

SIENA COLLEGE OF TAYTAY

A Capstone Project Submitted in Partial Fulfillment of the Requirements for the Course Product
Management (MKTG 06)

**A DATA-DRIVEN REVITALIZATION FOR
HUNKIES COOKIES + COFFEE**



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I. Introduction

Hunkies Cookies + Coffee is a locally proud coffee shop owned by a couple Mr. Richardson Tiopengco and Ms. Alexandra Gonzales in Rizal. The cafe offers specialty freshly baked cookies and hand-spun coffee drinks to coffee and dessert lovers looking for a warm yet modern experience. It all Started in April 2022 as an online home-based business, Hunkies first gained popularity through social media promotion and word-of-mouth, which stimulate its initial establishment of a physical branch at Golden City Subdivision, Taytay, Rizal in December 2022, and the second branch at STI Ortigas-Cainta College, Cainta, Rizal in February 2025.

In spite of its early popularity and loyal client, Hunkies today is facing a number of challenges that threaten its probability as a market player and profitable business for the long term. The cafe competes in an environment dominated by big national brands like Starbucks and Coffee Bean, with increasingly more local players that strongly use digital promotional tactics and customer interaction techniques. Shifting consumer behavior—due to convenience, price sensitivity, and lifestyle changes—also make it harder for the business aspect. And swings in ingredient prices, increasing operational costs, and unpredictable demand between branches have also put a force on keeping profitability intact.

To overcome these challenges, an increasing demand exists for a data-driven revamp strategy using business intelligence and analytics to redefine how Hunkies comes to know and operate its business. Data-driven actions can allow the cafe to move away from guessing and move towards fact-based decision-making. Through data collection and analysis of customer, sales, and marketing data, Hunkies will be in a position to make valuable insight into consumer behavior, seasonal demand, and product performance.

This allows the company to see high-growth, high-margin products, tweak losing items, and create focused marketing campaigns that appeal to targeted groups of customers. By integrating data insights in all areas of its business—from product development to customer engagement—Hunkies is better placed in strengthening its competitiveness and long-term survival in tough markets.

Retraining is also in line with the current local and national initiatives which rush the digitalization of the country's MSMEs. Just like what the Department of Trade and Industry (2025) and the Department

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of Science and Technology (Phil star Tech, 2025) highlighted, the country needs data analytics and digital applicability in order to help and give the local business owners strong, more competitive, and innovative solutions.

Ultimately, this study seeks to create a particular Product Roadmap and Marketing Strategy that stimulates Hunkies Cookies + Coffee based on data-driven insights. The department of science and technology points out that to truly support the local entrepreneurs the country needs to adopt data analytics and digital marketing strategies. This is how small businesses can develop the strong, competitive and innovative solutions they need to succeed.

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II. Data Collection and Analysis

2.1 Methodology

Researchers used a mixed method approach to collect data. This research contains two ways to gather information - an online survey & in-person interview. These methods allowed the researcher to collect data broadly and accurately. The purpose of this research is to better understand the hunkies by looking over to the behavior, preferences, & opinions of customers.

- **Online Survey:** We used a Google Form and the type of question were checklist and open-ended questions.
- **In-person Interview:** In order to know more about the preferences of customers, researchers went to hunkies (Taytay branch) to distribute papers with some questions like where did you first see hunkies and what are your new suggestions.

2.2 Summary of Findings

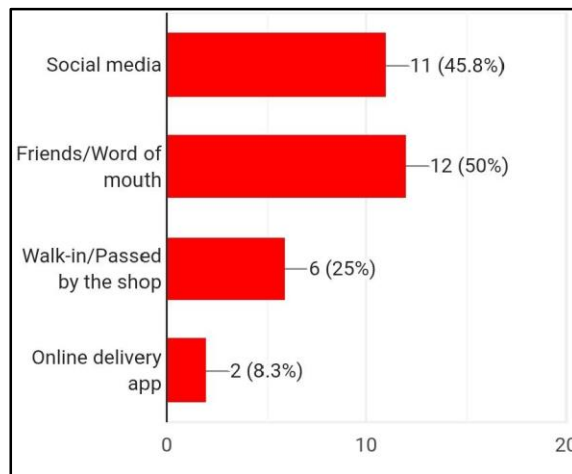


Illustration #1 : Where did you first see the Hunkies Cookies + Coffee?

According to the results of Figure 1, 50 % of respondents see the Hunkies through Friends/Word of mouth, 45.8 % through social media, 25 % and 8.3 % through walk-in/Passed by the shop and Online delivery app.

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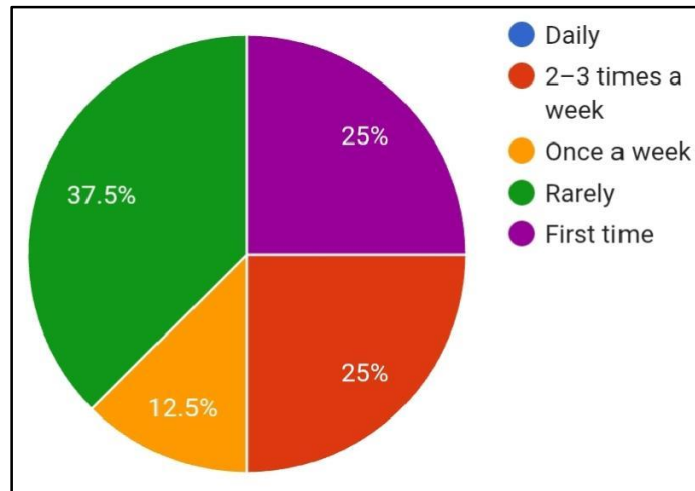


Illustration #2: How often do you visit Hunkies Cookies + Coffee?

According to Figure 2, 37.5% of respondents rarely go to hunkies, 25 % visit hunkies for the first time and 2-3 times a week, while 12.5% visit them once a week.

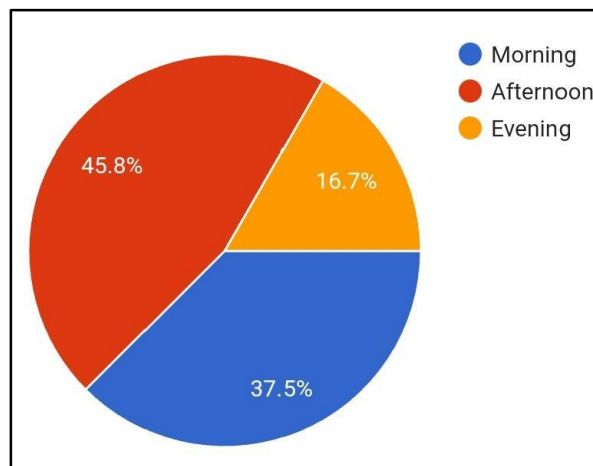


Illustration #3: What time of the day do you usually visit?

In the results of Figure 3, you see that 45.8 % prefer to visit hunkies in the afternoon, 37.5 % in the morning, and 16.7 % in the evening

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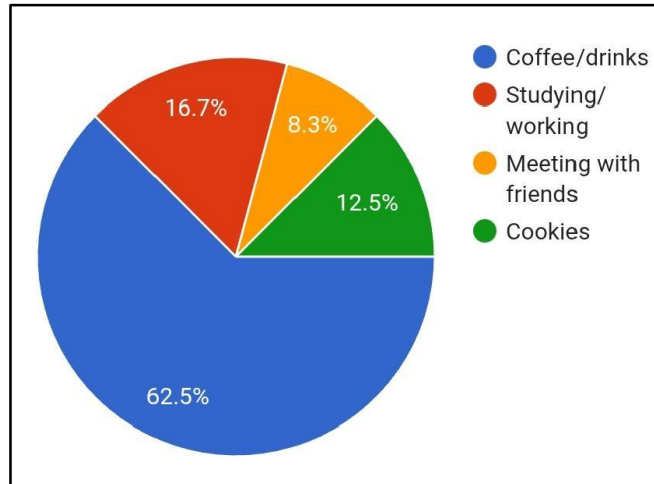


Illustration #4: Reason for visiting Hunkies

In Figure 4, the primary reason why customers visit hunkies was because of the coffee/drinks with 62.5 %, Other reason was for studying/working with 16.7 %, 12.5 % said that they visit hunkies because of their cookies, and lastly 8.3 % is for meeting with friends.

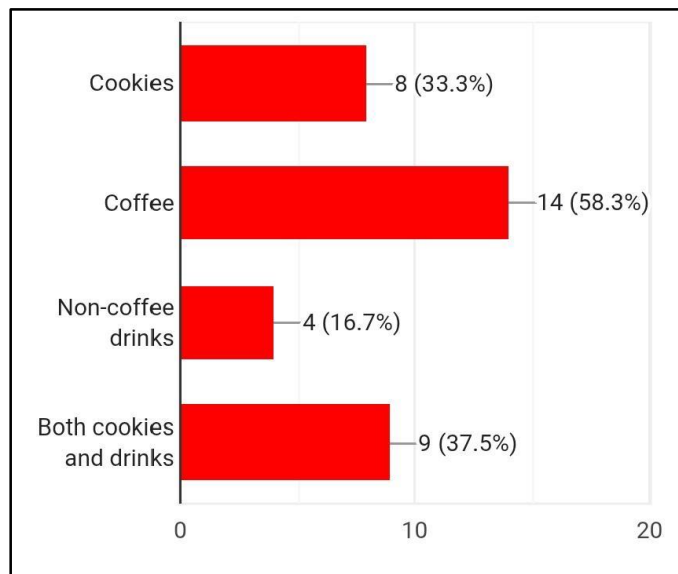


Illustration #5: Which product do you usually order the most?

According to figure 5, the most ordered was coffee with 58.3 %, and next was both cookies and drinks with 37.5 %, you can see here that customers love to combine drinks and cookies.

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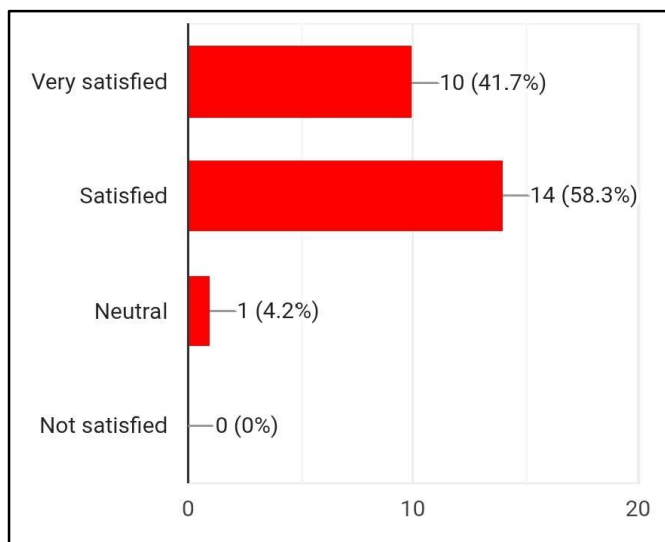


Illustration #6: How satisfied are you with the taste of Hunkies' cookies?

In figure 6, respondents were either very satisfied (41.7 %) or satisfied (58.3 %). This means that hunkies cookies are really good.

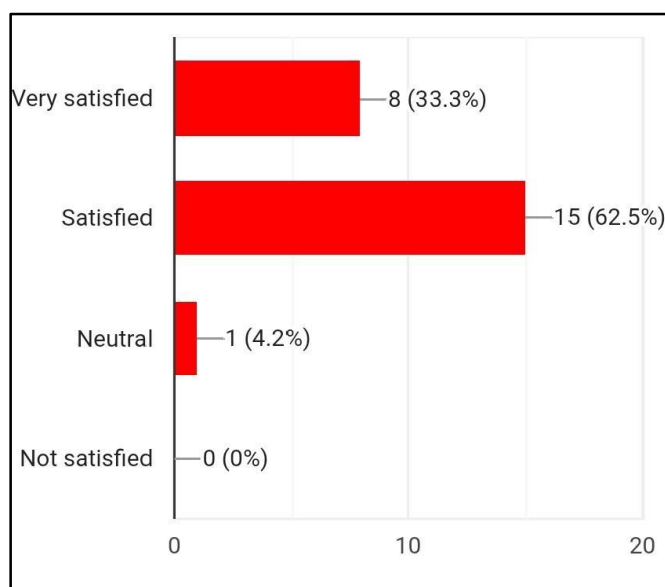


Illustration #7: How satisfied are you with the coffee and other drinks offered?

For the drinks in figure 7, you can see here that 62.5 % respondents are satisfied, and 33.3 % are very satisfied. This means that hunkies products serve a satisfaction to its customers.

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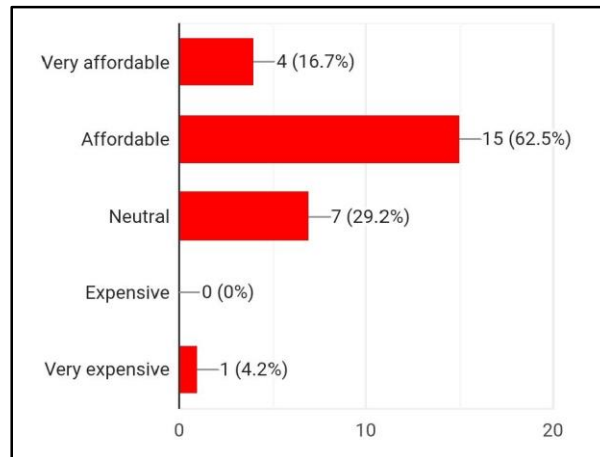


Illustration #8: How do you find the pricing of Hunkies products compared to other cafés or cookie shops?

As shown in figure 8, the majority of the respondents finds Hunkies' products as reasonably priced compared to other competitors (62.5% "affordable" and 16.7% "very affordable"). This indicates that Hunkies' pricing is not a barrier to purchase for the vast majority of the customer base.

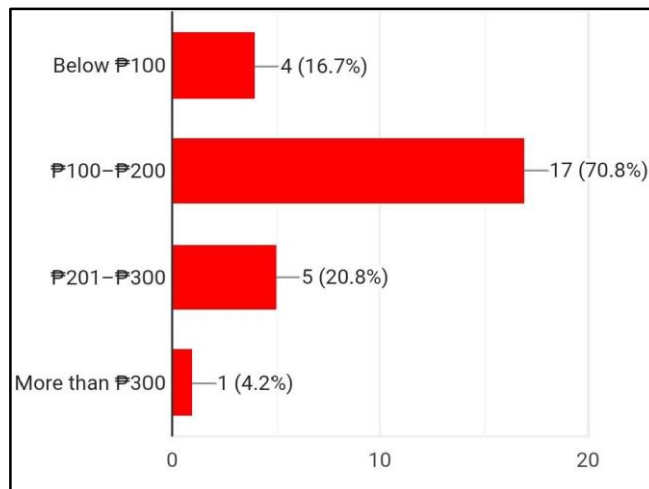


Illustration #9: How much do you usually spend in one visit?

As shown in figure 9, the majority of the customers (70.8%) spends ₱100 to ₱200 in one visit. This suggests that customers typically buy 1-2 items in Hunkies menu.

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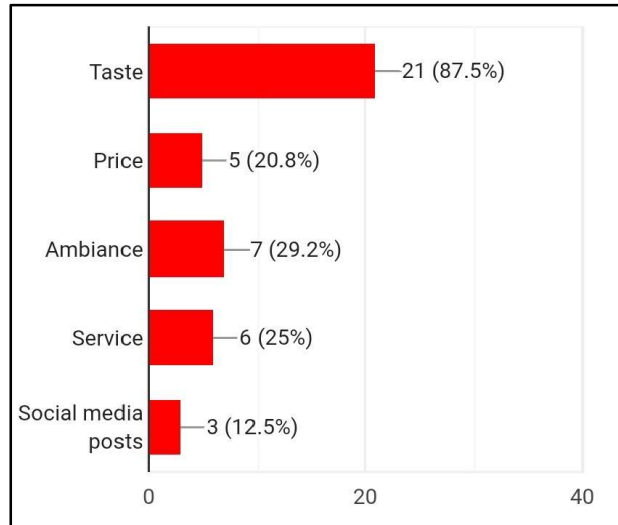


Illustration #10: Which of these factors most influences your decision to buy?

As shown in figure 10, taste is the main factor to influence customers' decision to purchase at Hunkies, with 87.5% respondents. This indicates that taste heavily dominates all other factors. Ambiance (29.2%) and service (25%) are the second most important factors, indicating that cafe experience contributes significantly to the customers decision to buy.

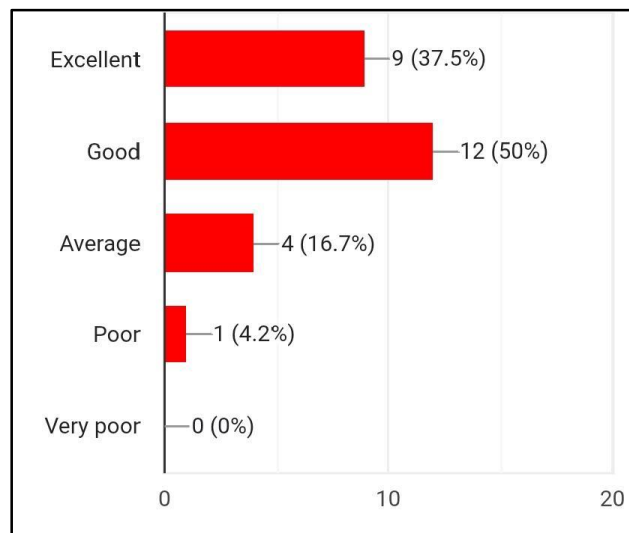


Illustration #11: How would you rate the overall ambiance of the shop?

As shown in figure 11, the overall ambiance of the shop is highly rated, with a combined 87.5% of customers rating it as "Good" or "Excellent". This indicates that Hunkies have a pleasant environment.

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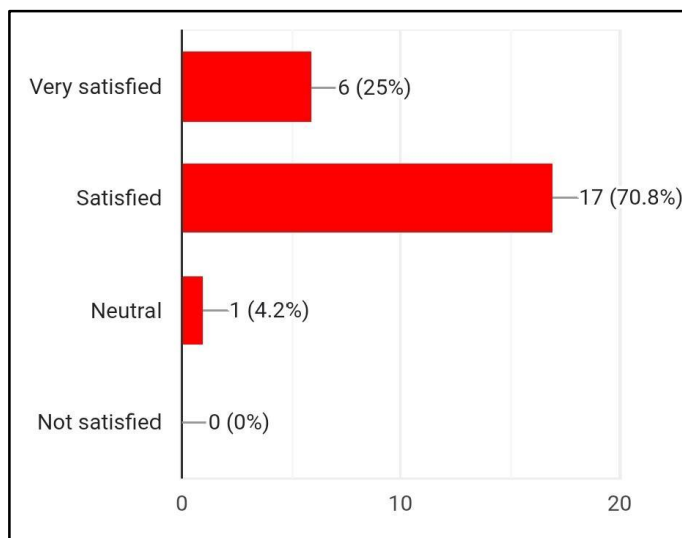


Illustration #12: How satisfied are you with the customer service of Hunkies staff?

As shown in figure 12, 25% are very satisfied and 70.8% are satisfied with the customer service of Hunkies staff, indicating excellent staff performance.

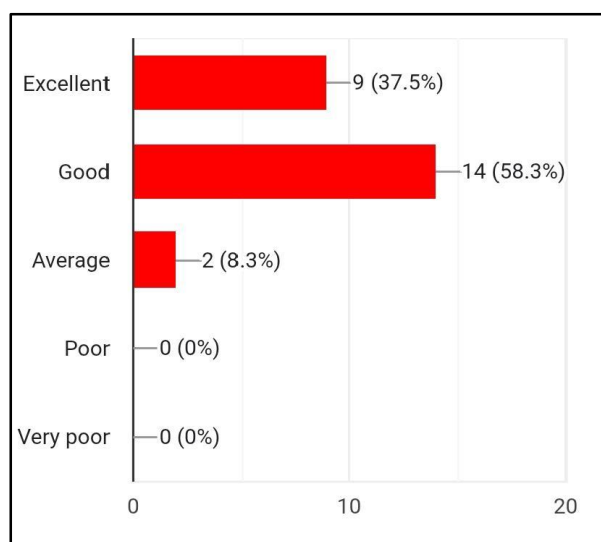


Illustration #13: How would you rate the cleanliness of the store?

In figure 13, 37.5% respondents rated "excellent" and 58.3% rated "good" on the cleanliness of the store, with no "poor" or "very poor" ratings. This shows Hunkies high operational standards.

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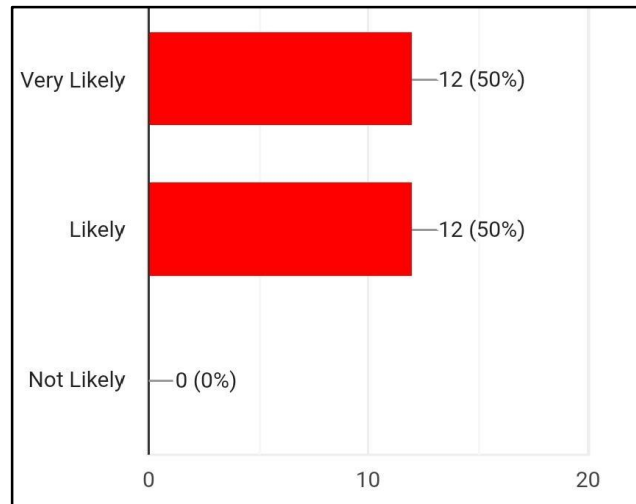


Illustration #14: How likely are you to recommend Hunkies to friends/family?

As shown in figure 14, 50% of respondents answered “very likely” and 50% answered “likely” in recommending Hunkies to friends/family. This indicates high satisfaction on all service and environment metrics of Hunkies.

Question 15 : Would you be interested if Hunkies offered a loyalty program (points, rewards, freebies)?

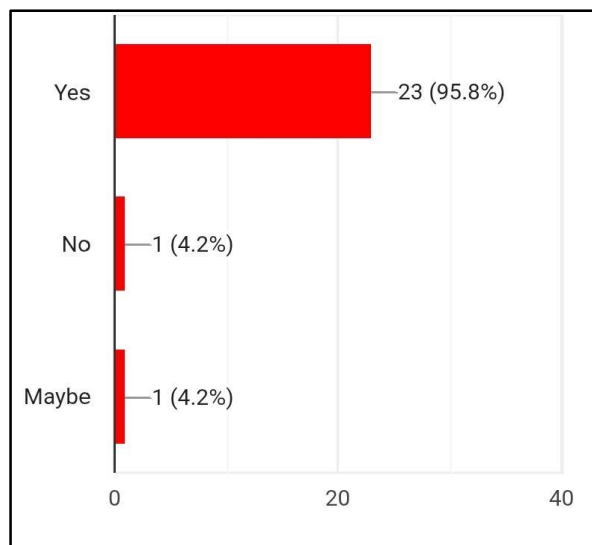


Illustration #15: Would you be interested if Hunkies offered a loyalty program (points, rewards, freebies)?

According to Figure 15, 95.8 % of respondents say yes for the loyalty card and 4.2% respondents pick no and maybe.

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Illustration #16: Which type of promotion attracts you most?

As shown in figure 16, “Buy 1 Take 1” is the most attractive promotion (45.8%), closely followed by “Discounts” (41.7%).

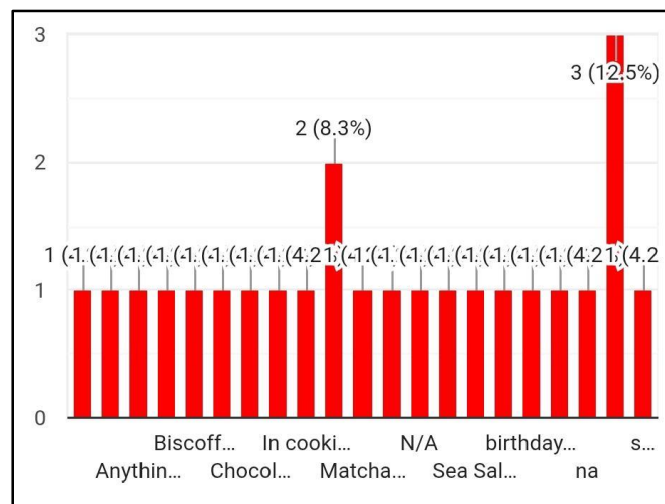


Illustration #17: What new flavor or cookies or drinks do you want to try?

In figure 17, there are so many new suggestions from customers, you can see here that each of them have different preferences.

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Table 1.1

TITLE	QUESTION	RESPONSE
Hunkies Cookies + Coffee	What suggestions or recommendations that you want for hunkies to be better or to improve?	<p>R1 : None</p> <p>R2 : None</p> <p>R3 : Nothing</p> <p>R4 : Wider Space</p> <p>R5 : Add more choices both drinks and cookies</p> <p>R6 : The space</p> <p>R7 : Look for better place</p> <p>R8 : More branches</p> <p>R9 : The ambiance of the store</p> <p>R10 : Expansion of their physical store</p> <p>R11 : Bigger store</p> <p>R12 : Their place is very small</p> <p>R13 : Place/Location</p> <p>R14 : N/A</p> <p>R15 : Bigger space</p> <p>R16 : For my suggestion, they should create a new flavor that is rare, so they can capture the attention of customers.</p> <p>R17 : N/A</p> <p>R18 : Bigger space</p> <p>R19 : Eco friendly packaging</p> <p>R20 : My suggestion is to expand their shop put more tables and all</p> <p>R21 : Nothing</p>

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		<p>R22 : Update Social media and inquiries</p> <p>R23 : Better taste and ambiance</p> <p>R24 : N/A</p> <p>R25 : Have more variety of pastries and drinks such as frappe</p> <p>R26 : More flavors</p> <p>R27 : Be more affordable and more flavors</p> <p>R28 : Improve the menu</p> <p>R29 : None</p> <p>R30 : To have frappe</p> <p>R31 : remove the birthday cookie in menu and make it only available for special occasion like birthday to look forward to</p> <p>R32 : Bigger space</p> <p>R33 : The place make it wider, to accommodate customer to seat properly and affordable</p> <p>R34 : Put up a big shop</p>
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Illustration #18: Suggestions and recommendations

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2.3 Swot Analysis

Strengths (Internal):	<p>What do Hunkies do well?</p> <ul style="list-style-type: none"> ● High Quality Products : Hunkies is known for their quality drinks, and special cookies. ● Online presence: They use social media - Instagram and Facebook. They post promotions, contents, and their new items. ● Hybrid : You can purchase products through a physical store, online - delivery apps (Food panda or Grab)
Weaknesses (Internal):	<p>What are Hunkies' Internal challenges?</p> <ul style="list-style-type: none"> ● Limited Capacity : The place of hunkies is too small, they don't have big space for their customers. ● Suppliers : since hunkies is a small business, there's a chance that they will have a hard time getting a wide range and steady suppliers.
Opportunities (External):	<p>What are the external factors can Hunkies Cookies + Coffee capitalize on?</p> <ul style="list-style-type: none"> ● Collaborations : Have a partnership to other local shops ● Expand : since the new branch in Cainta is performing well, they could open a new branch again. ● Rental : Unlike other shops, Hunkies offers mobile carts that can be rented for events such as wedding, birthday parties, etc.,
Threats (External):	<p>What external challenges could harm the business?</p> <ul style="list-style-type: none"> ● Customer Taste : Many people nowadays are changing their taste every week or month. Some people want healthy options, in this case Hunkies need to have a new menu or add healthy options. ● Intense Competition : The rise of coffee shops today is increasing, Hunkies will face competitors specifically in international shops like Starbucks. Many people also sell cookies online at a smaller price.

Table 1: SWOT Analysis of Hunkies Cookies + Coffee

Analysis : Hunkies is doing good because of its cookies and coffee, but the physical store is too small making it limited for all the customers. Hunkies should continue to open physical stores since the cainta branch is doing well, however hunkies should stay competitive in the market.

III. Proposed Menu & Product Lifecycle Alignment

3.1 Boston Consulting Group (BCG) Matrix

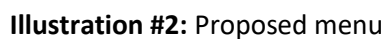
		Relative Market Share	
		HIGH	LOW
Market Growth Rate	HIGH	Stars: Spanish Latte Butterscotch Latte Double Chocolate Chip Strawberry Milk	Question Mark: Honey Fizz Americano Matcha Strawberry Strawberry Soda
	LOW	Cash Cow: Signature Chocolate Classic Chocolate Chip Cookie Matcha Oat Latte	Dog: Ginger & Citron Soda Lemon Ginger & Citron Birthday Party Cookie Orange Espresso Mango Espresso

Table 2: BCG Matrix of Hunkies cookies + Coffee

Analysis: The BCG Matrix for Hunkies Cookies + Coffee was categorized using results from a customer survey conducted by the group. The group also looked at which products are the best-seller in the store.

3.2 Table with existing menu, proposed changes, and rationale







Illustration #1: Current menu of Hunkies Cookies+ Coffee



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3.3 Product Roadmap

(DEVELOPMENT TO LAUNCHING)

	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
HALLOWEEN PROMO						
DEVELOP NEW SEASONAL DRINKS						
VALENTINE'S PROMO						
PRODUCT RETIREMENT						
GRADUATION SEASON PROMO						
SUMMER DRINKS PROMO						

Analysis: This roadmap is good because it shows clear plans for each month. This includes when to launch new drinks and retire old ones. It matches promotions with holidays like Valentine's and graduation season, which helps attract more customers. The roadmap also uses the BCG strategy to focus on best-sellers and test new ideas wisely.

IV. Advertising and Promotional Plan

4.1 Target Market

The Primary Target Audience was Gen Z, Millennials, students, and professionals that range around 18 to 50s/ around the location of "Hunkies." Branches. Hunkies Cookies + Coffee is also very well known for pick-up or on-the-go coffee (their specialty) that's very convenient for homebuddies and professionals/ working individuals who need a quick break or are craving coffee.

4.2 Key Message

"Hunkies Cookies + Coffee Seasonal Menu"

Our messaging for the Hunkies Seasonal Menu launch is designed to capture the younger target market that has a tendency to seek more varieties of flavor, which prevents them from going to other coffee shops. Our core message must emphasize varieties of flavor, customer satisfaction, and trendy flavors for the right season that not only capture new customers but also maintain loyal customers.

“Hunkies Cookies + Coffee’s Seasonal era has come: Various Flavors, More Fun and Trendy”

4.3 Marketing Channels

The social media platforms that Hunkies Cookies + Coffee have can significantly contribute to making it more known. Technology has now really evolved to capture the attention of the mass audience, which can lead to sales. Using Facebook, one of the most used platforms to connect and gain attention, Hunkies will upload humorous reels that feature Filipino humor to attract attention. Paying for sponsored ads on Facebook, costing between ₱100 and ₱500, can make the content appear to various potential customers around the area. Hunkies' TikTok account should be managed by a Gen Z who is chronically online to know humorous trends to upload once a week.

4.4 Sample Materials



Illustration #1: Sample Poster



Illustration #2: Social Media Ads

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V. Key Performance Indicator Dashboard

5.1 Financial Key Performance

Financial KPI	Formula	Computation
Average Revenue per Customer (ARPC)	Estimated Total Monthly Sales/Total Number of Customers	₱15,000 Estimated Monthly Sales / 100 Customers = ₱150 ARPC
Customer Acquisition Cost (CAC)	Estimated Total Marketing Spend/Estimated Number of New Customers Acquired	₱1,600 Marketing Spend / 40 New Customers = ₱40 CAC
Average Spending per Customer (ASC)	Estimated Total Sales Revenue/Total Number of Customer	₱15,000 Sales / 100 customer = ₱150 per customer

5.2 Customer Key Performance Indicator

Customer KPI	Formula	Computation	Result
Cookie Product Satisfaction Rate	(No. of "Satisfied" respondents / Total respondents) × 100	(14 / 24) × 100	58.30%
Drink Satisfaction Rate	(No. of "Satisfied" respondents / Total respondents) × 100	(15 / 24) × 100	62.50%
Customer Service Satisfaction	(No. of "Satisfied" respondents / Total respondents) × 100	(17 / 24) × 100	70.80%

5.3 Marketing Key Performance

Marketing KPI	Formula	Computation
Promotional Ad (Social Media)	$(\text{Estimated Budget} / \text{Target Audience} \times 100)$	The social media ad campaign has an estimated budget of ₱400 for one week targeting 700 people. The calculation is $(₱400 / 700 \times 100) = 57\%$, the ad is expected to reach about 57% of the target audience.
Promotional Attraction Rate	$(\text{No. of respondents attracted by discounts} / \text{Total respondents}) \times 100$	$(10 / 24) \times 100 = 41.7\%$
Customer Loyalty Interest Rate	$(\text{No. of respondents who said "Yes" to loyalty program} / \text{Total respondents}) \times 100$	$(23 / 24) \times 100 = 95.8\%$

VI. Appendices

Google Form (Survey) : <https://forms.gle/VrfUzRdbs6Yp6fbh9>

Questionnaire

1. Where did you first see the Hunkies Cookies + Coffee?

Social media
Friends/Word of mouth
Walk-in/Passed by the shop
Online delivery app
Other: _____
2. How often do you visit Hunkies Cookies + Coffee

Daily
2-3 times a week
Once a week
Rarely
First time
3. What time of the day do you usually visit?

 - Morning
 - Afternoon
 - Evening
4. What is your usual reason for visiting Hunkies?

 - Coffee/drinks
 - Studying/working
 - Meeting with friends
 - Cookies
 - Other: _____
5. Which product do you usually order the most?

 - Cookies
 - Coffee
 - Non-coffee drinks
 - Both cookies and drinks
6. How satisfied are you with the taste of Hunkies' cookies?

 - Very satisfied

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- Satisfied
- Neutral
- Not satisfied

7. How satisfied are you with the coffee and other drinks offered?

- Very satisfied
- Satisfied
- Neutral
- Not satisfied

8. How do you find the pricing of Hunkies products compared to other cafes or cookie shops?

- Very affordable
- Affordable
- Neutral
- Expensive
- Very expensive

9. How much do you usually spend in one visit?

- Below ₱100
- ₱100–₱200
- ₱201–₱300
- More than ₱300

10. Which of these factors most influences your decision to buy?

- Taste
- Price
- Ambiance
- Service
- Social media post

11. How would you rate the overall ambiance of the shop?

- Excellent
- Good
- Average
- Poor
- Very Poor

12. How satisfied are you with the customer service of Hunkies staff?

- Very satisfied
- Satisfied
- Neutral
- Not satisfied

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13. How would you rate the cleanliness of the store?

- Excellent
- Good
- Average
- Poor
- Very poor

14. How likely are you to recommend Hunkies to friends/family?

- Very Likely
- Likely
- Not Likely

15. Would you be interested if Hunkies offered a loyalty program (points, rewards, freebies)?

- Yes
- No
- Maybe

16. Which type of promotion attracts you most?

- Discounts
- Buy 1 Take 1
- Bundle flavors
- Seasonal flavors
- Loyalty reward

17. What new flavor of cookies or drinks do you want to try?

18. What suggestions or recommendations that you want for hunkies to be better or to improve?

VII. References

Hunkies Cookies+ Coffee

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