



BARAKONG BEKTAL CAFE: COFFEE-ALCOHOL MIXED PAIRED WITH POTATO-MALUNGgay CROQUETTES FILLED WITH FILIPINO DISHES

**MARY ANN B. BAON, MARIA SHAMEL L. AQUINO, JOSE CONRADO C. CAISIP,
JOHAIRA MAE P. RAMOS, MARC ANTHONIDES B. SALAZAR,
YESHA MAE H. VILLAVEZA**

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

Co-authors:

RENATO B. DELA CRUZ

Assistant Professor and Research Coordinator, STI College Balayan, Inc.

KRISTOFFER GIL M. MAGAHIS

Research Adviser, STI College Balayan, Inc.

ABSTRACT

This feasibility study examines the viability of Barakong Bektal Café, a start-up food truck café offering a distinctive blend of coffee-based alcoholic beverages and freshly prepared Potato-Malunggay Croquettes. In terms of Product, the café highlights a unique fusion of Filipino-inspired flavors and modern beverage trends, providing customers with an innovative sip-and-snack experience. Its signature liquor-infused coffee and ulam-style croquettes create a refreshing alternative to typical café offerings, appealing to consumers who enjoy creative, flavorful and convenient food options.

Insights gathered from respondents show strong acceptance of the café's Price strategy. Customers expressed willingness to purchase the signature beverages and croquettes at the proposed price levels, particularly when offered in bundles, discounts, or

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 III

February 2026

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



promotional deals. The pricing approach effectively balances quality and affordability, making the products accessible to students, young professionals, and young adults who seek value-driven café options without compromising taste or experience.

With regard to Place, the food truck setup enhances mobility and convenience, allowing the café to strategically operate in high-traffic areas within Nasugbu. Respondents favored the idea of a mobile café that provides quick service, late operating hours, and easy access for customers on the go. For Promotion, social media visibility, student-friendly promos, and a creative brand identity play key roles in attracting interest. Feedback indicated strong enthusiasm for the café's concept, particularly its combination of local flavors, specialty drinks, and modern presentation.

These findings indicate that Barakong Bektal Café demonstrates strong potential for market acceptance, financial viability, and long-term growth within Nasugbu, Batangas, supported by a well-aligned Product, Price, Place, and Promotion strategy.

Keywords: *Product, Price, Place, Promotion*

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
