



**SOYGOOD CRINKLES: REDEFINING THE CLASSIC CRINKLE
INTO A GUILT-FREE SNACK**

**KRISHNA AUDREY T. PURI; XENA JANELLA B. ARDIOS;
JOROSS L. DEL MUNDO; ANGELO JAY L. SALES;
CHARLES DOMINIC D. TALAG;
RANNIE DRANREB D. DOURCE**

Bachelor of Science in Business Administration
STI College Balayan, Inc.

ABSTRACT

This study investigates the feasibility and market viability of Soygood Crinkles, a soy-based, healthier alternative to traditional crinkle cookies that incorporates tofu, high-fiber ingredients, and Filipino dessert-inspired flavors. The product is designed for consumers seeking nutritious, affordable, and convenient snack options. The feasibility assessment focuses on Balayan, Batangas—an area characterized by strong demand for snack products and growing interest in health-conscious alternatives. The study evaluates the marketing, operational, financial, and socio-economic aspects of the proposed business.

A quantitative-descriptive research design was used, employing a structured survey administered to 75 respondents selected through stratified sampling to represent various age groups, genders, income levels, and locations. Demographic data and willingness-to-buy indicators across product, price, place, and promotion were analyzed to determine market acceptance. Results show high willingness to purchase, with respondents favoring healthier snack options that balance flavor, nutrition, and affordability. Limited-time discounts, bundle offers, and clear promotional messaging were identified as the most effective marketing strategies.

Operational analysis confirms that tofu, used as an egg substitute, enhances nutritional value through higher protein and fiber content while reducing sugar, positioning Soygood

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Crinkles as a healthier choice. The production process, distribution plan, and proposed location at WalterMart Balayan support efficient operations and convenient customer access. Financial projections indicate strong profitability, while socio-economic assessment highlights the product's potential to generate employment, promote healthier eating habits, and benefit the local community.

Overall, findings demonstrate that Soygood Crinkles is highly feasible and market-ready. Strategic recommendations include strengthening digital marketing, expanding product variants, reinforcing quality control measures, and leveraging community events to increase visibility and consumer trust.

Keywords: *Soygood Crinkles, feasibility study, market viability, soy-based snacks, tofu-based dessert, Filipino fusion flavors, health-conscious consumers, quantitative-descriptive research, stratified sampling, consumer willingness, nutritional value, operational strategies, financial analysis, socio-economic impact, product differentiation*

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