



Nutri Bowl



“Nutralicious, Super Delicious”

HUMSS 12-B

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I. INTRODUCTION

1. NAME OF THE BUSINESS

1.1 BRAND NAME: Nutri Bowl

1.2 LOGO



1.3 THE BRAND NAME:

The story behind “Nutri Bowl” started with the idea of creating a product that is both delicious and nutritious. In today’s fast-paced lifestyle, many people look for food that is not only satisfying but also healthy. The team behind Nutri Bowl saw the opportunity to make a meal that combines both something flavorful and packed with nutrients. They came up with the name “Nutri Bowl” because the product itself is served in a bowl and represents a complete, balanced, and enjoyable food experience.

It showcases natural and healthy ingredient like eggplant that is nutritious and provide energy and satisfaction. The name emphasizes that the product is not just another meal, but a



healthier alternative that still gives the comfort and taste people look for. Beyond just being food, “Nutri Bowl” also aims to send a message that eating healthy can be fun, flavorful, and accessible. It was not created out of imitation but born out of creativity, teamwork, and the shared principle of promoting wellness through food.

2. ADDRESS OF THE BUSINESS

2.1 ADDRESS

Montano Hall, Cruz Herrera, Corner Molina St. Caridad, Cavite City

2.2 EMAIL ADDRESS

nutribowl@gmail.com

3. NAME OF THE OWNER

Ibiaz, Nica R.

4. DESCRIPTION OF THE BUSINESS

Nutri Bowl is a business that offers a healthy and delicious bowl made with natural ingredients. It combines both flavor and nutrition in one serving, making it perfect for people who want a light meal, a quick snack, or an energy booster during a busy day. Prepared with nutrient-rich ingredient like eggplant. Nutri Bowl gives customers a filling and satisfying food choice that is not only tasty but also good for the body.

The idea for this business came from the goal of promoting healthier eating habits while still keeping food enjoyable and affordable. Nutri Bowl aims to show that eating nutritious food does not have to be boring or expensive. As the business grows, it envisions adding more flavors and varieties to the menu, giving customers more choices while staying true to its mission of making healthy eating simple, fun, and accessible to everyone.



5. LOCATION OF THE BUSINESS

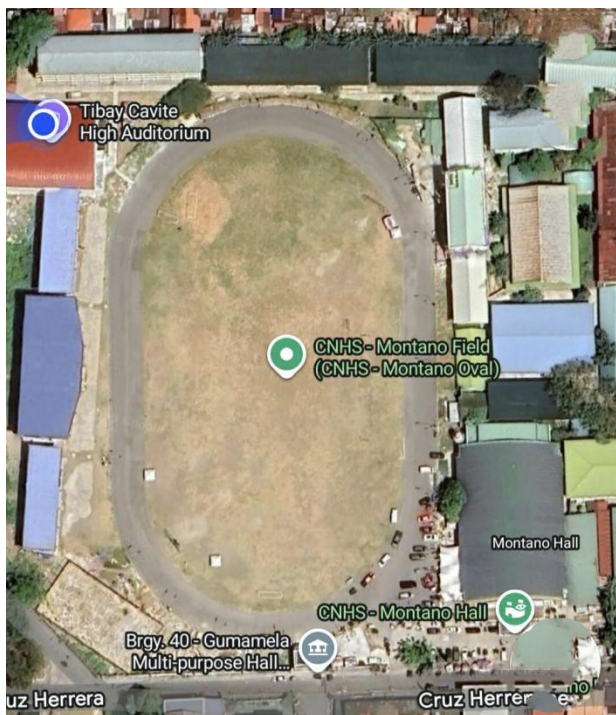


Figure 2. *Location of the Business*

Montano Hall, Cruz Herrera, Corner Molina St. Caridad, Cavite City

6. FUNDING REQUIREMENTS AND SOURCE

Nutribowl plan to fund the business through own contributions, with each founder investing 10 pesos everyday. This self-funded approach allows investor's to maintain full ownership and control of Nutribowl, while also demonstrating commitment and confidence in the investment's success. By using own resources, Nutribowl can ensure that this business is built on a solid financial foundation.



II. EXECUTIVE SUMMARY

1. VISION, MISSION, AND GOAL OF THE BUSINESS

1.1 VISION

Sisig is a delicious Filipino dish loved by many, but the problem is that traditional pork sisig isn't healthy. It contains high levels of saturated fats and cholesterol, which can lead to various health problems. Recognizing this, we came up with the idea that sisig shouldn't put our health at risk, but instead should give us the energy and strength that we need throughout the day. Nutribowl's vision is to serve customers a healthy sisig alternative that retains the taste and crispiness of the classic dish without the guilt or worry about harming their health.

1.2 MISSION

This is a shop where everyone can enjoy healthy and flavorful meals inspired by Filipino cuisine. We offer Nutri Bowl Sisig Talong, a nutritious twist on the classic sisig, crafted to satisfy cravings without compromising wellness. Our mission is to deliver high-quality products with excellent taste and service, while promoting healthy living and celebrating local flavors.

1.3 OBJECTIVES

- Promote Health-Conscious Filipino Cuisine -Provide a nutritious alternative to traditional sisig by using plant-based ingredients that reduce saturated fat, cholesterol, and sodium without compromising taste.
- Preserve Authentic Flavor and Experience -Deliver the same sizzling, savory, and crispy sisig experience that Filipinos love, ensuring that healthier choices still taste familiar and satisfying.
- Encourage Sustainable and Mindful Eating -Support a shift toward more sustainable food options by offering a product that's eco-friendly, plant-based, and accessible to both health-conscious consumers and everyday food lovers.



2. BUSINESS MODEL

BUSINESS MODEL

Partner Network	Key Activities	Offer	Customer Relationship	Customer Segments
<ul style="list-style-type: none"> - Local Farmers or market vendor. (supply ng talong, sibuyas, garlic, etc.) - Grocery suppliers (mayonnaise, soy sauce, oyster sauce, etc.) - GrabFood, Foodpanda -Marketing platforms (Facebook, TikTok, Instagram, etc.) 	<ul style="list-style-type: none"> - Preparing and cooking eggplant sisig (chopping the ingredients needed, mixing, flavoring) - Product testing and refining the recipe for consistent taste - Marketing/Promoting through social media (posting photos, videos, promos). -Selling directly to customers via personal, room-to-room (school setting), or delivery -Attending food bazaars or school/office events for promotions. 	<ul style="list-style-type: none"> - We are pleased to offer a tasty and healthy twist on a Filipino favorite, sisig, by using eggplant as the main ingredient. - Our Eggplant Sisig provides the same savory and flavorful experience of the classic dish but in a lighter and healthier way. - The product is made with fresh eggplant, onions, garlic, and topped with mayonnaise and optional sauces to enhance the flavor. - Customers can enjoy Eggplant Sisig as a solo meal with rice, or as a shared dish, making it flexible for different appetites. 	<ul style="list-style-type: none"> - Satisfy customers with a flavorful yet healthier version of sisig that meets their craving without being too heavy or oily. - Provide affordable meals that are perfect for students, workers, and families who want value for their money. - Build trust and loyalty by consistently serving delicious food made from fresh ingredients. - Connect with customers through active social media engagement, promos, and friendly service that makes them feel valued. 	<ul style="list-style-type: none"> - Consumers who want a good and healthier meal . SSSSS - Consumers who like vegetable foods like eggplant - Consumers who like their food in a healthy way, as we offer nutri bowl sisig talong



CAVITE NATIONAL HIGH SCHOOL

Chief E. Martin St., Caridad, Cavite City

	Key Resources <ul style="list-style-type: none">- Cooking equipment (stove, pan, chopping tools)- Fresh ingredients (eggplant, spices, condiments)- Storage for the ingredients and kitchen facility- Packaging supplies (boxes, utensils)- Funds for operations		Distribution Channels <ul style="list-style-type: none">- Food stalls- Online platforms (Facebook Marketplace, Instagram, TikTok shop)- Delivery apps (GrabFood, Foodpanda)- Direct orders through Messenger, Phone Call, and via Email.	
Cost structure <ul style="list-style-type: none">- Ingredient expenses (eggplant, onions, mayo, spices, etc.)- Equipment and cooking gas/electricity- Rent (if the space is should be rented)- Packaging expenses- Delivery Gas for the Vehicle to be used		Revenue streams <ul style="list-style-type: none">- Sales from eggplant sisig (solo meals)- Add-ons (extra rice, sauces)		

3. BUSINESS AND PRODUCT POSITION

The mission of "Nutri Bowl" is to highlight the vital role of nutrition in a well-loved and wholesome meal option. This delectable dish is perfect to enjoy any time from midday to evening, and it complements virtually any beverage. By crafting this product, we aim to elevate its inherent value, emphasizing that it's not only a treat for the taste buds but also a powerhouse of essential nutrients.



We pledge to meticulously select and prepare only the freshest, cleanest, and highest-quality ingredients for our Nutri Bowl, ensuring a delightful and nourishing experience for our customers.

4. WEALTH IMPROVEMENT APPROACHES

4.1 MAINTAIN A COMPETITIVE ADVANTAGE

To maintain the competitiveness of our business, we will guarantee to achieve a new and continuously growing business. We will provide our customers with outstanding assistance, healthy and affordable Nutri Bowl, and treat them with respect and kindness because, as customers, we should provide the appropriate treatment to each customer.

4.2 POSITION THE BUSINESS IN THE MARKET

We can use social media to showcase our business to people. We can invite acquaintances to our business and for them to taste our product. We will also collaborate with successful entrepreneurs to make our business more well-known.

4.3 IMPROVE THE MARKET SHARE

We will use social media, the internet, and advertisements to increase our sales and boost the sales of our product. We will showcase our advantages and also identify the advantages of our competitors. We will prioritize the needs of our customers by providing excellent service and respect.

4.4 MAXIMIZE THE UTILIZATION OF RESOURCES

For our products is consistent by assessing their availability. We will also have a location where we can store and organize the resources we have. This allows us to monitor when we might run out of supply and ensure a consistent number of resources for our business.

5. PARTIES SUPPORTING THE BUSINESS

5.1 CONSUMERS

Our business is ideally located on the oval where many students go and many adults also visit this area. Our goal is to reach a wide range of customers, from children to the elderly, by effectively promoting our delicious yet healthy products.

5.1 CREDITORS



To start a profitable, profitable, and delicious sisig talong business which is a nutritious vegetable, it is necessary that we get the largest business loan possible for long-term growth. To start a profitable sisig talong firm, entrepreneurs look for the best business financing. Securing the best financing terms is the main goal of entrepreneurs

5.2 SUPPLIERS

The planned company will focus on making eggplant sisig that offers customers a unique and enjoyable experience. The entrepreneurs plan to ask family members who own shops and businesses for practical guidance to ensure the best quality. To ensure excellent quality, every ingredient used in this business will be carefully selected

5.3 EMPLOYEES AND STAFF

Managing operations by alternating shifts. In the early phases of business development, this simplified method enables flexibility and efficiency. Nonetheless, if the company is successful, more workers will likely be needed to handle the growing customer base.

III. ENVIRONMENTAL ANALYSIS

1. GLOBAL ANALYSIS

Nutri Bowl is an innovative product in the food industry that uses eggplant as a main ingredient, reinvented as sisig. Worldwide, the demand for healthy, nutritious, and plant-based foods is increasing, driven by increasing health awareness and changing lifestyles. Nutri Bowl capitalizes on this trend by offering a delicious and nutritious alternative to traditional sisig, appealing to consumers looking for a balance of taste and health. The unique use of eggplant gives Nutri Bowl a unique identity in the competitive food market. Its attractive presentation strengthens its marketability, especially in this era where social media such as TikTok and Instagram have a great influence on food trends. Nutri Bowl has great potential to go viral because of its modern take on a classic dish and following the global trend of plant-based and nutrient-rich foods. Affordability is also important for consumers around the world.

Nutri Bowl offers a cost-effective solution without sacrificing taste and quality, which is why it appeals to budget-conscious customers such as students and professionals looking for healthy yet affordable meals. This expands the product's market reach and customer base. In the highly competitive street food, uniqueness is key. Nutri Bowl can maintain its edge by continuously inventing new flavors, experimenting with different toppings, and collaborating with



other vendors. These steps will help it expand its visibility and attract more customers. Although Nutri Bowl's primary target market is local, it has great potential to expand into the global market, especially among health-conscious people looking for plant-based alternatives to their favorite foods.

2. SOCIETAL ANALYSIS

2.1 POLITICAL FORCES

The business needs to comply with local government regulations in Cavite City, including sanitary permits and business licenses. Food safety and health regulations (DOH, FDA) may affect preparation and packaging standards. Government programs that promote local agriculture may help in sourcing eggplants and vegetables at lower cost.

2.2 ECONOMIC FORCES

Inflation can cause fluctuations in the prices of ingredients such as eggplants, onions, and condiments. The demand for affordable meals is high, especially among students and workers. Increased unemployment or low income may push consumers to look for cheaper but filling food options, which benefits Nutri Bowl's pricing strategy.

2.3 SOCIOECONOMIC FORCES

Growing awareness of healthy eating trends encourages people to seek nutritious but tasty alternatives. Filipino consumers are becoming more open to plant-based meals, especially younger generations. Social media trends (TikTok food reviews, Instagram food posts) influence people's food choices.

2.4 TECHNOLOGICAL FORCES

The rise of food delivery apps (GrabFood, FoodPanda) allows easier access to Nutri Bowl products. Social media platforms serve as low-cost yet effective tools for marketing and promotions. Improved cooking equipment and storage technologies can help maintain product consistency and food safety.



3. INDUSTRY ANALYSIS

3.1 CONDUCTING A CRITICAL EVALUATION

The food industry, especially street food and quick meals, is highly competitive. Many players offer budget-friendly meals, but few focus on combining health and taste. Nutri Bowl has the opportunity to stand out by offering eggplant-based sisig that is both affordable and nutritious. While well-established fast-food chains dominate the market, Nutri Bowl can compete in its niche of healthy, plant-based Filipino dishes.

3.2 DETERMINING THE MOST APPROPRIATE BUSINESS STRATEGY

Nutri Bowl's most appropriate strategy is cost leadership with differentiation. By offering affordable yet high-quality and healthy meals, the business can attract students and health-conscious customers. This allows Nutri Bowl to stand out from competitors while remaining accessible and reliable.

IV. BUSINESS DESCRIPTION

1. PRODUCT OR SERVICE THAT IT PLANS TO PRODUCE OR SERVE

A highly healthy Nutribowl product is combination of nutritious food that combined eggplant and other ingredients to create another version of sisig recipe. It's a twist product that aimed to discover other combination to come up with an eggplant sisig recipe, unlike other recipe Nutribowl uses vegetable as its main ingredients in creating this all time favourite sisig menu with a new twist.

2. VARIOUS PLANT AND OFFICE EQUIPMENT

To create a successful Nutribowl business consider the plant equipment needed in kitchen, cleaning and waste management in handling the process. Office equipment needed to ensure the smooth flow of business include computers and charts.

3. SIZE OF THE PROPOSED BUSINESS

It can be stated that the size can be define to cater all kinds of customers in the vicinity of the proposed are. It can also used social media to promote the product.



4. FUTURE PARTIES WITH WHOM CONTRACTS MAY BE NECESSARY

There are wide range of future parties that can be develop as the product goes out in the market. As this can widen the future parties to be dealing with. As this happen the Nutribowl help be at reach for everyone.

5. PERSONAL REQUIREMENT

5.1 AGE REQUIREMENT

17 years old and above, with an outstanding knowledge and maturity is what the company need in order to operate the business. The person should be in the right age where they can handle pressure, responsibility, and accountability in case of difficult times.

5.2 COMPETENCY

It is important to possess competency especially in the field of entrepreneurship, where people provide skills and great understanding of how important the job is. A person should be aware that there are competitors that are willing to compete and to outshine the company. Competency is a stepping stone for more success and to gain popularity among consumers.

5.3 DISCIPLINE

Discipline is a must, showing up and becoming responsible is a sign of responsibility to your duty. And showing up consistently can be a challenge that only a few can overcome, That is why the business needs people who can show up and implement their responsibility.

5.4 AWARENESS TO PROCEDURE

During busy hours it is important that a person can do the job that was assigned to him or her, so we can avoid delays or any halt to the operation leading to delay of orders. We also trained people before we assign task for them. So they are prepared and ready for any challenges that they may face.

5.5 BASIC NUMERICAL LITERACY

Numerical literacy is a must in any businesses, we need to track the sales and the change that we give back to the customers to further make sure that we do not lose any profit. This is



important so the business is safe against people who will take advantage of the knowledge gap. By implementing this the company is assured that any loss of profit will be prevented.

2 ADMINISTRATIVE OPERATION

6.1 ADAPTABILITY

Adaptability Our business is willing to accept suggestions, adjust, and modify our business to make it more reliable and make it quality for our dear customers.

6.2 COMMUNICATION

Communication Our team will make sure that our communication to our beloved customers is approachable and easy to communicate. It going to build strong relationships to our customers and it is also preventing misunderstanding. Our team will make sure that the quality of our food is consistent and delicious as always.

6.3 CUSTOMER/QUALITY FOCUS

Customer/ Quality Focus Our team will surely do the "customers is always right" and by that, our team making sure that our team will give the best experience of service. Our team will stay focus on the quality of our food and also the quality of our business.

6.4 TEAM FOCUS

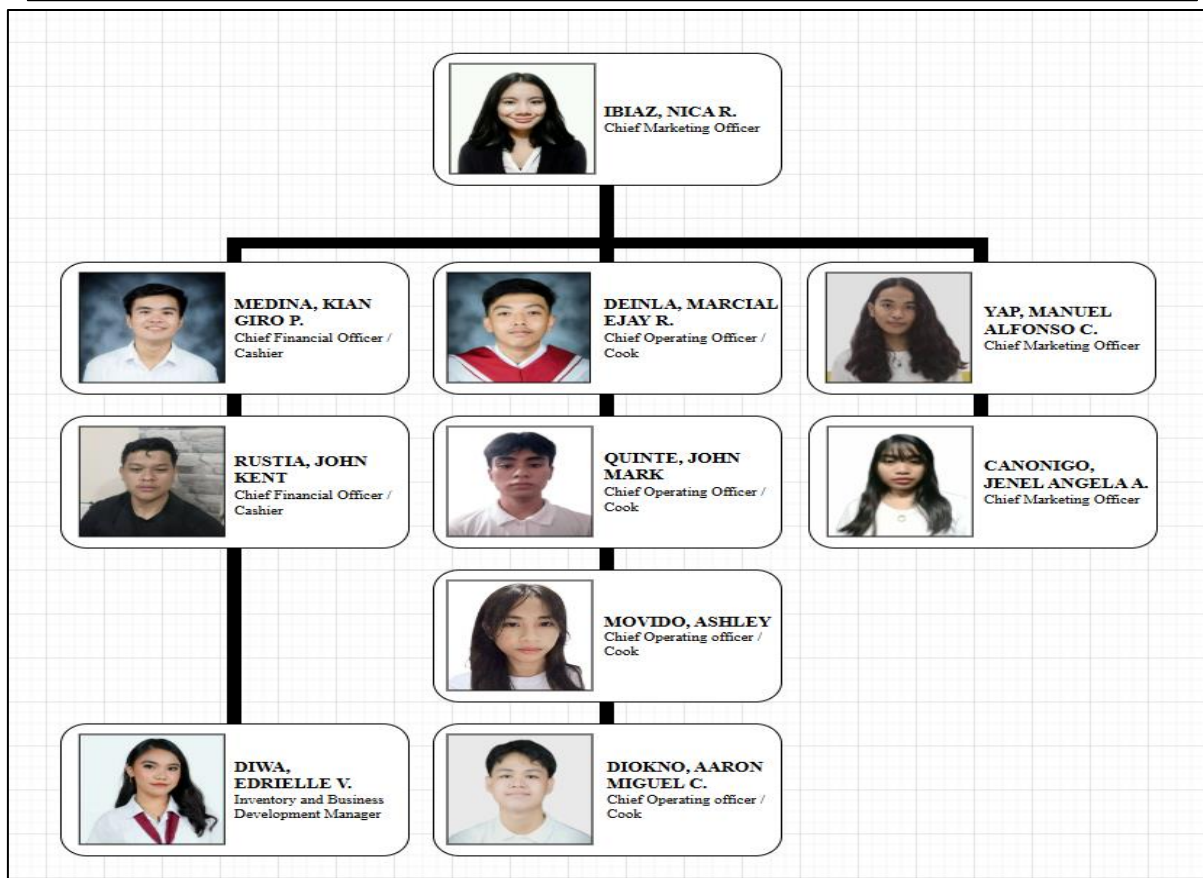
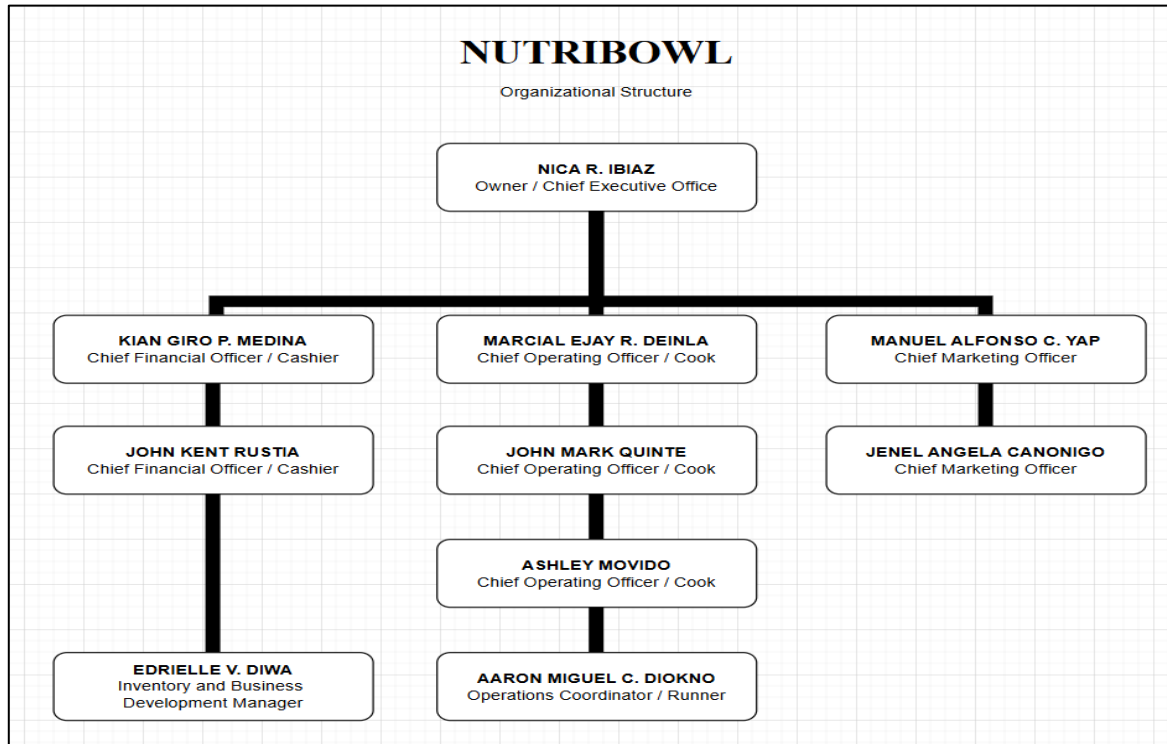
Team Focus The team business will focus on consistency in our food and also our team focusing the mission and vision of our team. Focusing moral for our business and focusing to our attitudes for our dear customers.

6.5 LEADERSHIP

Leadership Leadership in entrepreneurship is a must because it will guide us or our team to a manageable team. It will guide us to make our team achieve our goal in our business.



V. ORGANIZATIONAL PLAN





1. ORGANIZATIONAL STRUCTURE

The organizational structure of NutriBowl follows a functional framework, which clearly defines the roles and responsibilities of each team member. This structure ensures that all aspects of the store's operations are well-organized, from kitchen production to customer service and marketing. By dividing the store into functional units, NutriBowl can maintain efficiency and smooth coordination among staff members. Overall, the organizational structure of NutriBowl ensures clear accountability, efficiency in operations, and smooth communication between all levels. Each team member knows their role, and responsibilities are properly distributed, allowing the store to maintain high-quality service while continuously improving its performance in the market.

2. DUTIES AND RESPONSIBILITIES

The Owner/Manager of NutriBowl carries the primary responsibility of overseeing the overall operations of the store. This includes supervising staff performance, making major business decisions, ensuring customer satisfaction, and maintaining the quality of both food and service. The Owner also manages finances, coordinates with suppliers, and ensures that the store complies with health and safety regulations.

The Marketing and Sales Staff together with the Inventory and Purchasing Staff hold equally important responsibilities. Marketing promotes NutriBowl through social media campaigns, events, and promotions to attract more customers. On the other hand, Inventory and Purchasing Staff ensures that stock levels are properly managed, ingredients are fresh, and supplies are always available. Both roles work hand-in-hand to support operations and strengthen the overall growth and sustainability of the business.