

## A feasibility study on establishing saccharine crusty business in San Jose, Occidental Mindoro

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### ***Abstract***

The growing population and economic development in San Jose, Occidental Mindoro have increased the market trend for pastry and coffee shops. Clearly observed, food is our primary need. We can resist buying clothes but it will be hard to fight hunger. To utilize this upturn, establishing a business that is associated with pastries, loaves of bread, and milk tea forms a moment for entrepreneurs to seize up a profitable opportunity. As people tend to consume it for breakfast, snacks, lunch, and even dinner, Saccharine Crusty Goods Shop focuses on serving at a flexible time. It is imperative to consider the potential of bakery items to augment the nutritional value and diversity of our diet, as well as their ability to enhance the overall eating experience. Our enterprise offers a diverse and adaptable selection of baked products that are suitable for consumption at various times of the day and locations, addressing a variety of preferences and emotions. Realistically inclined, the physical shop's location is an utmost place where consumers passed by which prospects more consumer-like students, professionals, and individuals that generate higher income. Along with exceptional customer service, accessible networking sites, and fast delivery services the business aims to be the top-performing businesses in San Jose. Thus, this proposed business is feasible and viable after stating the cost that will be incurred. Above all, the establishment enhances the skills of the student workers in handling a business that would be get for them in their chosen endeavors.

***Keywords:*** growing population, flexible time, sweet foods, San Jose, feasible

## **A feasibility study on establishing saccharine crusty business in San Jose, Occidental Mindoro**

### **1. Introduction**

One prevalent business nowadays is the milk tea industry, which has gained immense popularity among Filipinos. To further enhance the products that the researchers would like to offer, they intend to provide an assortment of pastries that would cater to more people. Saccharine Crusty Goods aims to showcase the quality of its product to its customers. To achieve this goal, the business offers two primary menus featuring pastries and milk tea. As per Unilever's food solution (UFS), it can be stated that there are 3 reasons why Filipinos love their main course to be sweet and one of these is the taste of sweetness is the ultimate comfort food for Filipinos, which we will make it more nutritional which distinguish us from our competitors and enable us to provide our customers with exceptional service, ensuring their utmost satisfaction. Pastries are widely recognized as food item that is associated with poor nutritional value. However, growing interest is enhancing the nutritional quality of pastries by incorporating natural fruit flavors, such as fresh strawberry, into their composition. According to Talle (2022) in National Nutrition Country (NNC), the consumption of milk tea offers significant advantages such as being a potent source of antioxidants, providing bodily strength, and serving as an excellent energy source. This intervention has been shown to have stress-reducing and mood-enhancing effects. Weight management, the maintenance of healthy skin.

To enhance the worth of customers and employees, it is crucial for enterprises to function in a manner that is favorable to the advancement of society. It is imperative for corporations to implement policies that prioritize the betterment of society and the environment, while simultaneously mitigating any adverse effects on these entities. We will ensure that the environment is maintained in a hygienic state and consistently sanitized. It is imperative to uphold a positive and constructive rapport with clientele. To ensure the retention of customer loyalty, it is essential to provide them with honesty and respect. As members of society, we bear a social obligation to improve our competencies, foster the recruitment and retention of proficient personnel, and cultivate our connections with patrons and the populace. The pastry is one of the menu items that Saccharine Crusty Goods offers in San Jose Occidental Mindoro; the inclusion of a cake is deemed indispensable in the context of commemorations. The act of presenting a gift to a celebrant is often associated with increased levels of happiness, serves as a symbolic representation of success and milestones achieved, and is a thoughtful gesture that has the potential to evoke positive emotions in the recipient (Dataflows, 2022).

A pastry is made of flour, shortening, and water that is used as a base and covering in baked meals such as pies (<https://bakerpedia.com/processes/pastry/>), whereas milk tea may refer to a wide range of teas and tea-based drinks from throughout the world. Milktea and pastry businesses provide beverages for you to consume and leave you delighted with the price you spent. Every day, the shop creates new items and serves you tasty ones. When you place a pre-order on their social media channels, this store may provide a service for celebrations and events. They are also offering a delivery service to make life easier for their consumers. They are ready to make and serve you as long as it is available. The business will be compensated based on the products you consume. This company concept began because the proponents had similar ambitions and dreams. The motivation for this is to put our abilities to use and fulfill our passion to make pastries and cakes.

The benefits that this study provides come from the heart of the researchers and they are truly happy to provide growth in their community. The increase in the customers of pastry products is among the factors that prompted us to establish this enterprise, as sweets and popular comestibles have gained greater appeal among contemporary consumers. The shops will be accessible to the general public with the purpose of offering products to individuals seeking to supplement their income. It is possible to avoid the need to travel a significant distance in order to purchase at Saccharine Crusty Goods Shop. Because our shop is in a strategic location where

it is easy and accessible to go consumers, they do not need to go far and spend a fare to buy pastries products. Locations where individuals can occupy themselves during power outages. In light of the present electricity deficiency in San Jose Occidental Mindoro, a considerable number of individuals are seeking a suitable location to complete their work, thereby ensuring that our store can adequately cater to the electricity needs of our clientele. Lessen the time-consuming line. As a result of the shop delivery service, customers are able to receive their orders without expending physical effort or expending time.

A group of students from Divine Word College of San Jose specializing in Accountancy, Business, and Management undertook a feasibility study resulting in the development of Saccharine Crusty goods in 2023. This product line features a combination of Milktea and pastry offerings. Each of the students began with multiple business concepts on a sheet of paper. Group Six has proposed the establishment of a milk tea and pastry business in the community with the aim of becoming the top performer in the pastry and milk tea industry in San Jose Occidental Mindoro. The primary objective is to provide excellent treatment to the most significant resource, which is customers, to enable Saccharine Crusty Goods to satisfy their needs and desires and meet their expectations.

Upon careful thinking of the Mindoreño culture, taking into account the numerous events transpiring in the locality and the burgeoning population of San Jose Occidental Mindoro, it is possible that milk tea and pastries could serve as a valuable addition for individuals seeking to enhance their celebratory gatherings with delectable confections that impart a sense of joy and satisfaction. The researchers proposed this business because Filipinos adore pastries and sweets. Pastries are in high demand here, and the researchers see a lot of chances. By combining milk tea and pastries, the researchers want to make this business more distinctive for individuals who enjoy sweets and tea. This shop provides a variety of milk tea tastes and pastries that will pique the interest of our customers. This business will satisfy the taste buds of its target market. Saccharine Crusty will use Php. 700,000 start-up capital, 50% is from the researchers' savings and the other 50% will be loaned from the bank.

**Proposed Project Location** - According to Ganey's (2022) assertion, it is crucial to take into account not only the physical attributes of a property when selecting an appropriate business site. It is advisable for both the employer and employees to collectively identify a business site that is agreeable to all parties involved. Additionally, consider the perspective of a prospective customer or client. In order to achieve successful business growth and efficient customer service, it is imperative to locate a suitable infrastructure. Saccharine Crusty Goods Shop will be located at Bagong Sikat San Jose Occidental Mindoro in front of A.A. Castillo Law Office. The location is ideal due to its proximity to educational institutions or schools. The accessibility of our shop is high as it is situated along the national road, facilitating ease of location for the consumer.

**Historical Perspective - Industry Insights-** As per projections, the bakery sector's market valuation in the Philippines amounted to 2.04 billion in 2021 (Philippines Bakery and Cereals Market Size by Categories, Distribution Channel, Market Share, and Forecast, 2021-2026, 2022). It is anticipated that the market will exhibit the Compound Annual Growth Rate (CAGR) in excess of 3% over the specified time period. The category of cakes was found to be the most popular, whereas it is anticipated that energy bars will experience the most rapid growth in the market. Flexible packaging is the prevailing material of choice for packaging, and Manila has established itself as the primary market for pastries. The study on the bakery market in the Philippines provides insights on lucrative markets to focus on, patterns in the employment of packaging materials, statistical data on the distribution of categories of types and closures, and the market shares of companies operating in the industry.

**Industry Trends-** From 2015 to 2020, the market for cakes and pastries exhibited a moderate level of growth. Cakes and pastries are widely recognized as two of the most commonly consumed bakery items. Cakes are typically prepared using a combination of sugar, flour, eggs, margarine, baking powder, and baking soda. frequently ingested during ceremonial occasions such as birthdays, weddings, and commemorations. Cakes are available in diverse shapes and dimensions and can be customized to meet the expectation of the purchaser. A pastry is a type of dough that is composed of flour, water, and oil and can be either sweet or savory. Pastries are

commonly subjected to either frying or baking processes and are utilized as crusts for pies and tarts. Puff, shortcuts, and choux are among the most commonly available varieties of pastries in the market (2015 Annual Survey of Philippine Business and Industry (ASPBI), 2018).

*Financial Outlook*- Pastries, loaves of bread, and milk tea are all favorites among Filipinos. They consume it for breakfast, snacks, lunch, and even dinner. They are unable to survive without bread. According to Index Box (2022), the Philippine bread and bakery market climbed by 1.6% in 2021, breaking a two-year downward trend. From 2012 to 2021, the market value expanded at an average yearly rate of +3.5%; the trend pattern suggested some noteworthy swings were observed throughout the investigated period. In terms of value, bread and bakery output increased moderately in 2021, based on export prices. From 2012 to 2021, the total production value rose at an average yearly rate of +3.5%; the trend pattern revealed some noteworthy swings were observed throughout the investigated period. Production growth remained considerably lower from 2019 to 2021 (Philippines - Bread and Bakery Product - Market Analysis, Forecast, Size, Trends, and Insights, 2023).

## 2. Market Study

*Determining the Market* - The flavor of our bakery's baked goods, milk tea's, and the unique imaginative customized cakes and cupcakes we provide at reasonable rates are our shop's primary selling points. Our shop's logo and tagline are meant to draw in our target market and potential consumers. Our primary objective is to maximize profitability by providing outstanding food and service, while also ensuring that our menu is accessible and appealing to a diverse customer base. This business will set the utmost importance on the delight of its customers. It will rely on getting recommendations from existing consumers. Saccharine Crusty Goods shop wants to be known for its fresh, delectable cakes, and quality beverages that are also reasonably priced.

*Product Capacity* - Saccharine Crusty Goods is a milk tea shop that offers different types of pastries products like cookies, bread, brownies, Silvana's, milk tea, and different types of pie and cake that they can buy whole or slices and they can consume the product dine in and experience the beauty, comfortability, and ambiance of the place and, they can take out their food if they want. Saccharine crusty goods will offer different types of freshly made pastries and milk tea that they can order through the cashier and wait until it comes to their table that they choose and wait to call the number that our employee gave to them as a number in the line. Saccharine Goods also accept delivery in any delivering firm that they trust to deliver their product and we also accept ordering dozens of products to be made for celebration in any type of our pastries. Saccharine crusty goods also accept feedback from our beloved customers to improve our service and to provide better development as business owners.

*Estimating The Future Demands/Supply/Imports/Exports/ On Certain Products* - The Philippines' baking industry needs skilled bakers. The demand for pastries and other baked items is increasing as more people eat out. The Filipino population enjoys indulging in baked foods, including bread, cakes, pastries, and other sweets. The normal profit margins for a bakery business range from 25% to 50% of the gross margin. However, there are clearly large profit margins in this market if you can control your costs well and if you manage to discover competent suppliers (Philippines - Bread and Bakery Product - Market Analysis, Forecast, Size, Trends, and Insights, 2023).

**Table 1**

*Target Market of the Proposed Business (Demographic profile of barangays in San Jose, Occidental Mindoro, 2020)*

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Age group	Population
5 to 9	17,247
10 to 14	17,212
15 to 19	15,354
20 to 24	12,230
25 to 29	10,381
30 to 34	9,834
35 to 39	8,949

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Age group	Population
40 to 44	7,983
45 to 49	7,259
50 to 54	5,793
55 to 59	4,769
60 to 64	3,366
65 to 69	2,514
70 to 74	1,463
75 to 79	1,074
80 and over	822
Total	126,250

Table 1 shows the age group target market of the proposed business based on the researchers. The total population in San Jose Occidental Mindoro is 126,250 people, with the 5 to 9 age group having the largest number (17,247 people) and the 80 and older age group having the lowest population (822people) (Demographic profile of barangays in San Jose, Occidental Mindoro, 2020). As a result, the researcher expected that 5% of the overall population will avail of this proposed business.

**Proposed Prices** - Consumers have been looking for quality over price. They consider availing worth the price services that provide convenience and satisfaction. Aside from this, in terms of a special event in their lives, they wanted it to be beautifully and successfully executed. Considering the culture of the people living in the area, and their demographic and socioeconomic background, is a must to make considerable pricing of our services. The price for event planning and equipment rentals is determined by cost-plus pricing whereas the price is based on the cost that the company will spend for the equipment and supplies to be purchased. While the prices for event styling are determined through a penetration pricing strategy whereas the prices are lower than its competitors. These strategies were used to be able to compete in the market and earn brand recognition.

**Table 2**

*Proposed Prices of Saccharine Crusty Products*

Products of Saccharine Crusty	Price
Pastry:	
Cookies	8.00 per piece
Silvanas	20.00 per piece
Pie	25.00 per piece
Brownies	15.00 per piece
Bread	5.00 per piece
Cake:	
Whole	400.00
Slice	35.00
Iced/Hot Coffee:	
Regular	39.00
Grande	49.00
Milk tea:	
Regular	39.00
Grande	49.00
Services	Price

Table 2 shows the proposed prices for Saccharine crusty products. The prices set by the researchers were based on the survey gathered from their prospective competitors. Furthermore, the costs determined by the researchers were based on a study of their potential rivals. The researchers also considered the cost of the ingredients, packaging, and the overall cost of manufacturing the product. This is a successful pricing approach since the components go about San Jose looking for the prices of other stores on that same product.

**Marketing Strategies** - The following strategies will be utilized to make the project proposal feasible and profitable:

*Wide variety of flavors*- Consumers are searching for traditional and authentic baked product delicacies, innovative takes on traditional recipes, and fresh, intriguing flavor combinations. The most significant factors are

the flavor that gives enjoyment; however, sustainability, nutrition, and health are becoming increasingly important. We provide a premium flavor selection for all varieties and specifications of baked products to create an authentic, rich, and sophisticated tasting experience. This proposed business will also offer tried-and-true low-cost flavorings for specific products on a limited budget. Some of the flavors we offer in our bakery are Vanilla, Maple, Caramel, Orange, Raspberry, Strawberry, Lemon, and Cocoa / Chocolate.

*Online Ordering Functionality-* Since everything is digital, a small processing fee on each transaction is sometimes the only expense of a small ordering system for a small business like ours. An ordering system can allow our consumers to place orders whenever and however they like. Going digital comes with a full suite of benefits for growing bakeries like us. An online ordering system is much more than a modern-day tool for taking orders efficiently. The online ordering system provides customers with the convenience of placing orders at their own discretion, regardless of the operational hours of our bakery. This proposed business integrates both offline (bricks) and online (clicks) browsing and ordering online, with goods sent from our store. The platform enables individuals to peruse a selection of merchandise akin to what is available in our physical store, via their personal computing devices or other electronic gadgets.

*Cross-promotion marketing-* Selling additional products to current consumers is known as cross-selling in marketing. This method is essential to running a successful business since it encourages customers to spend more money without using forceful sales techniques. Various cross-selling strategies will be used during the hectic holiday season. The researchers can build cross-selling displays for a variety of holidays as a bakery. The researchers use complementary product groups and enjoyable holidays to implement cross-selling tactics year-round to boost our sales.

### 3. Technical Study

**Table 3**

*Production Cost*

Items	Cost
Ingredients	Php. 40, 000.00
Electricity Expense	Php. 2, 000.00
Water Expense	Php. 500.00
Telecommunication Expense	Php. 1, 500.00
Advertising Expense	Php. 500.00
Air Conditioner	Php. 2,792.00
Oven	Php. 16, 390.00
Electric mixer	Php. 5, 988.00
Sealer Machines	Php. 1, 688.00
Blenders	Php. 980.00
Automatic Tapioca Pearl Maker	Php. 3, 899.00
Plastic Sealing Film	Php. 550.00
Generator	Php. 34, 500.00
Cabinet Chiller	Php. 35, 065.00
Ice Maker	Php. 7, 540.00
Selling/wall fan	Php. 1, 581.00
Measuring Cups and Spoons	Php. 250.00
Mixing Bowls	Php. 169.00
Spatula	Php. 160.00
Pastry Brush	Php. 40.00
Wire Rack	Php. 5, 341.00
Whisk	Php. 90.00
Knife	Php. 89.00
Parchment paper	Php. 59.00
Rolling Pin	Php. 101.00
Computer	Php. 14, 500.00
Weighing Scale	Php. 859.00

Cabinet Chiller	Php. 11,818.00
Generator	Php. 7,000.00
Apron	Php. 104.00
Work Table	Php. 11,278.95
Chairs	Php. 1,807.00
Trays	Php. 495.00
Uniform (1pcs. Per employee)	Php. 1,250.00
Plastic Sealing Film	Php. 547.00
Customized Mask (1pcs. Per employee)	Php. 360.00
I.D. Holder and lace	Php. 60.00
Customized First Aid Kit	Php. 660.00
Wi-Fi Router	Php. 1,500.00
<b>Total</b>	<b>Php. 214,010.95</b>

Table 3 shows the itemized materials that will be used in this proposed project. The cost of every material is for the one-month operation of the business. The prices of the materials are obtained in the physical store around the province since the researchers roam around the area. For some items that are not accessible in the province, the researchers look at the costs of online retailers such as Shopee and Lazada. Some of the production costs will not be purchased every month because they will last longer. The ingredients and expenses will be the ones acquired each month of the business's operation.

**Product Description** - Saccharine Crusty Goods Products is a company that sells delectable things. The proponent intend to sell delicacies such as cakes and tea. These are excellent quality, and you will want to try them repeatedly. Thus, this proposed business will sell and offer the following products:

**Pastry-** Pastries are baked foods that are primarily used to accent the flavor of fillings and to create a casing for them. It's a terrific way to receive that sweet feeling from a piece of cake or cupcake, which is produced with passion and love to get the right sweetness and taste of the different pastries we provide.

**Milk Tea-** Milk tea is a variety of beverages seen in various cultures that contain some mix of tea and milk. The amount of each of these major ingredients, the manner of preparation, and the presence of other ingredients all influence the flavor of the beverage. Instant milk tea powder is a mass-produced item. Milk tea is a beverage that includes nutrients that are beneficial to our health.

**Slice of Cake/Cake-** Cakes are bakery products that are high in sugar, fat, and eggs and can be flavored with a range of ingredients such as fruits and vanilla extracts. They are a significant component of the baking business.

**Coffee-** is a well-known beverage made from ground coffee beans and water. The beverage in question may be presented either hot or cold and exhibits a diverse range of flavors contingent upon the specific coffee bean utilized, the manner in which it was roasted, and any additional flavorings incorporated. Coffee is available in two varieties: commercial coffee and specialty coffee.

#### 4. Organization and Management Study

Saccharine operates as a Limited Liability Partnership, wherein all partners possess the right to partake in the management of the company. The promoters picked this sort of corporate structure to provide them with a competitive edge; nevertheless, given both aims and viewpoints, the benefits exceed the drawbacks. They can give more connections and possibilities, share the financial load, share the labor, and provide other prospective monetary and non-monetary benefits. They will also form a collaboration with the suppliers of furnishings, ingredients, packaging, and so on. To formalize the partnership, Saccharine's partners signed a legal agreement outlining all areas of the parties' economic cooperation.

#### 5. Financial Study

**Estimation of Capital Expenditures** - The needed capital for Saccharine Crusty will cost Php. 700,000 which

will come from start-up capital of 50% from the savings of the researchers and the other 50% will be loaned from the bank. The total projected amount of the expenses is Php 130,334.38 for the first month. These include the operational, salaries, and expenses of the business. The breakdown of costs is as follows:

**Table 4**

*Saccharine Crusty Goods Capital and Operational Expenditures*

OPERATIONAL EXPENDITURE						
EXPENSES:	Year 1		Year 2		Year 3	
	Month	Year	Month	Year	Month	Year
Salaries for Staff	45,000	540,000	47,250	567,000	49,612.5	595,350
Rent	40,000	480,000	44,000	528,000	48,400	580,800
SSS & PhilHealth Insurance	834.38	10,012.50	834.38	10,012.50	834.38	10,012.50
Ingredients	40,000	480,000	40,500	486,000	42,500	510,000
Advertising Expense	500	6,000	500	6,000	500	6,000
Utilities:						
Water Expenses	500	6,000	500	6,000	500	6,000
Electricity Expenses	2,000	24,000	2,100	25,200	2,105	25,260
Telecommunication Expenses	1,500	18,000	1,500	18,000	1,500	18,000
TOTAL:	130,334.38	1,564,012.50	137,184.38	1,646,915.56	145,915.88	1,751,422.50

The table provided above represents the company's total operational expenditures monthly and annually (for the next three years). The rent and salaries rise by 5 % monthly and annually, while the utilities, insurance, ingredients and advertising expense remain same for three years. As indicated in the values above, Saccharine Crusty Goods will have expenses totaling Php 1,564,012.5 in the first year, Php 1,646,915.56 in the second year, and Php 1,751,442.5 in the third year. As stated in Table, the itemized cost, is estimated to rise by 5% every year.

**Basic financial assumptions** - The financial plan and major assumptions of Saccharine Crusty Goods are as follows: The initial fixed asset for the first year of operation at Saccharine Crusty Goods is projected to be 3,830 pesos. Saccharine Crusty Goods, aims to achieve a 20% increase in projected sales within a two-year period. The monthly markup for the cost per service of Saccharine Crusty Goods is 23%. The operational expenditure of Saccharine Crusty Goods experiences an annual increase due to a corresponding increase in profits. Saccharine Crusty Good's gross profit revenue is projected to increase, with a total of 2, 335, 200 within the first three years. Saccharine Crusty Goods' initial profit margin observed in the first year was 64.96%, which subsequently increased to 80.08% after a period of three years. Saccharine Crusty Goods' annual insurance benefit for employees amounts to 10,012.5, which encompasses both the Social Security System (SSS) and Philippine Health Insurance Corporation (PhilHealth). Moreover, presented herein is a financial plan that outlines the various expenses that Saccharine is expected to incur, along with the corresponding total cost.

**Table 5**

*Projected Income Statement*

Projected Income Statement	Saccharine Crusty Goods		
	Year 1	Year 2	Year 3
Net Sales	1, 800, 000	2, 160, 000	2, 916, 000
Less: Cost of Product Sold	630, 660.95	528, 000	580, 800
Gross Profit (income)	1, 169, 339.05	1, 632, 000	2, 335, 200
Operating Expenses			
SSS & Phil Health Insurance	10,012.50	10,012.50	10,012.50
Advertising Expense	6, 000	6, 000	6, 000
Salaries Expense	540,000	567,000	595,350
Rent	48, 000	48, 000	48, 000
Uniform	2, 330	-	-
Utilities			
Water Expense	6, 000	6, 000	6, 000
Electricity Expense	24, 000	25, 200	25, 260
Telecommunication Expense	18, 000	18, 000	18, 000
TOTAL EXPENSES	654, 342.5	680, 212.5	702, 622.5
Gross Profit	1, 169, 339.05	1, 632, 000	2, 335, 200
Total Expense	(654, 342.5)	(680, 212.5)	(702, 622.5)



Profit	514,996.55	951,787.50	1,632,577.5
Profit Margin	64.96%	75.55%	80.08%

Table 5 above shows the profit that the researchers could earn over a three-year period. Saccharine crusty goods' 1<sup>st</sup>-year profit is Php. 514,996.55, Second-year profit is Php. 951,787.5 and Php. 1,632,577.5 in the third year. Year one revenues are expected to be Php. 1,800,000.00. The researchers expect that sales would increase by around 20% in Year 2, resulting in sales of Php. 2,160,000.00. Sales will increase by 35% in Year 3 because researchers believe that the business would be well-known in the community, resulting in sales of Php. 2,916,000.00. Every year, the proponents shall deduct the expenditures in the sales to calculate the profit. The company's expenditures are predicted to rise by 5% every year owing to unforeseen inflation. The first-year profit of saccharine crusty items is Php. The second-year profit is Php 514,996.55. 951,787.5 And Php. In the third year, the figure is 1,632,577.5.

**Environmental Impact Assessment Study** - Environmental Impact Assessment Study- You may be absolutely guaranteed that everything in the Saccharine Crusty Goods business is good and hygienic no matter where you go or what you do. We will always dispose of our trash in designated containers, and the researchers are going to switch from using plastic to paper bags. In addition, we want to use cardboard for the packaging of our cakes and cupcakes and will affix a stamp with the name of our shop to each and every item that is sold.

## 6. Summary of findings, conclusion, and recommendation

**Summary of Findings** - This study aims to determine the viability and profitability of the proposed business of saccharine crusty San Jose, Occidental Mindoro, to be named Saccharine Crusty Goods. The proposed business aims to produce a product that will satisfy all municipalities and barangays in San Jose, including Ambulong, Ansiray, Bagong Silang, Bagong Sikat, Bangkal, Barangay 1, Barangay 2, Barangay 3, Barangay 4, Barangay 5, Barangay 6, Barangay 7, Barangay 8, Batasan, Bayotbot, Bubog, Buri, Camburay, Caminawit, Catayungan, Central, Iling Proper, Inasakan, Ipil, La Curva, Labangan Iling, Labangan Poblacion, Mabini, Magbay, Mangarin, Mapaya, Monte Claro, Murtha, Naibuan, Natandol, Pag-asa, Pawican, San Agustin, San Isidro, and San Roque who love to eat sweets foods. It is possible that milk tea and pastries could serve as a valuable addition for individuals seeking to enhance their celebratory gatherings with delectable confections that impart a sense of joy and satisfaction. The researchers proposed this business because Filipinos adore pastries and sweets. Pastries are in high demand here, and the researchers see a lot of chances. By combining milk tea and pastries, the researchers want to make this business more distinctive for individuals who enjoy sweets and tea. This shop provides a variety of milk tea tastes and pastries that will pique the interest of our customers. This business will satisfy the taste buds of its target market.

**Conclusions** - The proponents found out that a Saccharine business can be started at a small capital and considered as one of its biggest advantages, because, in Saccharine business it's more on creating different products. The establishment of this type of business will be profitable and feasible nowadays and is relevant and necessary in our society because it promotes the recognition of the work of baking one's own product.

**Recommendations** - The proprietors recommend that this feasibility study be established in light of the study's conclusions. It will be necessary to implement a well-managed system of power, accountability, and general project control in order to conduct the Saccharine business. Relevant and effective management techniques should be used in this study to be more feasible.

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