

A BUSINESS PLAN ON THE ESTABLISHMENT OF MUNCH MYSTIC AT SAMPAGUITA STREET MALIGAYA PARKLAND, BRGY. 177 CALOOCAN CITY

ABSTRACT

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Munch Mystic proposes a snack-focused business at Sampaguita Street, Maligaya Parkland, Barangay 177, Caloocan City. This enterprise, managed by 11 co-owners, redefines traditional shawarma with potato-based pita bread and three unique fillings: chicken, beef, and mushroom. By prioritizing innovation, affordability, and eco-friendly practices, Munch Mystic aims to attract individuals, students, and professionals seeking convenient, high-quality snacks. To assess the feasibility of the venture, the study employed various methods including surveys to gather consumer preferences, interviews for expert insights, and SWOT analysis to evaluate internal and external factors. With a strong focus on creativity, affordability, and environmentally conscious practices, Munch Mystic targets individuals, students, and professionals in search of quick, satisfying, and high-quality snack options. Financial projections indicate a monthly return on investment (ROI) of 22.37%, supported by cost-efficient production and a competitive pricing strategy. Munch Mystic's innovative use of potato-based pita bread serves as a unique selling proposition, setting it apart from direct competitors such as bakeries and milk tea shops. Its strategic location near schools and marketplaces enhances visibility and foot traffic, further strengthened by active social media engagement. Munch Mystic's core strength lies in its ability to offer innovative, affordable snacks while addressing environmental concerns through the use of sustainable packaging. Challenges include managing the complexities of a general partnership structure and maintaining operational consistency. Future growth opportunities involve expanding the menu, offering event catering services, and using digital sales platforms. By consistently adapting to consumer preferences and upholding its commitment to quality and innovation, Munch Mystic aims to establish itself as a leading local snack provider.

RECOMMENDED CITATION

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