

Technological University of the Philippines
COLLEGE OF LIBERAL ARTS
Entrepreneurship and Management Department

In partial fulfilment of the requirements
of the subject GEE12D
“The Entrepreneurial Mind”



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I. Product Name

“Brew Bites” effectively encapsulates the essence and unique attributes of our product. The name draws a direct connection to its origin—upcycled spent grains from the brewing process. These grains, which would otherwise be wasted, are repurposed into a nutritious, sustainable snack. The term “Brew” not only references the brewing process but also signifies the eco-friendly aspect of the product.

Incorporating “Bites” adds a playful, inviting element, emphasizing convenience and portability, which aligns well with today’s fast-paced, health-conscious lifestyle. This combination makes the name memorable and easily shareable among consumers.

Moreover, “Brew Bites” effectively communicates our commitment to sustainability by highlighting the upcycling process and offering a guilt-free snacking option. The name appeals to a broad audience, from environmentally conscious consumers to health enthusiasts and everyday snackers, making it both versatile and compelling.

II. Rationale

Brew Bites offers a unique solution to the challenges of sustainability and the evolving consumer demand for healthier, more environmentally conscious products. This proposal addresses the growing issue of food waste by upcycling spent grains from the brewing process into nutritious snacks. Spent grains, which are typically discarded after brewing, contain valuable nutrients such as high levels of protein and fiber. According to the Food and Agriculture Organization (FAO), food loss and waste contribute significantly to global greenhouse gas emissions and resource depletion. By repurposing these byproducts, Brew Bites not only reduces waste but also provides a sustainable and valuable resource for creating an innovative product (“FAO,” 2020).

The increasing consumer preference for eco-friendly and health-conscious choices aligns perfectly with the value proposition of Brew Bites. Studies show that consumers are becoming more mindful of their food choices, particularly those that offer environmental benefits. A Nielsen survey reported that 73% of global online consumers say they are willing to pay extra for sustainable offerings (“Nielsen,” 2021). Brew Bites meets the demand for healthier snacking options by delivering a nutrient-dense product that caters to health enthusiasts and individuals seeking more sustainable living. The use of minimal, natural ingredients and eco-friendly packaging further enhances the product’s appeal, making it not just a snack, but a conscious choice for mindful consumers. The Environmental Working Group (EWG) highlights the importance of such choices, noting that “Consumers are increasingly looking for products that align with their personal values, especially those that support a healthier planet” (“EWG,” 2019).

Objectives

- **Addressing Food Waste:** By upcycling spent grains into a valuable snack, Brew Bites directly addresses the issue of food waste, contributing to a more sustainable food system.
- **Catering to Evolving Consumer Preferences:** The product aligns with the growing demand for healthier, more eco-conscious snack options, appealing to a broad demographic of health-conscious individuals and environmentally aware consumers.
- **Promoting Sustainability:** Through its commitment to minimal, natural ingredients and eco-friendly packaging, Brew Bites supports sustainable practices in the snack food industry, positioning itself as a leader in promoting responsible consumer choices.

III. Niche Market

Brew Bites targets a niche market at the intersection of sustainability, health, and conscious consumerism. The primary audience includes environmentally conscious individuals who prioritize eco-friendly products and are actively seeking ways to reduce their environmental footprint. This group values brands that contribute to sustainability through innovative practices like upcycling and waste reduction.

Another segment within the niche market includes health-conscious consumers who are interested in nutrient-dense, natural, and minimally processed snacks. With its high protein and fiber content derived from spent grains, Brew Bites appeals to individuals focused on maintaining a balanced diet without compromising on taste or convenience. These consumers are likely to include fitness enthusiasts, busy professionals, and parents looking for nutritious snack options for their families.

Additionally, Brew Bites attracts individuals curious about unique and innovative food products. The use of upcycled ingredients sets it apart from traditional snacks, catering to adventurous eaters and those interested in supporting brands with a compelling backstory.

This niche market is characterized by its willingness to invest in products that align with its values, such as sustainability, health, and innovation. By targeting this focused demographic, Brew Bites establishes itself as a premium, socially responsible brand in the competitive snack food industry.

IV.



a. Product Design

The design of Brew Bites reflects its commitment to sustainability, health, and modern consumer preferences. The eco-friendly packaging uses biodegradable or recyclable materials, with earthy tones and natural textures to symbolize its upcycled origins. Vibrant accents and clean typography enhance its visual appeal, while a clear window on the packaging provides transparency and allows consumers to see the product. Bite-sized portions are designed for convenience, catering to busy lifestyles, with resealable options ensuring freshness for extended snacking.

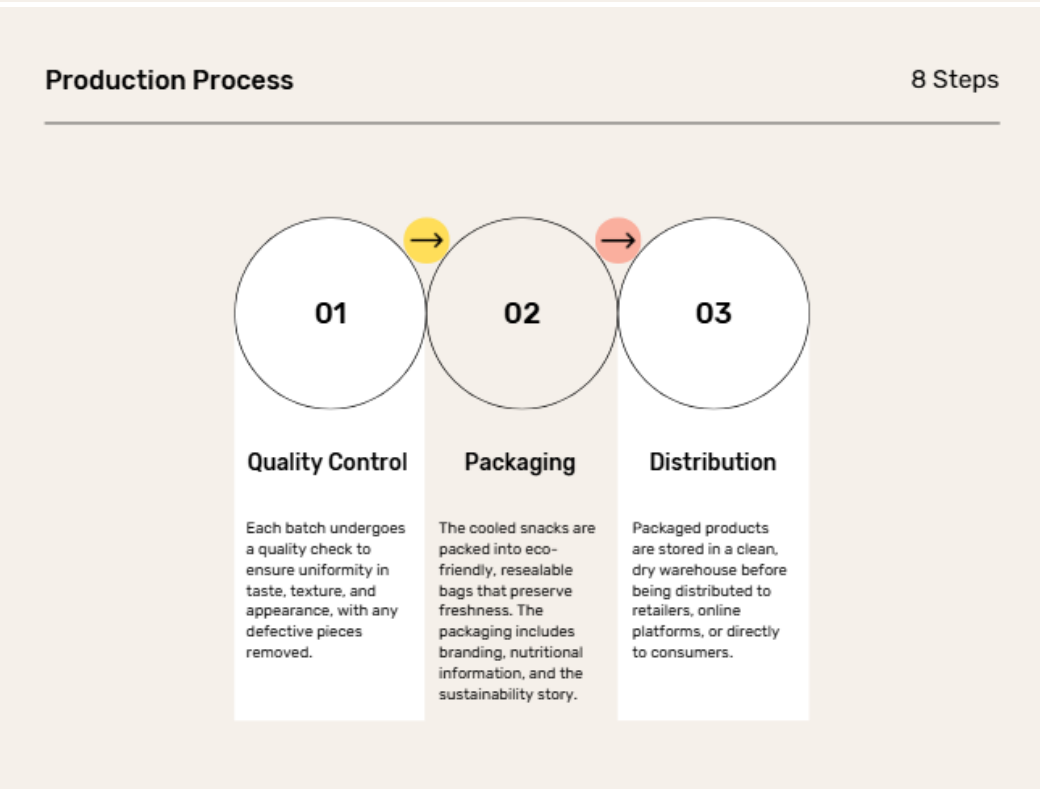
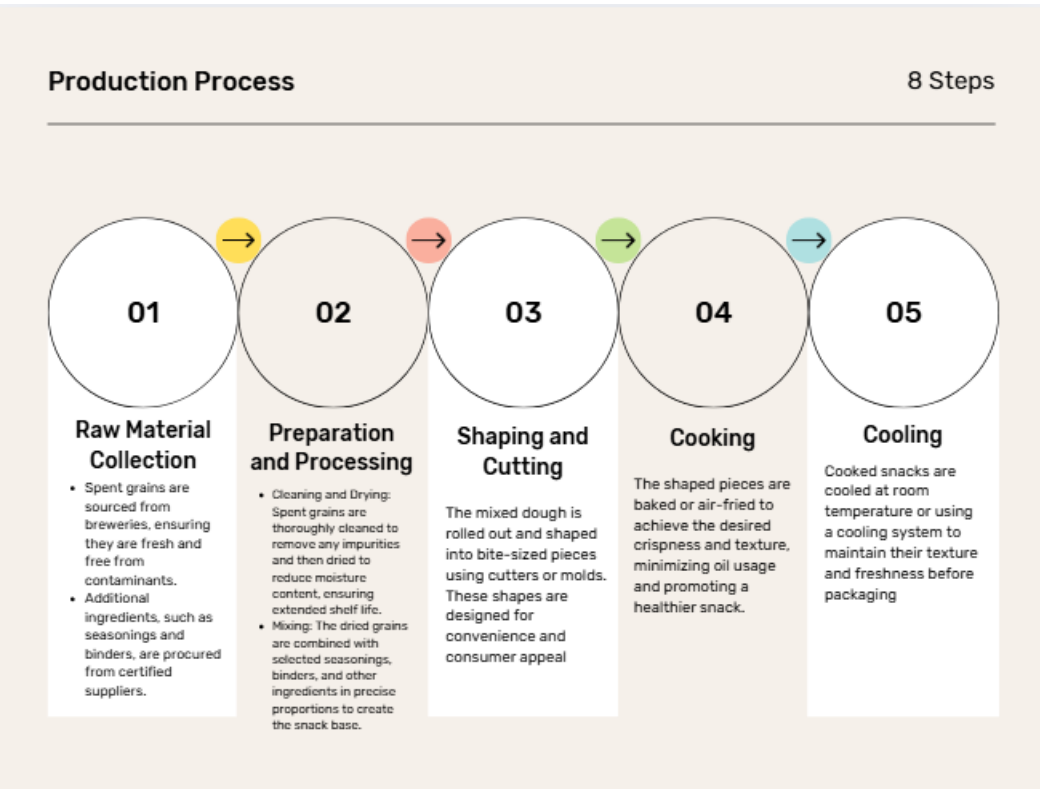
Key product benefits, such as "High Protein" and "Made with Upcycled Grains," are prominently displayed, along with eco-friendly certifications to reinforce the brand's sustainability focus. The packaging includes a short narrative or infographic that highlights the upcycling process, connecting consumers to the product's mission to reduce food waste. The overall design combines functionality and storytelling to create a visually appealing and purpose-driven snack that resonates with environmentally conscious, health-focused consumers.

b. Budgetary Requirements

V.	Quantity	Units	Description	Unit Price	Amount
1		Lot	Recipe formulation and testing	PHP 20,000	PHP 20,000
1		Lot	Basic nutritional analysis	PHP 10,000	PHP 10,000
50		Kg	Spent grains (upcycled)	PHP 100	PHP 5,000
20		Kg	Additional ingredients (seasonings)	PHP 500	PHP 10,000
1		Unit	Small-scale production equipment	PHP 25,000	PHP 25,000
500		Units	Eco-friendly packaging materials	PHP 20	PHP 10,000
1		Lot	Logo and packaging design	PHP 5,000	PHP 5,000
1		Lot	Social media and grassroots marketing	PHP 10,000	PHP 10,000
1		Lot	Initial distribution costs	PHP 5,000	PHP 5,000

Total: PHP 100, 000

c. Production Process



V. Legal Issues

a. Terms and Conditions of Use

- **Product Usage:** Brew Bites are intended for consumption by individuals seeking healthy snack alternatives; any misuse or resale must be pre-approved by the business.
- **Liability:** The business disclaims liability for allergic reactions or misuse of the product when adequate labeling and instructions are provided.
- **Returns and Refunds:** A clear policy specifying the conditions under which products can be returned or refunded, ensuring compliance with consumer protection laws.

b. Use of Copyrighted Materials/Trademarks

- **Original Branding:** All logos, packaging designs, and marketing materials for Brew Bites are original creations and trademarked to protect the brand identity.
- **Proper Licensing:** If third-party images, music, or other assets are used in marketing or packaging, proper licensing agreements are secured to prevent copyright infringement.
- **Trademark Protection:** The name "Brew Bites" is registered to prevent unauthorized use or imitation by competitors.

VI. Ad Sample of Product

BREW BITES

Experience a crunchy, sustainable snack with a conscience! Made from upcycled grains, Brew Bites are the perfect blend of eco-friendliness and deliciousness.



VII. References

FAO. (2020). Food Loss and Waste in the Global Food Supply Chain. Retrieved from [FAO.org](https://www.fao.org/).

Nielsen. (2021). Global Online Consumer Survey. Retrieved from Nielsen.com.

Environmental Working Group (EWG). (2019). Shoppers Are Driving Food Companies to Develop Healthier, Sustainable Products. Retrieved from [EWG.org](https://www.ewg.org/).