



Chapter 1

PROJECT BACKGROUND

This chapter contains the project proponents, proposed name of the business, vision, mission statement and company logo, type of business organization, and head office and/or factory location.

Project Proponents

The concept of a cake in a jar arose when the proponents realized how cakes fulfill every special occasion in a person's life. With its mouth-watering flavors, it satisfies everyone's sweet tooth and makes their day.

Bake Haven was established in 2024 by the following proponents: Meejhay Leigh H. Barnedo, Neciel Lazado, Joey Angelo B. Palomer, Marc Railey L. Payas, and Lysa Jie B. Unquida. They came up with a variety of cakes with innovative flavors and featuring reusable glass jar containers.

Proposed Name of the Business

The proponents chose the proposed business name "Bake Haven" because it represents the comfort that the company embodies. The term bake in the company name indicates our products, specifically bake cakes. On the other hand, haven simply means offering convenience and comfort when buying and eating food; by putting it in a jar, it can be conveniently preserved and carried anywhere.



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Vision, Mission Statement, and Company Logo

Vision

To be known as an affordable dessert that combines convenience and creative flavors while bringing glee to every customer globally.

Mission

At Bake Heaven, the aim is to elevate the dessert experience by making affordable cakes in a jar that seamlessly blends convenience with innovative flavors. We are dedicated to delighting customers around the globe with a cake that brings joy and fulfillment to every bite. The commitment to exceptional ingredients, sustainable practices, and creative indulgence ensures that each jar is a moment of pure happiness and a testament to our passion for dessert perfection.



Company Logo



Figure 1.1 Company Logo

Logo elements such as the hands represent the coziness, affection, and handmade nature that go into each jar of cake. It highlights that each cake is made with care and symbolizes the handcrafted nature of the products. Various hues of cake slices and cake layers signify originality and diversity. This might be a powerful way to convey that Bake Haven creates a wide choice of cake flavors. The jar held by the hands expresses a feeling of protection and nurture, reflecting the fact that these cakes are unique and skillfully made. It also represents the convenience of the product as it can be carried anywhere and anytime. Moreover, colors were also taken into consideration using a birthday cake palette that works well with the cake layers in the logo. These warm, inviting colors should also create emotions of comfort. The brand's essence can be efficiently communicated through this logo, which highlights the artisanal quality and cozy experience that your cakes in a jar offer.



Type of Business Organization

Bake Haven is a partnership organization that consists of five members, where the partners share responsibilities, decision-making, share risks, profits, and losses based on their partnership agreement. The financial outcomes of Bake Haven, specifically profits and losses, are distributed among the partners according to their agreed-upon terms. This could be equal shares or based on each partner's investment or role in the business. Each member of Bake Heaven brings unique skills and expertise; roles are divided into individual strengths such as sales, production, marketing, finance, and customer service.

Bake Haven has a total capital of Php 1,200,000 for its start-up. The capital will be used for buying raw materials, equipment, supplies, and expenses such as marketing and operational costs. Moreover, other equipment like ovens, trays, and other baking equipment will also be contributed by the partners. The expenses incurred will be deducted from the cash contributed by partners.



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Location of Head Office and/or Factory



Figure 1.2 Actual Business Location

Figure 1.2 shows the location of the head office and store location of Bake Haven, situated at 1100 Dart St., Brgy. Fairview, Quezon City, Metro Manila near Fairview Center Mall (FCM). The advantage of the chosen location was near to its target customers — students and household consumers. It is within walking distance from colleges, the National College of Business (NCBA), Gateways Institute of Science and Technology (GIST), and Far Eastern University that pass in that location. In the vicinity, no pastry store offers cake and sweets in a jar or a small package serving. Mostly, the shops within its area are big cake shops that only sell cake as a whole that students cannot often afford to buy when they are craving cakes. This would be a great opportunity for the business to flourish in the industry of baking and pastries that are affordable for everyone.



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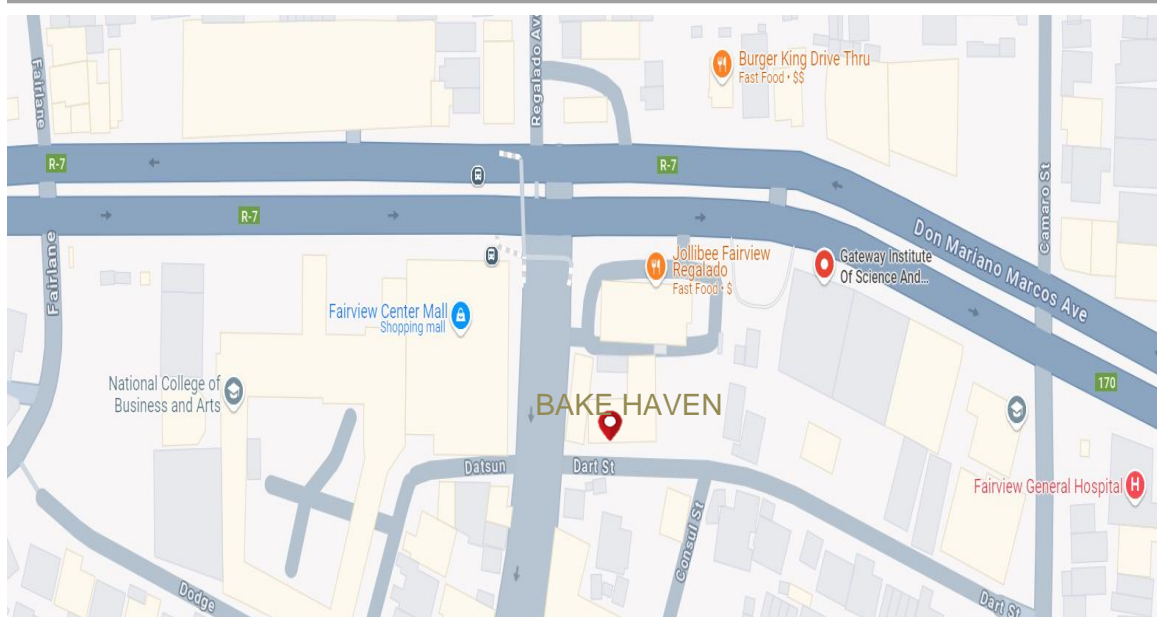


Figure 1.3 Google Map View of the Location

Figure 1.3 shows the Google Map view of Bake Haven, located at 1100 Dart St., Brgy. Fairview, Quezon City, Metro Manila, near Fairview Center Mall (FCM). The partners chose this location for its strategic accessibility and convenience, making it ideal for a wide range of customers. Students from nearby schools and residents of the surrounding neighborhoods also benefit from its central location. This makes Bake Haven easily accessible for anyone in the area looking for a quick snack, or a community-focused spot to enjoy freshly baked cakes. With its prime location, Bake Haven is well-positioned to attract a customer, from busy students to local families, ensuring its success as a neighborhood favorite.



Chapter 2

Marketing Aspect

This chapter included Bake Have's product description, historical demand and supply, projected demand and supply, demand and supply analysis, annual projected sales, market share, and marketing program.

Product Description

At Bake Haven, customers are treated to an innovative cake-in-a-jar experience, featuring three distinct flavors: Champorado Cake, Santol Cake, and Pizza Cake. Each flavor is crafted to ensure a memorable taste that justifies its price, allowing customers the freedom to select their preferred option.

Champorado Cake offers a warm, nostalgic flavor that captures the essence of traditional Filipino dessert. Each bite is a cozy reminder of home, topped with a rich cream cheese frosting that adds a creamy texture. The addition of dulong strips introduces a subtle hint of saltiness, creating a perfect balance to the cake's sweetness and enriching its taste.

In contrast, the Santol Cake is crafted to ensure a harmonious balance of flavors, featuring a delightful blend of sweet and tangy notes that infuse every bite. The sweetened slices of santol not only enhances the flavor, but also add a charming finishing touch that elevates the overall experience.

The last variant is a unique chiffon cake inspired by pizza, making it a delightful treat for fans of both desserts. This layered creation incorporates cream cheese in



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every layer, making it particularly special. It offers the experience of enjoying a cake-like slice of pizza, perfect for those who crave for something tasty and unusual. Together, these cakes provide a variety of flavors and textures, catering to diverse tastes and ensuring a delightful dessert experience for everyone.

Table 2.1 Bake Haven's Product Offerings

Product	Description	Price
<p>Champorado Cake</p> 	<p>It has layers of tender vanilla cake mixed with chocolate-covered rice crisps, a layer of rich, cheesy cream cheese frosting on top, and dulong strips.</p>	<p>₱ 250.00</p>
<p>Santol Cake</p> 	<p>Layers of light, moist cake with santol jam that gives a tropical twist. Every bite has the ideal balance of sweet and acidic undertones thanks to the sweet-tart flavors and sweetened santol slices.</p>	<p>₱ 250.00</p>
<p>Pizza Cake</p> 	<p>This layered delicacy has layers of soft chiffon cake with favorite pizza toppings pepperoni, deli cheese, cream cheese, and tomato sauce between them.</p>	<p>₱ 250.00</p>



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Total Number of Population

Table 2.2 Total Number of Population

Year	Population	Total
2019	74,737	69,505
2020	68,000	63,240
2021	81,000	75,330
2022	81,000	75,330
2023	81,000	75,330

Table 2.2 presents the population of Barangay Fairview, Quezon City, from 2019 to 2023, based on data provided by the Philippine Statistics Authority (PSA) to Barangay Fairview Hall. They provide the population from 2019 to 2020; however, from 2021 to 2023 is the same, which is 81,000, because they only renew every five years. The population figures for these years include both male and female residents. In estimating the potential market for Bake Haven's Cake in a Jar, population total figures were adjusted by applying a factor of 93%.



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Historical and Projected Demand

Table 2.3 Historical Demand

Year	Average	Yi-1	Yc
2019	1,456	-	-
2020	1,456	69,505	70,961
2021	1,456	70,961	72,417
2022	1,456	72,417	73,873
2023	1,456	73,873	75,329

Table 2.3 illustrates a consistent average value of 1,456 from 2019 to 2023. The columns Yi-1 and Yc indicate cumulative values that have risen by 1,456 yearly, reflecting steady growth in the measured metric. This trend suggests a growing market for the product, highlighting the potential for an expanding customer base.



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Table 2.4 Projected Demand

Year	Average	Yi-1	Yc
2024	1,456	75,329	76,785
2025	1,456	76,785	78,241
2026	1,456	78,241	79,697
2027	1,456	79,697	81,153
2028	1,456	81,153	82,609

Table 2.4 shows that the data from 2024 to 2028 continues a consistent average of 1,456. The columns Yi-1 and Yc indicate cumulative values that have risen by 1,456 yearly, reflecting steady growth in the measured metric over these years. Based on the projected demand from 2024 to 2028, this stable demand growth indicates a growing market effect, creating new business opportunities as it attracts potential customers in an expanding market. Also, the increasing demand reduces business risks and enhances the likelihood of success.



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Historical and Projected Supply

Table 2.5 Competitors Historical Supply

Competitors	2019	2020	2021	2022	2023
Goldilocks Bakeshop	21,600	22,500	23,625	24,806	26,047
Red Ribbon Bakeshop	16,200	17,010	17,861	18,754	19,691
Total	37,800	39,510	41,486	43,560	45,738

Table 2.5 indicates the historical supply from the year, 2019 to 2023 of Bake Haven's direct competitors.

Over these five years, the historical supply demonstrated a steady yearly increase rate of 5%.

Table 2.6 Historical Supply

Year	Average	Yi-1	Yc
2019	1,984	-	-
2020	1,984	45,738	47,722
2021	1,984	47,722	49,706
2022	1,984	49,706	51,690
2023	1,984	51,690	53,674

Table 2.6 illustrates a consistent annual increase of 1,984 units in supply from 2019 to 2023. The supply began at 47,722 units in 2020 and increased by 1,984 units annually, reaching 53,674 units by 2023. Shows that the supply increased gradually and steadily over the given period.



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According to historical statistics, the market is not entirely satisfied with the existing supply levels in Barangay because it shows a steady increase in demand. There is a definite chance to start new companies in Barangay Fairview, Quezon City, to satisfy this unmet need.

Table 2.7 Projected Supply

Year	Average	Yi-1	Yc
2024	1,984	53,674	55,658
2025	1,984	55,658	57,642
2026	1,984	57,642	59,626
2027	1,984	59,626	61,610
2028	1,984	61,610	63,594

Table 2.7 shows the projected supply from 2024 to 2028 continues to display a consistent annual increase of 1,984 units. The supply is expected to rise by 1,984 units yearly from 2024 to 2028, from 55,658 units in 2024 to 63,594 units in 2028. It suggests that supply will expand gradually and steadily over the anticipated time frame.

There was a definite chance to start new companies that might satisfy the growing unmet demand in Barangay Fairview, Quezon City, given the anticipated supply. When there is no enough supply to satisfy rising demand, it presents a chance for new companies to succeed. A favorable atmosphere is created for entrepreneurs to launch businesses that successfully meet the demands of the growing market by the steady rise in demand and the insufficient supply.



Demand and Supply Analysis

Table 2.8 Demand and Supply Analysis

Year	Demand	Supply	Demand Gap	Unsatisfied Gap
2019	55,646	45,738	9,908	18%
2020	56,765	47,722	9,043	16%
2021	57,884	49,706	8,178	14%
2022	59,003	51,690	7,313	12%
2023	60,122	53,674	6,448	11%
2024	71,241	55,658	15,583	22%
2025	72,360	57,642	14,718	20%
2026	73,479	59,626	13,853	19%
2027	74,598	61,610	12,988	17%
2028	75,717	63,594	12,123	16%

Table 2.8 indicates a demand and supply analysis for Bake Haven to determine a significant opportunity for market penetration due to the existence of a gap. In this context, a gap refers to a segment of customers whose needs are not adequately addressed by existing businesses or products in the market. The 2025 market gap offers a chance to capture an underserved segment. With tailored products and customer-centric strategies, Bake Haven can establish a strong foothold in Barangay Fairview, Quezon City.



Pricing

Table 2.9 Bake Haven Product Offerings and Price

Product	Price
Cake in a Jar	
Champorado Cake	₱ 250
Santol Cake	₱ 250
Pizza Cake	₱ 250

Table 2.9 shows the product costing strategy employed by Bake Haven, which used both Competitor-led Pricing and Cost Pricing methods. Competitor-led is based on the prices of similar businesses, specifically Goldilocks and Red Ribbon, which set their cake prices at 200 pesos depending on size. Additionally, Bake Haven also uses Cost Led Pricing, which is a thorough analysis of production, manufacturing, and distribution costs using Cost Led. This approach involves manual computations to ensure pricing is aligned with cost efficiency and market competitiveness.



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Table 2.10 Service Cost

Product	Champorado Cake	Santol Cake	Pizza Cake
Direct Materials	67.66	67.81	67.85
Direct Labor	53.26	53.26	53.26
Overhead	78.44	78.44	78.44
Manufacturing Cost	199.36	199.51	199.55
VAT 12%	30.00	30.00	30.00
Mark-up	20.64	20.49	20.45
Selling Price	250.00	250.00	250.00

Furthermore, the cost breakdown of the products is presented in the table above to provide a better understanding of how the stated selling prices are computed.



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Projected Income

Table 2.11 Projected Income for 2025

Product	Selling Price	Est. No. of Sales	Total
Champorado Cake	250	3	₱ 750.00
Santol Cake	250	3	₱ 750.00
Pizza Cake	250	3	₱ 750.00
Total Daily Sales		9	₱ 2,250.00
Total Monthly Sales		270	₱ 67,500.00
Total Annual Sales		3,240	₱ 810,000.00

The table above displays Bake Haven's projected sales for the year 2025. The proponents estimated the number of sales based on the duration of the business. In particular, the store aims to bake 30 jars of each variety, for a total of 90 jars per week. Given that the company is just in its first year of operation, they are expecting to sell at least three jars of each flavor per day.



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Table 2.12 Projected Income for 2026

Product	Selling Price	Est. No. of Sales	Total
Champorado Cake	250	6	₱ 1,500.00
Santol Cake	250	6	₱ 1,500.00
Pizza Cake	250	6	₱ 1,500.00
Total Daily Sales		18	₱ 4,500.00
Total Monthly Sales		540	₱ 135,000.00
Total Annual Sales		6,480	₱ 1,620,000.00

Table 2.13 Projected Income for 2027

Product	Selling Price	Est. No. of Sales	Total
Champorado Cake	250	9	₱ 2,250.00
Santol Cake	250	9	₱ 2,250.00
Pizza Cake	250	9	₱ 2,250.00
Total Daily Sales		27	₱ 6,750.00
Total Monthly Sales		810	₱ 202,500.00
Total Annual Sales		9,720	₱ 2,430,000.00



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Table 2.14 Projected Income for 2028

Product	Selling Price	Est. No. of Sales	Total
Champorado Cake	250	12	₱ 3,000.00
Santol Cake	250	12	₱ 3,000.00
Pizza Cake	250	12	₱ 3,000.00
Total Daily Sales		36	₱ 9,000.00
Total Monthly Sales		1,080	₱ 270,000.00
Total Annual Sales		12,960	₱ 3,240,000.00

Table 2.15 Projected Income for 2029

Product	Selling Price	Est. No. of Sales	Total
Champorado Cake	250	15	₱ 3,750.00
Santol Cake	250	15	₱ 3,750.00
Pizza Cake	250	15	₱ 3,750.00
Total Daily Sales		45	₱ 11,250.00
Total Monthly Sales		1,350	₱ 337,500.00
Total Annual Sales		16,200	₱ 4,050,000.00

As provided in the tables ahead, the sales from 2026 to 2029 are predicted to rise by 100% every year compared to the company's initial years. This significant growth is anticipated as a result of the company's excellent strategic approach combined with its ability to thrive in a dynamic market environment.



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Market Share

Table 2.16 Comparative Annual Market Share 2025

Competitors	Market Share	Percentage
Goldilocks Bakeshop	6,750,000	45.27%
Red Ribbon Bakeshop	7,362,000	49.37%
Bake Haven	799,200	5.36%
Total	14,911,200	100.00%

Table 2.17 Comparative Annual Market Share 2026

Competitors	Market Share	Percentage
Goldilocks Bakeshop	7,087,500	45.38%
Red Ribbon Bakeshop	7,730,100	49.50%
Bake Haven	799,200	5.12%
Total	15,616,800	100.00%

Table 2.18 Comparative Annual Market Share 2027

Competitors	Market Share	Percentage
Goldilocks Bakeshop	9,449,998	45.38%
Red Ribbon Bakeshop	10,306,797	49.50%
Bake Haven	1,065,600	5.12%
Total	20,822,395	100.00%



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Table 2.19 Comparative Annual Market Share 2028

Competitors	Market Share	Percentage
Goldilocks Bakeshop	9,922,498	45.49%
Red Ribbon Bakeshop	10,822,137	49.62%
Bake Haven	1,065,600	4.89%
Total	21,810,235	100.00%

Table 2.20 Comparative Annual Market Share 2029

Competitors	Market Share	Percentage
Goldilocks Bakeshop	12,403,122	45.49%
Red Ribbon Bakeshop	13,527,672	49.62%
Bake Haven	1,332,000	4.89%
Total	27,262,793	100.00%



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Marketing Program

Table 2.21 Marketing Program for the year 2025

Factors	Details	Activities	Timeframe	Cost
Product	Main menu: - Pizza Cake - Champorado Cake - Santol Cake	To give customers unique and quality desserts.	Throughout the business operation	
Target Market	Families, dessert lovers, event planners, and students. Residents of Fairview and people who will pass by the store along Fairview Center Mall.	Conduct market research to identify and understand the preferences of students, employees, families, and dessert lovers.	Throughout the business operation	
Channel Distribution	Online orders, reservations, and walk-ins	Bake Haven will distribute flyers establish an online ordering system and partner with local delivery services for broader accessibility.	Throughout the business operation	
Advertising	Social media platforms	Bake Haven will implement social media campaigns and collaborate with local influencers to increase brand awareness.	Throughout the year	



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Sales and Promotion	Advertising Tik Tok Video Contest	Encourage people to advertise and try our product to reach more consumers, especially since most people use TikTok as a social media platform	1 week	₱ 1,500
Pricing Strategy	Cost-plus Pricing	Bake Haven will use cost-plus pricing in the first year of operation.	First year of operation	
Total				₱ 1,500



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Table 2.22 Marketing Program for the year 2026

Factors	Details	Activities	Timeframe	Cost
Product	Main menu: - Pizza Cake - Champorado Cake - Santol Cake	To give customers unique and quality desserts.	Throughout the business operation	
Target Market	Families, dessert lovers, event planners, and students. Residents of Fairview and people who will pass by the store along Fairview Center Mall.	Conduct market research to identify and understand the preferences of students, employees, families, and dessert lovers.	Throughout the business operation	
Channel Distribution	Direct selling	Bake Haven will accept walk-ins, online orders, and sell-through events	Throughout the business operation	
Advertising	Local flyers and community events	Distributing flyers to promote products and participating in local events to engage with the community and promote the bake shop	6 months of the business operation	₱ 500



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Sales and Promotion	Bake haven loyalty card	The loyalty card rewards repeat customers by allowing them to earn points for every purchase, which can be redeemed for discounts or free products.	Throughout the year	₱ 500
Pricing Strategy	Competitive pricing with value-added options	Bake Haven will set the product prices based on what competitors charge while also offering additional features or benefits that enhance value for customers.	Throughout the business operation	
Total				₱ 1,000



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Table 2.23 Marketing Program for the year 2027

Factors	Details	Activities	Timeframe	Cost
Product	Main menu: - Pizza Cake - Champorado Cake - Santol Cake	To give customers unique and quality desserts.	Throughout the business operation	
Target Market	Families, dessert lovers, event planners, and students. Residents of Fairview and people who will pass by the store along Fairview Center Mall.	Conduct market research to identify and understand the preferences of students, employees, families, and dessert lovers.	Throughout the business operation	
Channel Distribution	Direct selling, online orders, reservation, and local delivery	The business will have a physical store, online ordering through social media, and local delivery services, enhancing accessibility and convenience for customers.	Throughout the business operation	
Advertising	Social Media Platforms, Influencer collaborations, and community events	Bake Haven will use social media platforms to showcase products, collaborate with	Throughout the year	

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		local influencers to reach a broader audience and participate in community events to connect directly with customers and increase brand awareness.		
Sales and Promotion	Seasonal discounts and loyalty programs	Bake Haven will create a loyalty program and offer seasonal promotions to encourage repeat purchases.	Throughout the year	₱ 10,500
Pricing Strategy	Competitive pricing with value-added options	Bake Haven will set the product prices based on what competitors charge while also offering additional features or benefits that enhance value for customers.	Throughout the business operation	
Total				₱ 10,500



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Table 2.24 Marketing Program for the year 2028 and 2029

Factors	Details	Activities	Timeframe	Cost
Product	Main menu: - Pizza Cake - Champorado Cake - Santol Cake	To give customers unique and quality desserts.	Throughout the business operation	
Target Market	Families, dessert lovers, event planners, and students. Residents of Fairview and people who will pass by the store along Fairview Center Mall.	Conduct market research to identify and understand the preferences of students, employees, families and dessert lovers.	Throughout the business operation	
Channel Distribution	Direct selling, online order, reservation, local delivery and franchising	The business will have a physical store, online ordering through social media, and local delivery services, which allow independent operators to sell baked goods.	Throughout the business operation	
Advertising	Social Media Platforms, Influencer collaborations and community events	Bake Haven will use social media platforms to showcase products, collaborate with local influencers to reach a broader audience and participate in community events to connect directly with customers and increase brand awareness.	Throughout the business operation	

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Sales and Promotion	Bundle Offers and Flash Sales	Bundles at a discounted price and limited-time offers on social media create urgency and encourage quick purchases and products.	Throughout the business operation	₱ 500
Pricing Strategy	Competitive pricing with value-added options	Bake haven will set the product prices based on what competitors charge while also offering additional features or benefits that enhance value for customers	Throughout the business operation	
Total				₱ 500



Chapter 3

TECHNICAL ASPECT

This section includes the product, cost of production, manufacturing process, office and production layout description, office and plant location, production tool and office equipment, project cost, labor requirement, and waste disposal.

The Product

Indulge in a delightful twist with innovative Cakes in a Jar — a perfect blend of convenience, flavor, and fun. These desserts are to satisfy sweet cravings at any time, any place. With each layer of creamy frosting, moist cakes, and a variety of delectable toppings, each jar offers a unique dessert experience with every bite. Cakes in a Jar provides a mess-free, flavorful dessert designed to be visually appealing. It is delicious and perfect for anybody looking for a last-minute treat, an unusual gift, or a party favor. These cakes make eating simpler and more pleasurable than ever. They are ideal for snacking on the go or enjoying at home.



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Table 3.1 Product Offer

Product	Description	Price
<p>Champorado Cake</p> 	<p>It has layers of tender vanilla cake mixed with chocolate-covered rice crisps, a layer of rich, cheesy cream cheese frosting on top, and dulong strips.</p>	<p>₱ 250.00</p>
<p>Santol Cake</p> 	<p>Layers of light, moist cake with santol jam that gives a tropical twist. Every bite has the ideal balance of sweet and acidic undertones thanks to the sweet-tart flavors and sweetened santol slices.</p>	<p>₱ 250.00</p>
<p>Pizza Cake</p> 	<p>This layered delicacy has layers of soft, chiffon cake with your favorite pizza toppings — pepperoni, deli cheese, cream cheese and tomato sauce — between them.</p>	<p>₱ 250.00</p>



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Nutrition Facts

Champorado Cake Nutrition Facts		
No. of Servings per Container	2	
Amount per serving		% RENI
Calories (kcal)	620.8	25%
Calories from Fat (kcal)	252	
Total Carbohydrate (g)	86.3	
Dietary Fiber (g)	0.4	2%
Sugar (g)	58.2	
Total Fat (g)	28.0	
Saturated Fat (g)	14.8	
Cholesterol (mg)	72.0	
Protein (g)	5.9	8%
Sodium (mg)	620.5	
Potassium 67 mg	3.4%	Vitamin A 285.7 mcg 40.8%
Calcium 47.3 mg	6.3%	Iron 1 mg 8.3%
Percent Recommended Energy and Nutrient Intakes (RENI) are based on PDRI 2015 reference requirement for 19-29 years old, Male.		

Figure 3.1 Champorado Cake Nutrition Facts

Santol Cake Nutrition Facts		
No. of Servings per Container	2	
Amount per serving		% RENI
Calories (kcal)	463.0	18%
Calories from Fat (kcal)	196.5	
Total Carbohydrate (g)	62.0	
Dietary Fiber (g)	1.9	8%
Sugar (g)	42.1	
Total Fat (g)	21.8	
Saturated Fat (g)	13.0	
Cholesterol (mg)	86.9	
Protein (g)	4.6	6%
Sodium (mg)	938.3	
Potassium 39.2 mg	2%	Vitamin A 16 mcg 2.3%
Calcium 44 mg	5.9%	Iron 1.2 mg 10%
Vitamin C 15 mg	21.4%	
Percent Recommended Energy and Nutrient Intakes (RENI) are based on PDRI 2015 reference requirement for 19-29 years old, Male.		

Figure 3.2 Santol Cake Nutrition Facts

Pizza Cake Nutrition Facts		
No. of Servings per Container	2	
Amount per serving		% RENI
Calories (kcal)	324.7	13%
Calories from Fat (kcal)	168.0	
Total Carbohydrate (g)	30.6	
Dietary Fiber (g)	0.5	2%
Sugar (g)	11.6	
Total Fat (g)	18.7	
Saturated Fat (g)	7.2	
Cholesterol (mg)	85.6	
Protein (g)	8.6	12%
Sodium (mg)	399.0	
Potassium 163.4 mg	8.2%	Vitamin A 88.5 mcg 12.6%
Calcium 111.5 mg	14.9%	Iron 1.2 mg 10%
Percent Recommended Energy and Nutrient Intakes (RENI) are based on PDRI 2015 reference requirement for 19-29 years old, Male.		

Figure 3.3 Pizza Cake Nutrition Facts



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Cost of Production

Table 3.2 Cost of Production

Raw Materials	Supplier	No. Unit	Unit Price	Total Annual Cost
Cake Flour 	Robinsons Easymart	50,868g	₱63 / 400g	₱ 32,054.40
Egg (Large) 	July Grocery	612 pcs	₱260/1tray	₱ 21,211.20
Baking Powder 	July Grocery	960.12g	₱13.25/50g	₱ 1,008.00
Baking Soda 	July Grocery	221.40g	₱31.50/250 g	₱115.20
Oil 	Robinsons Easymart	3,456g	₱ 120 / 1L	₱ 1,886.40



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<p>Cream of Tartar</p> 	Robinsons Easymart	204.84g	₱ 85 / 45g	₱ 1,540.80
<p>Evaporated milk</p> 	Robinsons Easymart	22,536g	₱33.50/370 ml	₱ 7,934.40
<p>Buttermilk</p> 	Robinsons Easymart	12,960g	₱ 94 / 400g	₱ 12,182.40
<p>Vanilla Extract</p> 	Robinsons Easymart	1,842.66g	₱49.25/20ml	₱ 19,483.20
<p>Unsalted Butter</p> 	Robinsons Easymart	20,412g	₱ 93 / 200g	₱ 37,958.40



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White Sugar 	July Grocery	35,550g	₱ 80 / 1kl	₱ 11,376.00
Salt 	Puregold	1,927.17g	₱ 12 / 150g	₱ 619.20
Tomato Sauce 	July Grocer	7,200g	₱ 23 / 200g	₱3,312.00
Cream Cheese 	Puregold	14,256g	₱282/225g x2	₱ 35,726.40
Deli Cheese 	Puregold	7,200g	₱207 / 200g	₱ 29,808.00



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Peperoni 	Puregold	7,200g	₱ 75 / 200g	₱ 10,800.00
Powdered Sugar 	July Grocery	26,640g	₱ 75 / 500g	₱ 15,984.00
Chocolate 	Robinsons Easymart	1,728g	₱150 / 500g	₱ 2,073.60
Cadbury 	Robinsons Easymart	1,800g	₱300/160g x2	₱ 6,753.60
Rice Crisps 	July Grocery	78,000g	₱ 75 / 250g	₱ 10,800.00



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<p>Dulong (Anchovies) Strips</p> 	Robinsons Easymart	450g	₱ 71 / 100g	₱ 1,281.60
<p>All-purpose cream</p> 	Robinsons Easymart	18,252g	₱51.50/250 ml	₱ 14,803.20
<p>Container w/ water</p> 	Crystal Clear	17,064g	₱25 / 1 g	₱ 907.20
<p>Lemon</p> 	Robinsons Easymart	86.40g	₱ 35 / Pc	₱ 201.60
<p>Santol</p> 		36,000g	₱ 90 / kl	₱12,960.00
Total				₱ 292,780.80



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Table 3.3 Product Costing of Champorado Cake

Raw Materials	Measurement	Price
Cake Flour	43.3g	₱ 6.82
Eggs	0.5 piece	₱ 4.33
Baking Powder	1.138g	₱ 0.30
Baking Soda	0.375	₱ 0.05
Buttermilk	36g	₱ 8.46
Cadbury	5g	₱ 4.69
Chocolate Tablea	4.8g	₱ 1.44
Rice Crisps	25g	₱ 7.5
Cream Cheese	19.6g	₱ 12.28
Powdered Sugar	50g	₱ 7.5
Unsalted Butter	11.3g	₱ 5.25
Salt	0.711g	₱ 0.06
Sugar	40g	₱ 3.2
Vanilla Extract	1.9865g	₱ 4.89
Dulong Strips	2g	₱ 0.89
Direct Material		₱ 67.66
Direct Labor		₱ 53.26
Overhead Cost		₱ 78.44
Mark-up		₱ 20.64
VAT (12%)		₱ 30
Selling Price		₱ 250



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Table 3.4 Product Costing of Santol Cake

Raw Materials	Measurement	Price
Cake Flour	48g	₱ 7.56
White Sugar	40g	₱ 3.20
Unsalted Butter	45.40g	₱ 21.11
Eggs	0.40 pc	₱ 3.47
Evaporated Milk	37.40g	₱ 3.39
Vanilla Extract	1.71g	₱ 4.79
Baking Powder	0.96g	₱ 0.25
Baking Soda	0.24g	₱ 0.03
Salt	4.50g	₱ 0.36
Santol	100g	₱ 9.00
Water	47.40g	₱ 0.63
Lemon Juice	0.24g	₱ 0.14
Powdered Sugar	24g	₱ 3.6
All Purpose Cream	50.70g	₱ 10.28
Direct Material		₱ 67.81
Direct Labor		₱ 53.26
Overhead Cost		₱ 78.44
Mark-up		₱ 20.49
VAT (12%)		₱ 30
Selling Price		₱ 250



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Table 3.5 Product Costing of Pizza Cake

Raw Materials	Measurement	Price
Eggs	0.8 piece	₱ 6.93
Oil	9.6g	₱ 1.31
Vanilla Extract	1.422g	₱ 3.85
Evaporated Milk	25.2g	₱ 2.12
Cake Flour	50g	₱ 7.88
Baking Powder	0.569g	₱ 0.15
White Sugar	18.75g	₱ 1.5
Salt	0.14225g	₱ 0.01
Cream of Tartar	0.569g	₱ 1.07
Creamcheese	20g	₱ 12.53
Pepperoni	20g	₱ 7.5
Deli Cheese	20g	₱ 20.7
Tomato Sauce	20g	₱ 2.3
Direct Material		₱ 67.85
Direct Labor		₱ 53.26
Overhead Cost		₱ 78.44
Mark-up		₱ 20.45
VAT (12%)		₱ 30
Selling Price		₱ 250



Manufacturing Process



Figure 3.4 Champorado Cake Manufacturing Process

Preparing

Begin by preheating the oven to 350°F. Afterward, gather the ingredients: sugar, eggs, buttermilk, baking powder, baking soda, cake flour, unsalted butter, and vanilla extract. First, combine the wet ingredients in one bowl and the dry components in another. When the ingredients have combined, slowly add the dry ingredients to the wet ones while continuing to mix until the batter is slightly thick and there are no lumps at the bottom of the bowl. After that, evenly fill the cake pans with the batter, weighing them to make sure the production is precise and uniform.

Baking

Bake the cake for about twenty-three to twenty-six minutes, or until it is thoroughly cooked; check the doneness of the cake by inserting a toothpick into the center, and if it comes out clean, therefore it's done. Let it cool completely if it's already baked before assembling and putting it into the jar. The next step is to



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prepare the cake's frosting and filling while you wait for the cake. While the chocolates are melting over low heat, add the rice crisps and dulong flakes and stir until well blended. Next, begin preparing the frosting by mixing the cream cheese and butter and beating until the mixture is creamy, thoroughly mixed, and lump-free. Afterward, slowly stir in the powdered sugar until it blends with the frosting after adding the salt and vanilla extract and combining them one more to blend them.

Finished Product

Cut the cake into circles that will fit within the jar after it has cooled. Coat the jar with a thin layer of cream cheese icing, then insert the cake. After that, layer it with the prepared champorado filling. Repeat the process by adding another cut cake layer and champorado filling until it has three layers. Add dulong flakes and cream cheese icing on top. After letting it cool, close the jar and put it in the refrigerator.



Figure 3.5 Santol Cake Manufacturing Process

Preparing

To make the Vanilla Santol Cake, first prepare the santol jam by peeling and chopping the 1 kg santol fruit into small pieces and separating the seeds. Cook the fruit along with the seeds, add 2 cups of sugar and water, and boil for 20 minutes. After that, remove the seeds, crush the fruit in a strainer, leaving some extra bits for texture, add the salt and lemon juice, and wait until cool.

Next is sweet Santol; peel and cut the fruit into quarters and remove the seeds. After that, add water to a casserole pan, wait until it simmers, and add the fruit and cook for 25 minutes. Remove the fruit from boiling water and cook it again in a casserole pan with the mixture of water and sugar and wait until it thickens and cools.

For the cake, they preheat the oven to 350°F (175°C). While waiting, combine all the dry ingredients—sifted cake flour, sugar, baking powder, baking soda, and salt—in a bowl and mix it. And on the other bowl, combine all the wet ingredients—unsalted butter, eggs, milk, santol jam, and vanilla extract—and mix



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it. After that, gradually combine the dry ingredients with the wet ingredients and mix slowly until well combined.

To prepare the frosting, put the softened butter in a large bowl and gradually add powdered sugar, combined until the mixture is smooth, and then mix the vanilla extract. Next, gradually add milk and mix until the frosting becomes a spreadable consistency. In a separate bowl, whip the all-purpose cream and gently add the whipped cream into the butter mixture, followed by adding the santol jam and combining well.

Baking

Pour the prepared batter evenly into cake pans, and smooth the top using a spatula. Bake in the preheated oven for about 30-40 minutes and check thoroughly by inserting a toothpick into the center of the cake to see if it is well cooked and the toothpick has no residue of the batter. Allow the cake to cool in the pan before transferring to the jar and assemble it.

Finished Product

After waiting for the cake to cool down, cut the cake into the size that will fit in the jar and spread a small amount of frosting into the jar before putting the cake. Put one layer of cake inside the jar and put a frosting on the side of that along with santol jam in the middle. Repeat the procedure to the second layer, and in the third layer, instead of just frosting and santol jam, also add the sweet santol for sweetness and tangy flavor so when eaten it will have a balanced flavor.



Figure 3.6 Pizza Cake Manufacturing Process

Preparing

To start with, preheat the oven to 325°F and arrange the ingredients needed for the chiffon cake and its filling. Following this with sifting and mixing the dry ingredients—2 cups of cake flour, 1 teaspoon of baking powder, 1/2 cup of white sugar, and 1/4 teaspoon of salt. Combine the wet ingredients in the other mixing bowl—8 pieces of egg yolks, 1/2 cup of oil, 1 teaspoon of vanilla essence, and 1 cup of evaporated milk. To make the meringue, mix 8 pieces of egg whites, 1 teaspoon of cream of tartar, and 3/4 cup of sugar until it becomes stiff. Use a spatula to gently fold the mixtures into the same bowl. Pour the batter into the baking pan and run a batter knife gently through the batter to release any potential air pockets. To prepare the cream cheese filling, whisk 200g of softened cream cheese, 7/8 cup of powdered sugar, 1 tablespoon of cornstarch, 1/4 cup of milk, and 1/2 teaspoon of vanilla essence.



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Baking

Bake the cake in the oven for 55 minutes at 350° F. Check the cake after 40-50 minutes from time to time with a toothpick placed into the center, and continue baking until the toothpick pulls out clean.

Finished Product

When the cake has cooled down completely, start slicing and shaping it into circles that will fit the jar. Place the strawberry jam and cream cheese in separate piping bags for easier assembly. Starting from the bottom, layer chiffon cake, cream cheese, strawberry jam, and pepperoni trice. For a finishing touch, add deli cheese on top, close the lid properly, and put it in the refrigerator.



Office and Production Layout Description

Office and Plant Location



Figure 3.7 Floor Plan Layout

The three main sections of the Bake Haven store are shown in the floor plan layout in Figure 3.4. To begin with, the cashier area is immediately accessible when entering the store. It contains the necessary supplies as well as the cashier's table, chairs, and cabinets. Next, the living room section with a TV and sofa on the left side for chilling out. Finally, the U-shaped kitchen designed for production is at the back. The oven was positioned below the gas stove next to the sink. Furthermore, the corridor leading from the cashier area to the kitchen also has a display chiller for the finished cakes. Provided below are some 3D angles for a better view.



Figure 3.8 3D Top View Perspective



Figure 3.9 3D Front Left Top View Perspective



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Figure 3.10 3D Back Left Top View Perspective



Figure 3.11 Front View

Figure 3.8 displays the front view of the Bake Haven store. Beside the window where orders will be taken, there are flash cards, to be used for ordering, with the flavors that are currently available.



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Production Tool and Office Equipment

The cost tables for furniture and fixtures, office supplies, uniforms, kitchen tools, equipment, cleaning supplies, and packaging are provided in this part.

Table 3.6 Furniture and Fixtures

Furniture & Fixture	Supplier	No. of Unit	Price	Total Cost
Wall Frame	AllHome	2	₱ 299	₱ 598
Clock	Mr. DIY	1	₱ 115	₱ 115
Rug	Mr. DIY	2	₱ 49	₱ 98
Door	Wilcon Depot	1	₱ 6,250	₱ 6,250
Sliding Window	Wilcon Depot	1	₱ 4,830	₱ 4,830
Sofa	AllHome	1	₱ 7,465	₱ 7,465
Table	Star One_ Houseware	1	₱ 481	₱ 481
Curtain Set	Mr. DIY	1	₱ 500	₱ 500
Kitchen Cabinet Set	AllHome	1	₱ 2,594	₱ 2,594
Chair	AllHome	1	₱ 3,095	₱ 3,095
Office Desk (cashier)	AllHome	1	₱ 3,995	₱ 3,995
Light Bulb	IKLIN Store	3	₱ 65	₱ 195
32" Television	Micoballoons	1	₱ 5,700	₱ 5,700
Aircon	UNO Factory	1	₱ 8,699	₱ 8,699
Sink Tap (Faucet)	Mr. DIY	1	₱ 450	₱ 450
Flower Vase	Mr. DIY	1	₱ 55	₱ 55
TOTAL				₱ 45,120.00



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Table 3.7 Office Supplies

Supplies	Supplier	No. of Unit	Price	Total Cost
Sales Journal	NBS	2	₱ 329	₱ 658
Pen (Box)	IKLIN Store	2	₱ 75	₱ 150
Bond Paper (Ream)	IKLIN Store	5	₱ 190	₱ 950
2 layer Storage Cabinet	Royal Babies One Stop Shop	1	₱ 500	₱ 500
Floor Mop	Mr. DIY	1	₱ 125	₱ 125
Scouring Sponge	Mr. DIY	1	₱ 39	₱ 39
Dishwashing Liquid	Mr. DIY	2	₱ 62	₱ 124
Broom Set	IKLIN Store	1	₱ 100	₱ 100
Trash Bin	Mr. DIY	4	₱ 59	₱ 236
Garbage Bag	Mr. DIY	1	₱ 63	₱ 63
TOTAL				₱ 2,945.00

Table 3.8 Uniform

Supplies	Supplier	No. of Unit	Price	Total Cost
Apron	Nacional Hardware	5	₱ 149	₱ 745
Hairnet	MJ Negosyo Hub	5	₱ 29	₱ 145
Uniform (Set)	Print Shop	5	₱ 750	₱ 3,750
TOTAL				₱ 4,650.00



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Table 3.9 Store Equipment

Supplies	Supplier	No. of Unit	Price	Total Cost
Printer	Canon Flagship Store	1	₱ 2,295	₱ 2,295
Water Dispenser	IKLIN Store	1	₱ 750	₱ 750
TOTAL				₱ 3,045.00

Table 3.10 Kitchen Equipment

Tools and Equipment	Supplier	No. of Unit	Price	Total Cost
Exhaust Fan	Yowxii Flagship Store	1	₱ 399	₱ 399
Electric Stove	Astron	1	₱ 749	₱ 749
Oven	UNO Factory	1	₱ 4,950	₱ 4,950
Showcase Chiller	Fujidenzo	1	₱ 19,950	₱ 19,950
Hand Mixer	HandyMan	1	₱ 975	₱ 975
TOTAL				₱ 27,023



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Table 3.11 Kitchen Tools and Supplies

Tools and Equipment	Supplier	No. of Unit	Price	Total Cost
Cooling Rack	Mr. DIY	1	₱ 112	₱ 112
Whisk	Mr. DIY	1	₱ 72	₱ 75
Mixing Bowl	AllHome	3	₱ 179.75	₱ 539.25
Rubber Spatula and Baking Brush set	Mr. DIY	1	₱ 86	₱ 86
Baking Pan	Mr. DIY	3	₱ 105	₱ 315
Measuring Cup and Spoon Set	Mr. DIY	1	₱ 115	₱ 115
Strainer	HandyMan	1	₱ 139	₱ 139
Kitchen Knives Set	Mr. DIY	1	₱ 209	₱ 209
Saucepan	Mr. DIY	1	₱ 530	₱ 530
Frying Pan	Mr. DIY	1	₱ 259	₱ 259
Baking gloves	Mr. DIY	2	₱ 49	₱ 98
Wooden Spatula	Mr. DIY	1	₱ 79	₱ 79
Toothpick	Mr. DIY	1	₱ 18	₱ 18
Cutting Board	Mr. DIY	1	₱ 54	₱ 54
Cookie Cutter	Mr. DIY	1	₱ 35	₱ 35
Piping Bag & Nozzles Set	Mr. DIY	3	₱ 74	₱ 222
Kitchen Towel (Tissue)	Mr. DIY	1	₱ 58	₱ 58
TOTAL				₱ 2,943.25

Commitment * Integrity * Service to All * Accountability

Cubao Tel. No. 8913-8787 * Fairview Tel. No. 34270290 * Taytay Tel No. 86586992



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Table 3.12 Packaging

Packaging	Supplier	No. of Unit	Price	Total Cost
Jar 300ml	JaraponMNL	180	430 (24pcs / box)	₱ 77,400
Logo sticker	LABEL UP PRINT	12	100 (100 pcs)	₱ 1,200
Plastic Bag w/ thank you print	July Grocery	3	14 (50 pcs)	₱ 42
Rope string	School Inn	2	153 (200 meters)	₱ 306
TOTAL				₱ 78,948.00

Uniform



Figure 3.12 Management Uniform

The management at Bake Haven designed this uniform to match the company's logo and show that we represent Bake Haven. It is a way to visually connect with our brand and demonstrate ownership of the pastry. It's a bit different from the employees' uniforms to make it easier to identify the positions.



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Figure 3.13 Employee Uniform

The management at Bake Haven created this uniform to allow for greater ease of movement and added an apron and hairnet to improve food safety and operational efficiency. The non-slip shoes are designed to prevent accidents, and each employee wears a name tag for easy identification. Finally, the logo on the uniform represents the Bake Haven brand.



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Project Cost

Table 3.13 Total Project Cost

BAKE HAVEN'S TOTAL PROJECT COST For 1 Year	
FIXED INVESTMENT	
Furniture and Fixtures	45,120
Store Equipment	3,045
Kitchen Equipment	27,023
TOTAL FIXED INVESTMENT	75,188
INITIAL WORKING CAPITAL	
Direct Materials	292,781
Kitchen Tools and Supplies	2,943
Office Supplies and Uniform	7,595
Packaging	78,948
Advertising Expense	1,500
Salaries Expense	230,446
Utilities Expense	74,400
TOTAL WORKING CAPITAL	688,613
PRE-OPERATING EXPENSE	
Rent	180,000
Permits & Licenses	47,403
TOTAL PRE-OPERATING EXPENSE	227,403
	991,204
Add: Contingency Fund	208,796
TOTAL	1,200,000



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Table 3.14 Permits

Category	Amount
Business or Mayor's Permit	₱ 5,000
Barangay Clearance	₱ 500
Certificate of Registration (BIR Form 2303)	₱ 1,500
Certificate of Product Registration	33,333
Sanitary Permit	₱ 300
Certificate of SEC Registration for Corporations and Partnership	₱ 6,750
Community Tax Certificate	₱ 20
TOTAL	₱ 47,403.00

Labor Requirement

Baker Job Requirements

Position: Baker

Qualifications

- High school diploma or equivalent
- Vocational course or certificate in baking or pastry production
- Basic knowledge of mathematics
- Strong communication and interpersonal skills
- Attention to details

Requirements

- High School Diploma or GED
- NBI/Police/Barangay Clearance
- Updated Resume
- Fully Vaccinated



Waste Disposal

At Bake Haven, the store is dedicated to maintaining environmental cleanliness and protecting the ecosystem. To support this, Bake Haven has set up four distinct trash bins within the store. These bins are designed to facilitate proper waste segregation by categorizing waste into specific types. This system helps both the owners and employees efficiently sort waste into recyclables, compostables, and general trash. By using these bins, Bake Haven aims to increase recycling efforts and contribute positively to the environment.

Three of these bins are located in the kitchen, allowing employees to easily sort waste, and the fourth bin is positioned in the cashier area for customer use. At closing time, a designated employee collects the trash from the cashier area, sorts it into the appropriate bins in the kitchen, and then transfers it to large garbage bags. These bags are kept at the store for the meantime until the scheduled garbage collection and to maintain a sustainable operation. The store not only complies with environmental regulations but also promotes sustainability within the store.

The garbage collection schedule is at Regalado Ave., which occurs every night after the Fairview Center Mall's operations, between 10:00 pm and 11:00 pm. To ensure that the trash is collected, the store assigns an employee to take out the garbage right when the collectors arrive. This process helps ensure that all waste is disposed of according to the scheduled time, maintaining the store's commitment to efficient waste management and environmental responsibility.