



**NAGA COLLEGE FOUNDATION INC.**



**COLLEGE OF BUSINESS & MANAGEMENT**

**Member: Philippine Association of Collegiate Schools of Business**

**(PACSB)**

**PACUCOA Level 2 Accredited Business Programs**

**BUSINESS PLANNING**

**JCEAFOODS SHAWARMA**

**"INDIVIDUAL PREPARATION OF BUSINESS CONCEPT PROPOSAL"**

**IN PARTIAL CONCEPT FULFILLMENT OF THE REQUIREMENTS FOR THE**

**DEGREE OF BACHELOR OF SCIENCE IN ENTREPRENEURSHIP**

**John Carlo E. Almario**

**February 2024**

- Enterprise Logo



- **ENTERPRISE VISION**

To establish ourselves as one of the top suppliers of Shawarma to both the local population and visitors, upholding the highest standards of sustainability and quality.

- **ENTERPRISE MISSION**

To give our community and visitors high-quality, locally made seafood shawarma that is fresh, nutrient-dense, and sourced locally, Shawarma with seafood.

- **ENTERPRISE LONG TERM OBJECTIVES**

- To create own production of locally made shawarma made out of Seafoods
- To supply seafoods to lessen depending of suppliers.
- Brand building and Recognition to strengthen the brand through effective marketing customers engagement and consistent quality.

- **ENTERPRISE SHORT TERM OBJECTIVES**

- To market our product to identify the specific demographics, interests and preferences of tourist who might be interested in our product.

- To promote local product to collectively promote the concept of supporting locally source product to provide good quality locally grown mushroom chips.
- To earned profit in order for the product growth the product itself must be profitable.

# CHAPTER 1

## EXECUTIVE SUMMARY

### • TYPE OF BUSINESS

#### NATURE

JCEAFOODS Shawarma is a food sector that acquires goods with the goal of using them as raw materials to create new goods.

JCEAFOODS Shawarma combined use of labor and raw commodities consumers will buy the finished item.

#### NAME

Owner of the business wanted to provide customers with high quality snacks that were convenient and had numerous health benefits and include his name which is John Carlo Almario, eventually named the enterprise as JCEAFOODS Shawarma.

#### PRODUCT/SERVICES

JCEAFOODS Shawarma offers Shawarma with different kinds of seafood with high protein, a good substitute for meat and no preservatives added guaranteed fresh and quality.

Leverage advanced production techniques to create juicy, savory snacks while retaining the natural goodness and nutritional value of seafood.

- **MANAGEMENT, MARKETING AND FINANCIAL HIGHLIGHTS**

JCEAFOODS Shawarma was founded in February 2024 by a young entrepreneur student from Naga College Foundation Inc. named John Carlo E. Almario. He will be able to operate independently because he will be in charge of every department within the corporate structure.

The business's coverage area is in Calabanga, Camarines Sur, and this will serve as the foundation for any upcoming additional initiatives. The most crucial component of any type of business is finance; it is the essential requirement for launching a venture. The owner will bear the cost of the capital.

- **SOCIO-ECONOMIC CONTRIBUTION**

For some people, snacks are a basic need. Snacks are prepared to satisfy different appetites and provide nutrients that are good

for the body. JCEAFOODS Shawarma benefits the community both socially and financially.

## **II. Marketing Plan**

- **PRODUCT TO SELL**

JCEAFOODS SHAWARMA presents nutritious Seafoods, beneficial for overall health. Seafoods is a source of Protein, Fish and shellfish are sources of the fat soluble Vitamins A and Vitamin D and also can provide significant amounts of Vitamin B, Seafoods especially rich in B12. Introducing this new product to the market, it serves as a wholesome snack for everyone.

JCEAFOODS SHAWARMA is a newcomer in the market, their initial offering will be the Original locally made Shawarma, casting from Seafoods. This will be sold in a Flour tortilla and shawarma wrapper to maintain the product's freshness and taste . This packaging choice aims

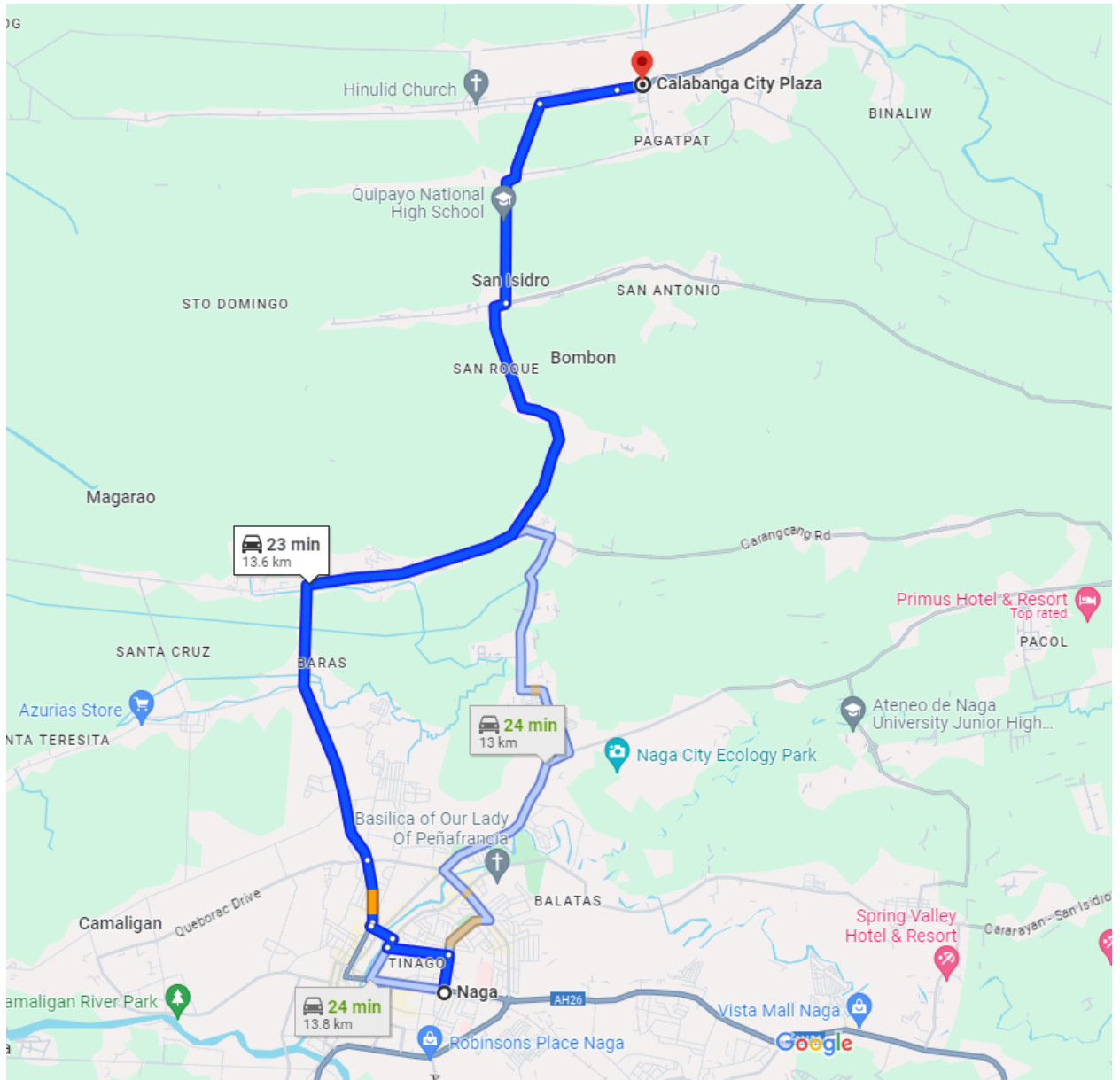
to ensure convenience for customers when purchasing the product. JCEAFOODS SHAWARMA intends to provide nutritious snacks.

JCEAFOODS SHAWARMA stands out among other snacks on the market due to its unique composition and rich nutritional value. Unlike typical shawarma, JCEAFOODS SHAWARMA is crafted from ingredients such as Seafoods, Lettuce, sweet potato, Flour Tortilla.

- **TARGET MARKET**

- **AREA COVERAGE**

The most difficult aspect of running a business is choosing a location. Considering JCEAFOODS SHAWARMA is a transportable food store. Our focus will be on the barangay Calabanga to Naga Route area.



**Figure 1 : JCEAFOODS SHAWARMA MAP**

- **CUSTOMER/CONSUMER**

The following would probably be JCEAFOODS SHAWARMA's top target priorities:

**Age:** 10 and up years



**Gender:** Any

**Status:** Any

**Seafood Lover** - These are the primary target customers of JCEAFOODS SHAWARMA. The very tasty shawarma that is made up of different kinds of sea foods is good for the customers, providing them essential nutrients to satisfy their cravings.

**Student** - This is the secondary target of JCEAFOODS SHAWARMA . The very convenient and healthy snacking option for busy students, providing them with essential nutrients to fuel their studies and activities.

**Health conscious** - These people have a snack option that offers a balance of nutrients, such as fiber, vitamins, and protein, and are concerned about their overall health.

**Professionals (Workers)** - These are the people who are trying to eat properly yet are searching for quick and simple snack options.

**Trend-conscious consumers** - These are the individuals who are eager to test out novel goods and creative snacks that might catch on with consumers.

**Social Media Intelligence** - JCEAFOODS SHAWARMA employs the internet as an approach to gain recognition from others. One of its marketing strategies is to target the tech community, or social media professionals who are familiar with and frequent users of internet platforms.

### III. Demand and Supply Analysis

- **POTENTIAL DEMAND**

**Table 1.1**

Age	Numbers of respondent
15-20 years old	
21-25 years old	
25-30 years old	
31 years old and above	
<b>Total:</b>	

**Table 1.2**

Gender	Number of respondent
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<b>Male</b>	
<b>Female</b>	
<b>Prefer not to say</b>	
<b>Total:</b>	

**Table 1.3**

<b>Survey Result</b>	
Question	
Do you eat Seafood?	
How often do you eat seafood?	
What kind of seafood do you eat?	
How much do you usually spend when you buy seafood?	
Have you ever tried seafood shawarma before?	
Are you willing to buy if Seafood shawarma will be present in the market?	

**TABLE 1.4**

Location of Operation	Demand	Supply	Gap
Calabanga			
Naga City			

● **PRESENT SUPPLIER CONDITION**

<b>MUNICIPALITY</b>	<b>DIRECT COMPETITORS</b>	<b>SERVICE</b>	<b>PLACE</b>	<b>AFFORDABILITY</b>
NAGA CITY	TURKS SHAWARMA	GOOD	GOOD	GOOD
CALABANGA	THE SHAWARMA SHACK	GOOD	GOOD	GOOD

<b>MUNICIPALITY</b>	<b>INDIRECT COMPETITORS</b>	<b>SERVICE</b>	<b>PLACE</b>	<b>AFFORDABILITY</b>
NAGA CITY	WRAP IT PIZZA	GOOD	GOOD	GOOD
CALABANGA	MIGUELITO'S	GOOD	GOOD	GOOD

Very Good - Means that the 5'ps of that enterprise are very competitive.

Good - Means that the 5'ps of that enterprise are active but so effective.

Poor - it means that the 5'ps of the enterprise is not effective.

## **DIRECT COMPETITORS SWOT ANALYSIS**

### **SWOT ANALYSIS FOR TURKS SHAWARMA**

#### **STRENGTHS:**

- Strategic location is at Sky City, Queborac drive provides high visibility and accessibility with potential customers, competitors and distributors.
- Strong brand reputation: The menu offers popular and widely liked shawarma and other mediterranean dishes.
- Established customer base: Likely has a loyal customer base in Naga City
- Franchise Model: The business may have strong franchise model, enabling expansion and scalability.

#### **WEAKNESSES:**

- Competition: There may be strong competition from other shawarma or fast food restaurants in naga city.
- Limited menu diversity: The menu is too limited, It restricts potential customer reach.
- Seasonal fluctuations: Sales could be affected by seasonal changes or events.

- Staffing issues: Difficulty in finding and retaining skilled staff might be a challenge.
- Operational challenges: Inconsistent service or supply chain issues can affect customer satisfaction.

#### **OPPORTUNITIES:**

- Market expansion: There may be strong competition from other shawarma or fast-food chains in Naga City.
- Diversification: Introducing new menu items or meal combos to attract a wider customer base.
- Online Presence: Developing a strong online presence for delivery services or online orders.
- Catering Services: Exploring opportunities in catering for events or parties.
- Local Partnerships: Collaborating with local businesses or events to increase visibility.

#### **THREATS:**

- Economic Conditions: Changes in the economy could impact consumer spending habits.
- Health Trends: Increasing health consciousness may affect sales of fast food items.

- Regulations: Compliance with local health and safety regulations can be a challenge.
- Rising Costs: Fluctuations in food costs or operational expenses can affect profitability.
- External Factors: Events like pandemics, natural disasters, or political instability can disrupt business operations.

#### **SWOT ANALYSIS FOR THE SHAWARMA SHACKS**

##### **STRENGTHS:**

- Unique Flavor and Recipe: Each shawarma shack may offer a unique and flavorful recipe, attracting local customers.
- Affordability: Competitive pricing compared to other food options in Calabanga.
- Convenient and Quick Service: Shawarma is typically fast to prepare and serve, catering to customers looking for quick meals.
- Local Appeal: The shawarma shacks may cater to local tastes and preferences.
- Flexible Menu Options: Ability to customize orders based on customer preferences.

#### **WEAKNESSES :**

- Limited Menu Variety: Some shawarma shacks may have a limited menu, potentially limiting customer choices.
- Seasonal Demand: Demand for shawarma might fluctuate seasonally, affecting sales.
- Quality Control: Ensuring consistent quality across batches can be challenging.
- Location: Visibility and accessibility of the shawarma shacks may impact foot traffic.
- Skills and Training: Adequate training and skills of staff members may be a limitation.

#### **OPPORTUNITIES :**

- Market Expansion: Potential to open additional shawarma shacks in strategic locations within Calabanga or neighboring areas.
- Diversification Introducing new shawarma variations or complementary menu items to attract a broader customer base.



- Online Presence: Developing an online ordering system or partnering with food delivery platforms.
- Partnerships: Collaborating with local events or businesses for catering opportunities.
- Health Conscious Options: Offering healthier alternatives or addressing dietary restrictions to appeal to health-conscious consumers.

#### **THREATS:**

- Competition: Presence of other food establishments offering similar products.
- Economic Factors: Fluctuations in the local economy impacting consumer spending.
- Regulatory Environment: Adhering to health and safety regulations and obtaining necessary permits.
- Supply Chain Disruptions: Dependence on reliable suppliers for ingredients.
- Changing Consumer Preferences: Shifts in consumer tastes and preferences towards different types of cuisine.

## **INDIRECT COMPETITORS SWOT ANALYSIS**

### **SWOT ANALYSIS OF WRAP IT PIZZA**

#### **STRENGTHS:**

- **Unique Concept:** Wrap It Pizza offers a distinctive product combining the portability of wraps with the flavors of pizza.
- **Taste and Quality:** If the food is well-received, Wrap It Pizza can develop a loyal customer base.
- **Customization:** The ability to customize orders based on individual preferences.
- **Convenient Format:** Easy to eat on the go, appealing to busy customers.
- **Location:** Strategic placement in Naga City can attract foot traffic and visibility.

#### **WEAKNESSES:**

- **Limited Menu Variety:** Depending solely on wrap-style pizzas may limit customer appeal.
- **Brand Awareness:** Potential lack of awareness or visibility in the local market.
- **Operational Challenges:** Ensuring efficient and consistent operations.

- **Ingredient Sourcing:** Dependence on reliable suppliers for fresh ingredients.
- **Competitive Market:** Facing competition from established pizza and wrap vendors in Naga City.

#### **OPPORTUNITIES:**

- **Menu Expansion:** Introducing new wrap flavors or complementary menu items.
- **Online Presence:** Developing an online ordering system and leveraging social media for marketing.
- **Partnerships:** Collaborating with local businesses or events for catering opportunities.
- **Delivery Services:** Offering delivery options to reach a broader customer base.
- **Targeted Marketing:** Implementing targeted promotions to attract specific customer segments.

#### **THREATS:**

- **Competition:** Presence of other established pizza and fast-food chains in Naga City.
- **Changing Consumer Preferences:** Shifts in preferences towards healthier or different types of cuisine.
- **Economic Factors:** Fluctuations in the local economy impacting consumer spending.

- Regulatory Environment: Adhering to health and safety regulations and obtaining necessary permits.
- Supply Chain Disruptions: Risks associated with ingredient shortages or price fluctuations.

### **SWOT ANALYSIS OF MIGUELITO'S CALABANGA**

#### **STRENGTHS:**

- Established Reputation: Miguelito's likely has a strong reputation and brand recognition in Calabanga.
- Unique Menu: Offering a unique selection of dishes or specialty items that differentiate it from competitors.
- Customer Loyalty: Possesses a loyal customer base due to quality food and service.
- Location: Strategically located in a high-traffic area or prominent location.
- Experienced Management: Strong leadership and management expertise contributing to operational success.

#### **WEAKNESSES:**

- Limited Menu Diversity: If the menu is too limited, it may restrict customer appeal and repeat visits.
- Operational Challenges: Issues with consistency in food quality or service delivery.

- Staffing Issues: Difficulty in hiring and retaining skilled staff.
- Technology Integration: Lagging behind in adopting technology for online ordering or marketing.
- Competitive Pricing: Potential for pricing strategies that don't effectively target the local market.

#### **OPPORTUNITIES:**

- Menu Expansion: Introducing new dishes or menu items to attract a broader customer base.
- Online Presence: Enhancing online visibility through social media and online ordering platforms.
- Catering Services: Tapping into the catering market for events and parties.
- Local Partnerships: Collaborating with other businesses or events for cross-promotion.
- Health Conscious Offerings: Adding healthier options to cater to changing consumer preferences.

#### **THREATS:**

- Competition: Facing competition from similar local eateries or larger chains in Calabanga.

- **Economic Factors:** Fluctuations in the economy impacting consumer spending.
- **Changing Consumer Preferences:** Shifts towards healthier, organic, or international cuisines.
- **Regulatory Challenges:** Adhering to food safety regulations and permits.
- **External Events:** Disruptions due to unforeseen events like pandemics, natural disasters, or political instability.

**PROJECTED SALE:**

- **PER MONTH**

<b>MONTHS</b>	<b>PROJECTED SALES</b>
JANUARY	200 PCS
MARCH	200 PCS
APRIL	200 PCS
MAY	200 PCS
JUNE	200 PCS
JULY	200 PCS
AUGUST	200 PCS
SEPTEMBER	200 PCS
OCTOBER	200 PCS
NOVEMBER	200 PCS
DECEMBER	200 PCS
<b>TOTAL</b>	<b>2,400 PCS</b>

- **IN VOLUME IN PESO**

PERIOD	SELLING PRICE	PROJECTED VOLUME	SALE IN PESO
DAILY	30.00	10	300.00
WEEKLY	30.00	70	2,100.00
MONTHLY	30.00	200	6,000.00
<b>TOTAL</b>		<b>280</b>	<b>8,400.00</b>

- **MARKETING PROGRAM STRATEGIES**

**A. PRACTICE OF COMPETITORS**

Practice competitors in Naga City

DIRECT COMPETITORS	PROMOTION	ADVERTISEMENT
TURKS SHAWARMA	VERY SATISFIED	VERY SATISFIED
THE SHAWARMA SHACKS	VERY SATISFIED	VERY SATISFIED

INDIRECT COMPETITORS	PROMOTION	ADVERTISEMENT
WRAP IT PIZZA	SATISFIED	SATISFIED
MIGUELITO'S	SATISFIED	SATISFIED

**Satisfaction:**

**Very Satisfied-** means that marketing strategy is excellent.

**Satisfied-** means that marketing strategy is good.

**Not Satisfied-** means that marketing strategy is not good.

- OWN MARKETING AND SELLING EXPENSES

## B. PRODUCTION AND OPERATIONAL PROCESS

- GENERAL PROCEDURE
- DURATION STEP BY STEP PER BATCH

GENERAL STEPS	TIME DURATION
Canvassing of raw materials	1 day
Purchasing of Materials	2 days
PRODUCTION PROCESS Preparing the equipment and materials needed Set up the area Bake flour tortilla Cook the seafoods Let them dry Add Flavors Transferring the mixed products to Flour tortilla and put them in shawarma wrap	1 hour
Selling	9 hours
Inventory	1 hour
Auditing	1 hour



• LABOR AND MACHINE EQUIPMENTS

GENERAL STEPS	MACHINE DESCRIPTION	LABOR	UNIT COST
Canvassing of raw materials	N/A	General manager	
Purchasing of Materials	N/A	General manager	
PRODUCTION PROCESS Preparing the equipment and materials needed Set up the area Bake flour tortilla Cook the seafoods Let them dry Add Flavors Transferring the mixed products to Flour tortilla and put them in shawarma wrap		Production manager	
Packaging and Labeling		Production manager	
Selling	N/A	Marketing and Sales manager	
Inventory		Financial manager	
Auditing		Financial manager	

#### D. PRODUCTION SCHEDULE

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1							
WEEK 2							
WEEK 3							

- Canvas
- Purchasing of raw materials
- Production
- Selling
- Inventory
- Auditing

#### E. LABOR EQUIPMENTS

Those who make a positive impact on a company's performance.

JCEAFOODS SHAWARMA's personnel are listed in the table below,  
which represents the company's workforce.

Labor requiremen ts	Tasks		Salary Allowance	
		Weekly	Monthly	Yearly
General Manager	The role of a General Manager (GM) encompasses a wide range of responsibilities and tasks aimed at overseeing the overall operations and performance of a business or organization.	250.00	900.00	10,000.00
Production manager	The role of a Production Manager is critical in overseeing the manufacturing or production process within a company.	250.00	900.00	10,000.00
Financial manager	The role of a Financial Manager, also known as a Finance Manager or Finance Director, is crucial in ensuring the financial health and stability of a company.	250.00	900.00	10,000.00

Marketing and sales manager	The role of a Marketing and Sales Manager is pivotal in driving revenue growth, brand visibility, and customer acquisition for a company.	250.00	900.00	10,000.00
<b>TOTAL:</b>		P1,000.00	P3,600.00	P40,000.00