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## COREBITES Meat: Patty Made from Banana Stem

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### ABSTRACT

Meat-based products that are sold are proven unhealthy when consumed on a day-to-day basis with harmful substances, such as cholesterol, additives, and fat which could impact health and pose a risk of illnesses and complications. Meat products especially "Burgers" are one of the most popular and common foods that the public enjoys, a non-meat-based burger patty with both the purpose of health benefits and environmental sustainability is beneficial in the industry to provide the needs, wants and increases environmental awareness of consumers. The feasibility study entitled "COREBITES Meat: Patty Made from Banana Stem" aimed to provide healthy meat alternatives to the public ensuring quality and affordability while achieving environmentally friendly solutions made from banana stem as a plant-based alternative that can be beneficial to consumers with the purpose towards reduction of waste of banana trees.

Its objective is to determine the probability in the following aspects; marketing, management, operational, financial, and socio-economic. A quantitative method was utilized in this study, a total of 77 respondents were subjected to survey questionnaires gathered using simple random sampling. An inferential statistic was used to determine the significant

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difference in the willingness to buy CoreBites for their quality, efficiency, affordability, convenience, discount, and promotion as classified according to their demographic profile.

The researchers concluded that the significant difference on the scale of willingness that patties made from banana stem core (ubod) are a healthier option, environmentally friendly, affordable, popular in the Municipality of Balayan, and considering promotions such as discounts and bundles as encouragement to buy CoreBites shows that respondents agree and have the desire to buy CoreBites product base on these variable set of categories. The business aspects implement marketing strategies to effectively introduce banana stem core “ubod” patties and burgers to the target market with the use of traditional and digital channels, establish an organized structure of roles and responsibilities to ensure efficient operations, optimize the use of raw materials and streamline the production process and provide convenient access to customers, formulate a financial plan to determine the initial capital investment and return on investment achieving financial sustainability, contributing to the local economy and promoting sustainable practices and social responsibility.

The demographic profile sex, age, and location are not significant while the occupation of the respondents has a significance towards willingness to buy CoreBites after the collection of data and determining the significant difference. The proponents evaluated there is a willingness to buy the products for the targeted market in which CoreBites could fit the industry standard and be relevant in offering products that meet the customers’ needs and wants. CoreBites is a food business in the growing industry with products made from banana stem-like meat alternative patties and burgers are proven feasible and marketable.

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**Classic**



**BBQ**



**Spicy**



**Cheese**



**Classic Flavor Packaging**



**BBQ Flavor Packaging**

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**Spicy Flavor Packaging**



**Cheese Flavor Packaging**

## Description of the Product

A delicious and healthy guilt-free meat alternative patties called CoreBites are made from the banana core stem or (ubod ng saging). The product is a vegan meat patty that is popular amongst the food industry. CoreBites contains a patty as the main ingredient made from the core of the banana stem fresh ingredients such as carrots, flour, onion, garlic, and other blended seasonings. The business offers a variety of unique flavors and ingredients. CoreBites is an innovative food business that offers guilt-free products. The main products are both patties and burgers made from ground and processed banana stem core and other essential ingredients to form a patty. CoreBites patties and burgers are made and prepared by a group of people who follow a process in creating the patties as it ensures consistent quality and a fresh and unique taste. The patties consist of four main flavors, classic, spicy,

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barbeque, and cheese. The burger consists of these four flavors mentioned topped with buns that have melted cheese with malunggay and assembled with fresh ingredients and sauce. CoreBites aims to provide a guilt-free experience when consuming foods like burgers and meat, creating an alternative option for the existing meat products.



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