

A BUSINESS PLAN ON THE ESTABLISHMENT OF MOJOS SNAPS AT 32B DOÑA ASUNCION STREET SAUYO ROAD, NOVALICHES, QUEZON CITY

ABSTRACT

AUTHORS

Daniella Abrigo
Carl Joshua Arnosa
John Christian Estrada
Krisanta Nicole Estriber
Kenneth Gallardo
Anshelyn Larioza
Baby Ann Lumatap
Clarisse Charity Oyando
Sarah Marie Paulino
Archel Pica

RESEARCH ADVISER

Reynold R. Bangalisan, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Business

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Mojos Snaps is an innovative business concept that blends health-conscious snacking with creative experiences. Located in Novaliches, Quezon City, the venture offers crispy, veggie-infused mojos paired with refreshing beverages and a distinctive instant photography service. Established in 2025, Mojoes Snaps aims to serve students, professionals, and local residents looking for healthy, affordable, and engaging food experiences. The business plan utilized surveys and feasibility studies targeting 50 respondents from the local area. These assessments evaluated customer preferences in terms of flavor, packaging, and pricing to ensure alignment with market demand. Financial analyses identified optimal pricing strategies and projected profitability, while operational plans were designed to maximize efficiency within the compact 8.64-square-meter space. Legal compliance was ensured by adhering to all relevant regulatory requirements. Survey findings revealed that 74% of respondents preferred snack-and-drink combos, while 78% emphasized the importance of eco-friendly packaging. Financial projections supported a sustainable markup strategy ranging from 30% to 200% across products, balancing affordability with profitability. Mojoes Snaps' innovative fusion of food and photography services sets it apart from competitors, with a strong focus on health-conscious, interactive dining experiences. Mojoes Snaps successfully integrates healthy snacking with customer engagement, addressing key gaps in the local market. Its strengths lie in the use of fresh, vegetable-based ingredients, sustainable packaging, and an innovative service offering. While challenges such as space constraints and a limited initial menu exist, these are mitigated through strong marketing strategies and customer-centric approaches. The business shows strong potential for expansion, leveraging its distinctive appeal to build a loyal customer base. Future plans include introducing new flavors, opening additional locations, and enhancing accessibility through partnerships with delivery platforms. Mojoes Snaps stands out as a promising venture, meeting the growing demand for health-focused and experiential dining. With strategic planning and responsiveness to market trends, it is well-positioned for long-term success and continued growth.

RECOMMENDED CITATION

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