

A BUSINESS PLAN OF CRUNCH AND OAT CAFE AT 22 GOLD STREET, MILLIONAIRES VILLAGE, QUEZON CITY

ABSTRACT

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Business

KEYWORDS

*fast-casual dining; innovation
in food; healthy food; plant-
based alternatives; business
plan*

ARTICLE ID

AASGBCPJMRA-B62196

Crunch and Oat Cafe offers a fast-casual dining experience with crispy rice meals and oat-based coffee. These are healthier, plant-based alternatives crafted for professionals, students, and families. Blending old-school flavors with modern innovation, the café delivers quick, eco-friendly meal options. The oat coffee, rich in soluble fiber, promotes healthy digestion, while the crispy rice balls offer a tasty, crunchy twist on traditional rice dishes. Conveniently located at 22 Gold Street, Millionaires Village, Novaliches, Quezon City. The business plan incorporated surveys and feasibility research involving 60 respondents to identify customer preferences regarding product range, promotional strategies, pricing, and location. These analyses confirmed the market viability of the concept. Financial assessments were conducted to determine optimal pricing and forecast profitability, while operational plans were developed to maximize efficiency within the compact 18-square-meter space. The business also ensured full legal compliance by adhering to all applicable regulatory standards. Survey results revealed that 63% of respondents are open to trying innovative food, while 49% expressed a preference for a contemporary dining environment. Financial projections indicated a profitable markup strategy ranging from 50% to 100% across products, balancing both affordability and profitability. The café's signature offerings—innovative crunchy rice balls and oat coffee—set it apart from competitors by emphasizing food that is both healthy and delicious. Crunch and Oat offers a unique and delightful fusion of oat-based coffee and crunchy rice balls filled with classic Filipino flavors—blending modern nutritional trends with deep cultural roots. The oat coffee, crafted from rich oat extract with a hint of sweetness, serves as a smooth, dairy-free alternative ideal for lattes and macchiatos. It meets the growing demand for plant-based, eco-friendly options. Complementing this is a serving of golden, crispy rice balls packed with bold Filipino flavors. This combination delivers satisfying textures and savory tastes—refreshing coffee paired with creamy, rich, and crunchy bites—making it a standout addition to cafés and innovative snack menus.

RECOMMENDED CITATION

Aguilar, L., Agustin, J. A., Azores, W., De Guzman, M. Y. L., De Leon, M., Ejorcadass, J., Lazaro, E., Nuevo, R., Rosaceña, S., & Tumalad, S. G. (2025). A Business Plan of Crunch and Oat Cafe at 22 Gold Street, Millionaires Village, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 20.