



\*\*\*\*\*

## KAMPAY FRUIT BEER: A FEASIBILITY STUDY

**ALLIAH KIM A. VILLAVERDE; CARESSA LEI M. ADONA;  
VANESSA KEN A. CABINGAN; CAROL Q. ESTOPEN;  
ROCHELLE P. JUMARANG; TOMOMI A. KANEKO**

Bachelor of Science in Business Administration  
Major in Operations Management  
STI College Balayan

### ABSTRACT

Kampay Beer is an innovative fruit-flavored beer that caters to the evolving tastes of consumers who seek a refreshing and unique alternative to traditional beer. Kampay Beer offers a variety of tropical fruit flavors such as melon, dalandan, guyabano, and pineapple which is 330 ml costs 80 pesos and one stick of barbeque costs 25 pesos. The main goal of this study is to evaluate the feasibility and viability of launching fruit-flavored beer in the market, particularly in Balayan, Batangas, where the product will be initially introduced. For the marketing strategy, the business uses social media platforms, printed advertisements, and engages with public events to influence consumers to buy the product. Kampay utilizes an effective management structure by implementing production planning and control strategies in the organization. To ensure profitability, Kampay implemented a comprehensive financial analysis. On the socio-economic aspect, the business purchases locally sourced ingredients such as fruits and grains to support the economy and agricultural sector.

The proponents identified the level of the consumers' willingness to buy the Kampay Beer through survey questionnaires. Purposive sampling was implied to select the target respondents for the survey. In other words, the proponents will decide which members of the

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
population to engage with and ask questions about. A total of 80 respondents in Balayan, Batangas was calculated through Cochran's equation. The analysis and summarization of the data collected from the survey includes statistical and treatment of data procedures.

Based on the results of the survey, consumers are willing to buy Kampay fruit-flavored beer because of the unique flavor options. While in terms of place, consumers prefer to purchase a product from a place that has friendly and accommodating staff. In price, consumers want to purchase Kampay Beer when there is a bundle discount. For the promotions, consumers are willing to try a product if it comes with bundle deals. It indicates that Kampay fruit beer appeals to a wide demographic and can be marketed to diverse age groups. The findings from this study provide valuable insights to the potential success of the business venture by considering all relevant aspects of feasibility study.



\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

Beer has been historically linked to social gatherings and celebrations, where it has been instrumental in the development of connections and the creation of unforgettable experiences. In line with this tradition, Kampay Beer introduces a product that not only honors the cultural value of beer but also redefines it by incorporating unique, local fruit flavors. Derived from the Filipino slang for "cheers," Kampay represents a celebration of taste and togetherness. Kampay Beer is produced through a traditional fermentation process that incorporates fresh, local fruits, including pineapple, dalandan (local orange), melon, and soursop (guyabano) to guarantee the highest quality standards. The flavors set Kampay Beer apart from competitors, as fruit-flavored beers featuring distinctly Filipino fruits that are not currently available in the market.

This study aims to assess the market potential of Kampay Beer, emphasizing its competitive advantage as a locally inspired, fruit-flavored beer. The study will explore the demand for such products in both local and regional markets, assess its potential to attract a broad customer base, and examine the overall viability of introducing this product as a fresh alternative for consumers in the market looking for healthier options.

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*