to college, residents of the area, employees both from government and private sector, by-passers, shops, restaurants, cafeterias, coops and hotels. Regardless of their occupation or profession Sky's Tuna Veggie Balls will definitely serve them with the freshest and best snack they could ever taste. It is very affordable and anyone regardless of income can buy this snack at a very affordable price. Primarily the market that will be quite consistent with regards to their capacity to pay and the modes of going out and have a break. The target market of Sky's Tuna Veggie Balls may be composed of 60% of the population in the school 40% residents, employees and by-passers. With the weaving trend of

the food industry the consumers are even more becoming aware of the continued changes in lifestyle of the target market.

A combination of local media and local store marketing programs will be utilized at each location. Local store marketing is most effective, followed by print ad. As soon as a concentration of stores is established in a market, then broader media will be explored. We believe, however, that the best form of advertising is still "buzz." By providing a fun and energetic environment, with unbeatable quality at an acceptable price in a clean and friendly outlet, we will be the talk of the town. Therefore, the execution of our concept is the most critical element of our plan. We will actively build our brand, through the selling of supporting materials, such as promotional items and other marketing gimmicks similar to those of other fast food chains.

Through flyers and word of the mouth the SKY's Tuna Veggie Balls will be well known to the target buyers. The affordable prizes will attract the customer added the healthy and delicious taste of tuna veggie balls with sauce according to the preference of the customer.

THE COMPETITION

Sky's Taku Veggie Balls has no direct competitor but has a lot of indirect competitor one of which is the street food vendor/ peddlers who sells kwek-kwek, fishball, isaw, chicken skin, pork barbeque, balut, adidas, calamares; siomai vendors found in malls and market, and takoyaki carts found in the mall. All of them are offering same range of products but different way of cooking, different raw materials and different food preparation. Both are offering affordable prices. We think we can compete with them because our product is much healthier and raw materials are always available from local sources. We all need a protein and the full complement of vitamins and minerals to keep us healthy. Sky's Tuna Veggie Ball products bring you nature at its best, delicious and nourishing foods made with a unique flavor. The New Tuna Veggie Balls will add a fresh garden taste and the nutrition of one full serving of vegetables in every slice.

FINANCIAL PROJECTIONS (BREAK-EVEN ANALYSIS)

The proponent will invest an initial of P 80,000.00 as starting capital/ owners' equity.

ESTIMATED INVESTMENT COST

A. EQUIPMENT	Cost
Tako pan/machine 56 holes gas type	8,000.00
Gasul/ Gas Tanker	2,800.00
Food cart (wooden type with wheels)	20,000.00
Sub Total	30,800.00
B. UTENSILS	
Pitcher	75.00
Strainer	100.00
Tongs	20.00
Steel pick (2 pcs)	100.00
Sauce Squeezer (4 pcs x 70)	280.00
Glass Container	75.00
Mixing bowl	120.00
Chopping board	80.00
Knife	70.00
Ladle	25.00
Sauce container	100.00
Trash Bin	65.00
Water Jag/ Dispenser	400.00
Measuring cup & spoon (1 set)	80.00
Ice Tea Jar	350.00
Sub Total	1,940.00
C. RAW MATERIALS	
Malunggay	0.10
Squash	0.15

Cabbage (per kilo)		0.12
Carrots (per kilo)		0.10
Spring Onion		0.05
Ingredients		
Oil (2 L/day)	0.166 L	10.12
Gas/kerosene(1 L/day)	0.0833/L	4.50
For Batter		
Flour (1 kilo)		27.00
Baking Powder		5.00
Seasoning		5.00
Salt		1.00
Egg		6.00
Sweet & Sour Sauce		
Water (1/2 cup)		
onion		0.15
Garlic		0.10
Salt (1 tsp)		0.15
Ketchup (4 tbsp)		1.50
Cornstarch (3 tbsp)		0.42
Sugar (1/4)		0.10
Oil (1 tbsp)		2.00
Hot & Spicy Sauce		
Water (1/2 cup)		
onion		0.15
Garlic		0.10
Salt (1 tsp)		0.15
Black Pepper (1 tsp)		1.00
Ketchup (4 tbsp)		1.50
Cornstarch		0.42

Sugar	0.10
Chili powder (2 small sachet)	0.10
oil	2
OTHER TOPPINGS	
Tuna Floss	0.15
Mayonnaise	0.20
D. PACKAGING MATERIALS	
Paper cup (P 30 for 50 pcs)	0.60
Meal paper box (P141.50 for 50 pcs)	2.83
Paper bag (P 15 per 100 pcs)	0.15
Bamboo stick (P15 per 100 pcs)	0.10
Tissue/Napkin (P75 per 1000 pcs)	0.05

Financial Plan

Capital	P 80,000.00
Less Expenses:	
Equipment & Furnitures & fixtures	<u>32,740.00</u>
Total	<u>47,260.00</u>

Operational Cost

Raw Materials (1 kilo batter can make 180 to tuna veggie balls)	P 35.00
Sauce	50.00
Mayonnaise	100.00
Tuna Floss	80.00
Oil	10.00
Packaging Cost	<u>2.00</u>
Total Cost	<u>P 277.00</u>

1 Day Operation	Income	One Month income
5 kilos can make 900 balls/ 4 per cup=225 cups	225 cups x 20 pesos sale price= P4,500	4,500 x 22 days= P99,000

Less expenses: 5 kilos raw material expense	$4,500 - 1,385 = 3,115$	$3,115 \times 22 \text{ days} = \text{P } 68,500$
Less: Rent expense for 1 month (2,000)		$68,500 - 2,000 = \text{P } 66,500$
Less: Salaries & wages 2 employees (200 each)		Income: P 66,500 less $400 \times 22 \text{ days} = \text{P } 8,800$ Net Income <u>P 57,700</u>

SOCIO- ECONOMIC IMPACT

- **Contribution to the Philippine Economy**

Every business establishment will be of great help for the growth and development of the economy. These will only be possible if every firm will be responsible enough to perform their duties and obligations to their customers, community and of course to the government.

Sky's Tuna Veggie Balls will definitely contribute additional earnings to our government by means of paying right taxes. Through this, the government can able to perform its functions well including continuous support and assistance to the business industry, providing projects for the community such as building infrastructures, public schools and hospitals, strengthening arm forces for the security and protection of the countrymen and other indispensable projects that will benefit the people

- **Employment Generation**

The business will provide job opportunities to many individuals most especially to those unemployed housewives who have great passion in food preparation. Every society wants all its qualified members to be gainfully employed. Tuna Veggie Balls will help to lessen rate of unemployment and number of poor people. It also provides good opportunity for the vegetable farmers to engage in agribusiness and help them earn at the same time. The eradication of poverty will help to solve social problems like crimes, juvenile delinquency and malnutrition.

- **Environment Conservation**

Sky's Tuna Veggie Balls will be sensitive enough to our environment by means of assuring that the processes involve in the business operations will be environmental friendly. The business will observe proper waste disposal in order to maintain cleanliness and orderliness. This will also help to lessen pollution that causes different diseases and health problems to many Filipinos. The business proponents will allocate enough budgets to sustain the execution of waste management in its operation. Furthermore, Tuna Veggie Balls will give a different insight regarding the foods we cater- street foods. The goal of the business is to educate the people most especially youngsters that through suitable handling and presentation of these foods, contamination and insanitation will be avoided.

EXIT PLAN

The owners of Sky's Tuna Veggie Balls will exit this endeavor after they have created a flourishing business that could be sold for a substantial profit and/or as a franchise that could serve rural communities across the country. It is the owners' intention to run this business until they are ready to retire or have decided to sell the business and start another.

In the event the proposed plan is not successful the proponent will implement necessary measures to exit the business endeavour with minimal damage. All equipment and merchandise will be sold to cover any outstanding debts. Any remaining debt will be paid by the proponent in the form of monthly payments until all debts are paid in full. Definitions of "successful" and time limits for achieving milestones have been included in our plan.

The success of the business will be monitored monthly in the first year and quarterly in subsequent years. The owners are aware that it usually takes new businesses three years to start turning a profit and that the business could operate at a loss during that time. The owners will keep this in mind when evaluating the state of the business, and make adjustments when possible to keep the business running with a positive cash flow. We are also contemplating of merging with other food kiosk since our product has the same type and preference like what other street food has to offer.

Acceptable loss has been determined; if the business exceeds this amount and is unable to compensate effort, we will begin the process of closing the business and paying back debt.

SAMPLE ONLY

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