

A BUSINESS PLAN ON THE ESTABLISHMENT OF CUPZZA AT SWEET HEAVEN SQUARE BAZAAR, COMMONWEALTH, QUEZON CITY

ABSTRACT

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This business plan explores the feasibility and potential profitability of establishing Cupzza, a unique food venture offering a pizza-cupcake hybrid, at Sweet Haven Square Bazaar in Commonwealth, Quezon City. Designed to cater to the snacking preferences of students, young professionals, and pedestrians in the area, Cupzza introduces a novel, crust-free, cheese-centered snack that aims to satisfy the cravings of pizza and cheese lovers seeking convenience, affordability, and bold flavor. The study employed a descriptive survey research design to assess market demand and consumer preferences. Data were collected from 100 individuals within the target demographic using structured questionnaires. In addition, financial projections, location analysis, competitive assessment, and pricing strategies were evaluated to determine the business's overall viability. Survey results revealed strong interest in Cupzza, with 80% of respondents expressing a desire to try the product. The preferred price range was ₱100–₱150 per box, with flavor and convenience identified as the primary purchase drivers. Sweet Haven Square Bazaar was affirmed as the ideal location due to its high foot traffic and proximity to schools, markets, and transit points. Financial analysis indicated a sustainable model, featuring a 40% markup on production costs, projected profitability within six months, and a minimal startup capital of ₱60,000. The business also incorporates eco-friendly practices through biodegradable packaging and community outreach initiatives under the “Cupzza Cares Day” program. Cupzza's appeal lies in its innovative concept, accessible pricing, strategic location, and a strong marketing plan that leverages social media. While competitive threats exist from both direct and indirect food businesses, Cupzza sets itself apart through its niche product and customer-centric approach. The business plan outlines robust management, production, and marketing frameworks to ensure operational efficiency and scalability. Potential challenges—such as maintaining product quality and controlling costs—are addressed through consistent staff training, internal monitoring, and effective supplier management.

RECOMMENDED CITATION

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