



SAKOL: READY-TO-EAT VIANDS IN BALAYAN, BATANGAS

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ABSTRACT

This feasibility study evaluates the viability of "Sakol," a partnership-based business offering ready-to-eat viands in Balayan, Batangas. Sakol aims to provide convenient, high-quality meals that capture the rich flavors of Filipino cuisine. With a focus on simplicity, and sustainability, the business uses pressure-canning techniques to preserve the five variants that the business offers preventing the need to use any additives or preservatives and also uses eco-friendly 200ml sealed jars. These products are designed to meet the growing demand for practical, ready-to-consume meals among students, professionals, and busy individuals. It also determines the feasibility in terms of marketing, management, operational, financial, and socio-economic aspects.

The proponents identified the level of the customer's willingness to buy Sakol ready-to-eat viands through a survey. The researcher used a non-probability sampling method, specifically purposive sampling to select the respondents needed by the study, those chosen respondents represented the potential consumers of ready-to-eat viands in Balayan, Batangas. The proponents calculated the number of respondents in this study using Cochran's equation,

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resulting in 77 variability. Based on the result of the survey, in terms of age, the respondents are predominantly younger individuals. While a diverse mix of respondents, with parents being the most represented in terms of type of respondents. In educational status, most respondents have attained higher levels of education. For Occupational, it shows that the majority of respondents are currently employed and in terms of monthly income, most respondents have relatively lower monthly incomes.

Sakol employs a comprehensive approach to ensure feasibility and sustainability across its key business aspects. For the business's marketing strategy, the business offers five different variants which are 200ml and cost ₱210-245 using social media platforms, printed materials, and local events to promote Sakol's products. The management structure follows a centralized, line structured model, that enables clear communication and efficient decision-making among the five business owners who decided to use a pro-rata basis. Operationally, Sakol uses a pressure-canning method to preserve its products, ensuring quality and safety while optimizing production processes and proper disposal of all the wastes generated during business operations. Financially, the business is supported by an initial capital of ₱250,000, focusing on achieving a 20% profit margin within its first year. On the socio-economic, Sakol contributes to the local community by sourcing ingredients from local suppliers, creating job opportunities, and promoting eco-friendly practices through sustainable packaging. These integrated efforts align with Sakol's mission to deliver high quality, accessible meals while fostering cultural pride and community growth. Therefore, Sakol ready-to-eat viands is feasible and marketable.

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PORK Binagoongan is where pork and shrimp paste are mixed together and give a satisfying taste. It has a really salty taste, caused by shrimp paste, Sakol adjusts the taste or the saltiness of this variant. Making it more edible for some target markets.



BEEF Morcon is a Filipino-style roulade, which is commonly found in European cuisines. It is a rolled meat filled with different ingredients. In Sakol, the meat used is ground beef, and most of the ingredients used in an original morcon are used, with the same process.

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SEAFOOD Adobo mixed contains four different seafoods; shrimp, squid, and crab stick (as an extender for crab). This variant of Sakol was inspired by the Korean Cajun Seafood, but the process of this viands is very Pinoy, excluding the cajun paste and making it more like a taste of Pinoy.



FISH Tuna steak contains yellowfin tuna. This variant blend the savory essence of Filipino-style pork and beef steaks with a healthier seafood twist.



CHICKEN Pastil originated in Mindanao. This variant is an upgraded version, not a very unique one of chicken pastil. Sakol offers ready-to-eat viands so the pastil does not need to be seasoned like the normal pastil where people have to put soy sauce, chili oil, and calamansi or lemon to fully experience the taste of pastil.

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