



GORDON COLLEGE

Olongapo City Sports Complex, Donor St., East Tapinac

Olongapo City, Philippines



COLLEGE OF COMPUTER STUDIES

CRISPY SHAWARMA BITES

A Business Plan

Presented to Ms. Monica Estrada

In partial fulfillment of the requirements for the Subject of The
Entrepreneurial Mind

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OVERVIEW

Company Name

***Krunch** combines the local concept of a "kanto"—a familiar street corner offering quick, affordable food—with the irresistible "krunch" that defines our bite-sized shawarma. Just like a "Kanto" is a convenient stop for those on the move, Crispy Shawarma Bites provides a fast, satisfying, and affordable snack solution for students with tight schedules.*

The "Kanto" element resonates with the everyday experience of students needing a quick bite between classes, mirroring our convenience. The "crunch" clearly communicates our product's distinct crispy texture, setting us apart from traditional shawarma and making it a fun and easy snack to eat without utensils.

Crispy Shawarma Bites directly addresses the problem of busy students needing a tasty, filling, and affordable option when time is limited. Our unique crispy texture and bite-sized format, emphasized by "Krunch," offer a fun and convenient alternative. By referencing the "Kanto," we tap into the local Olongapo culture and the student's familiarity with finding quick eats in such spots, making our brand instantly relatable and a go-to "fuel" for their busy days on and around Gordon College.

Business Purpose

***Crispy Shawarma Bites - Kanto Krunch** is dedicated to providing customers with tasty, affordable, and Middle Eastern-inspired bite-sized snacks, perfect for on-the-go consumption between classes or during study breaks. Kanto Krunch offers budget-friendly prices and generous portions, delivering a satisfying and energizing alternative to typical fast food. By utilizing fresh ingredients and savory flavors, Kanto Krunch aims to become a favorite spot for those craving a flavorful, convenient, and fulfilling snack experience.*

Kanto Krunch is committed to an innovative product design that simplifies consumption, enhances customer satisfaction, and minimizes waste, providing a



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strong advantage in the snack market. Beyond students and busy individuals, Kanto Krunch is positioned to attract food lovers seeking variety and authentic global tastes.

Kanto Krunch is focused on building brand loyalty through consistent quality, quick service, and a memorable customer experience. Kanto Krunch's business strategy includes scalable operations, adaptable to various locations, allowing for potential expansion. Through targeted marketing and strategic partnerships, Kanto Krunch aims to increase brand visibility and customer engagement. Ultimately, Crispy Shawarma Bites - Kanto Krunch offers more than just a snack—it's a smart, flavorful choice for modern lifestyles.

Vision

Our vision is to become the go-to snack destination for students and young professionals, offering fresh, flavorful, and affordable bites in a convenient, welcoming atmosphere. By the year 20XX, we aim to expand to campuses across central Luzon, making Crispy Shawarma Bites a beloved brand known for its quality, innovation, and commitment to serving busy individuals with tasty, quick meals. We envision creating a lasting impact on local food culture by providing a unique snack experience that energizes and satisfies, all while being mindful of affordability and sustainability. We aim to build strong connections with our customers, turning each visit into a memorable experience, and continue to grow by staying true to our values of convenience, exceptional flavor, and a student-friendly approach.

Mission

Our mission is to offer affordable, Crispy Shawarma Bites made with original spices and a modern twist for students. We aim to deliver a satisfying and flavorful experience through clean, high-quality ingredients while keeping our prices student-friendly. We aim to offer a flavorful, convenient snack that meets the needs of busy students craving a unique and crunchy treat. We strive to become a go-to option on campus, bringing joy and flavor to every bite. By prioritizing convenience, quality, and taste, we hope to build a community of food lovers who appreciate our innovative product. We envision growing by serving tasty food with great service while staying affordable, unique and focused on our beloved consumers, especially the students.



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Goals

Our business is committed to offering **Crispy Shawarma Bites** as a **reliable and affordable** snack option for students, particularly those at Gordon College and nearby campuses. In the first three months, we aim to establish at least one consistent selling location in a high-traffic student area to meet the demand for quick, satisfying meals, offering our Crispy Shawarma Bites as a cheaper alternative to the original costlier shawarma options established in nearby areas on Gordon College, while keeping up with the **quality, taste, freshness, and satisfaction** provided by the traditional shawarma.

Over the long term, our goal is to build a **sustainable**, small-scale food business by maintaining steady monthly profits, expanding to at least two additional locations within two years, and continuously refining our operations based on **customer feedback and sales insights**.

We are also dedicated to developing a strong, **student-friendly** brand known for **quality, value, and convenience**. This includes engaging marketing through social media and campus promotions, upholding high **food safety standards**, and enhancing our **customer service** to deliver a consistently positive experience.



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INDUSTRY ANALYSIS

SWOT ANALYSIS

STRENGTH Crispy Shawarma Bites' strengths would be its very skilled labor. Everyone participating in making the product has skills in cooking to make a delicious meal. Everyone in the team has great determination meaning we will keep on improving our products' flavor.	WEAKNESS The weakness of Crispy Shawarma Bites would be time. Knowing our team consists of students. Time would be a very essential element in keeping our pace up if conflicts with studies did not exist. Another weakness would be our product being mistaken for nachos which might result in our product being "false advertising". Our product is still in its experimental stage so the taste would still vary.
OPPORTUNITIES There is a strong market demand for unique and exciting food experiences. By introducing new dipping sauce flavors and using different types of meat (pork, chicken, etc.), These innovations can also boost social media appeal and help expand into new markets or customer segments.	THREATS Since we are going to be structured in school grounds, our external threats would be other shawarma stands, and other food businesses in the school campus. Although we can keep up with other businesses, we need to build a good reputation first in order to solidify our place in the school grounds.

Market Size/ Segments

In terms of market size, we would classify it as niche, targeting a specific demographic of students and young adults. With affordable pricing ranging from 15 PHP per piece to 40 PHP per pack (3 pieces), the focus is on providing value to a



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limited customer base. The entrepreneur's goal is to achieve stability and growth while prioritizing affordability for consumers, indicating a customer-centric approach that balances business sustainability with customer needs.

The market is growing, especially among young consumers seeking quick, budget-friendly, and flavorful snack options. The Crispy Shawarma Bites continues to rise due to evolving food trends, increased student activity on campus, and the influence of social media on food choices. The demand for affordable, on-the-go meals that don't compromise on quality supports a positive growth trajectory.

The main customer segments for Crispy Shawarma Bites are students and young adults aged to 16-35 years old, primarily from low to middle income backgrounds, residing in our Gordon College in Olongapo City. The customers are busy, and seeking for affordable, convenient, and flavorful snacks. These customers are often trend conscious and enjoy exploring new and exciting twists on familiar street food.

Main Competitors

The primary competitors for Crispy Shawarma Bites include local shawarma stalls near campus, street food vendors, and school canteen. Each competitor presents distinct advantages and limitations that provide valuable market insights.

The most significant competition comes from local shawarma stalls operating just outside campus premises. These vendors specialize in local shawarma wraps and plated meals priced competitively between ₱50-₱80, making them particularly appealing to students. Their key strengths lie in affordable pricing, efficient service speed, and customizable options including adjustable spice levels, sauce selections, and meat choices. However, these stalls demonstrate notable weaknesses, particularly their lack of menu innovation (offering no crispy variations) and the impracticality of their wrap format, which is messy for an on the go consumption.

School canteen represent the most accessible dining option for students due to their on-campus locations. They primarily serve standard meals such as rice bowls, sandwiches, and fried snacks, with prices ranging from ₱50-₱100. While their proximity to student activity areas constitutes their primary advantage, canteens



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suffer from several limitations including inconsistent food quality, minimal menu variety, and relatively high prices considering portion sizes.

Street food vendors surrounding the campus form another major competitive segment. These mobile operators offer inexpensive snack items like siomai, fishballs, kwek-kwek, pancakes, and corn dogs, typically priced between ₱5-₱25 per piece. Their operational flexibility in terms of location and hours presents a clear strength, but these vendors are hampered by concerns regarding food quality and hygiene standards. Additionally, their menus frequently feature greasy, repetitive options that lack nutritional balance.

This competitor's analysis reveals clear differentiation through product innovation, improved convenience, and better value propositions that address the shortcomings of existing options while maintaining the qualities students find most appealing.

Market Needs

The target market is trying to solve two main problems: affordability and food waste. They are looking for affordable options for shawarma, with a price point as low as 40 pesos per pack, and want to reduce food waste by having smaller, more manageable portions.

The target market values affordability and accessibility without sacrificing the quality, taste, and freshness of traditional shawarma. They prioritize affordable prices, specifically looking for options as low as 40 pesos per pack, while still expecting high-quality ingredients and preparation. The traditional shawarma taste is a must-have, with flavorful meats, spices, and seasonings, and freshness is essential, with customers expecting a hot, juicy, and satisfying experience. Additionally, convenience and consistency are also important, including easy ordering, quick service, and consistent quality and portion size. By meeting these needs, your shawarma offering can provide a compelling value proposition that sets you apart from competitors.

Current market offerings are not meeting these needs, as competitors offer traditional shawarma sizes and charge higher prices, ranging from 50-75 pesos per serving. This leaves a gap in the market for a more affordable and convenient option that reduces waste.



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Many students rely on inexpensive but unhealthy food options like instant noodles or chips, while healthier alternatives are often expensive or bland. This creates a gap in the market for affordable, satisfying snacks or mini-meals that don't compromise on flavor or nutrition.

Barriers to Entry

Starting Crispy Shawarma Bites as a small food business involves several challenges. One of the first barriers is complying with government requirements. Before operating, we must secure a Barangay Clearance, Business Permit from the local government unit, Sanitary Permit from the City Health Office, and register our business name with the Department of Trade and Industry (DTI). These steps take time, require documents, and involve fees, which can be difficult to manage at the early stage of our business.

Another challenge for Crispy Shawarma Bites is securing a steady supply of fresh and affordable ingredients. Our product depends on the quality of meat, vegetables, and spices. As a small business, it may be difficult for us to build reliable relationships with suppliers, which can lead to inconsistent pricing or shortages. This could affect both the quality and cost of our shawarma bites.

Finding a stable and approved selling space within the campus is also a potential challenge. Since the canteen and nearby stalls already serve food to students, we will need permission to operate in a visible, high-traffic area. Competition for such spaces is often limited, and gaining approval may take time or require meeting specific campus rules and standards.

Distribution is also limited. We plan to sell directly at a stall or booth, without access to delivery platforms. Expanding to other schools would require transport, storage, and possibly digital ordering systems, which need extra equipment and coordination that we cannot manage yet.

Lastly, Crispy Shawarma Bites may face financial limitations. As a small startup, we may not have enough funds to cover equipment, supplies, and daily expenses. Getting loans or outside funding is also difficult because many banks have strict requirements that new businesses cannot meet. Without enough capital, it can be hard for us to grow or even start full operations.



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These barriers show the challenges we must overcome to successfully launch and sustain Crispy Shawarma Bites. Careful planning, proper budgeting, and understanding the local business environment will help us face these obstacles and move forward.