



JACK PACK: JACKFRUIT-BASED VIAND IN SACHET

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ABSTRACT

This feasibility study evaluates the viability of Jack Pack, a partnership-based business offering plant-based jackfruit viands in sachet packaging. The product was developed in response to the growing demand for affordable, healthy, and convenient ready-to-eat meals. Jack Pack features five Filipino-inspired variants Adobo, Sweet & Spicy, Binagoongan, Bicol Express, and Honey Garlic Butter using unripe jackfruit as a meat alternative and olive oil as a healthier cooking base. Designed for students, employees, and individuals with busy lifestyles, the study examines the product's feasibility across marketing, management, operational, financial, and socio-economic aspects.

A quantitative research design was utilized to determine consumer preferences and willingness to purchase Jack Pack. The researchers used a structured survey questionnaire and employed purposive sampling to select potential consumers of ready-to-eat viands in Balayan, Batangas. Using Cochran's formula, a total of 74 respondents were identified. Results show that the majority of respondents are young adults, primarily students with lower to middle-income levels, indicating strong demand for affordable, convenient, and plant-based

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alternatives. These findings support the relevance and potential market acceptance of Jack Pack.

To ensure feasibility, the business integrates comprehensive strategies across all functional areas. Marketing efforts include an accessible price range of ₱25–₱30 per sachet and promotional activities through social media, printed materials, free tasting events, and local promotions. The enterprise adopts a team-based organizational structure to encourage collaboration and shared responsibilities. Operations focus on safe food preparation, efficient production, and hygienic packaging to maintain product quality and shelf life. Financial projections show promising returns, while socio-economic contributions include supporting local farmers, promoting sustainable consumption, and encouraging community development. Based on the results, Jack Pack is deemed a feasible, marketable, and culturally relevant business venture.

Keywords: *Product, Price, Place, Promotion*

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Product Offers:

Jack Pack offers a selection of ready-to-eat jackfruit-based viands conveniently packed in durable plastic sachets. Each variant is crafted with authentic Filipino flavors, giving modern and plantbased twist to traditional ulam dishes. The product line currently includes five flavorful options:

Adobo, Sweet & Spicy Adobo, Binagoongan, Bicol Express, and Honey Garlic Butter. Each 200g pack is designed for easy serving perfect for individuals, travelers, or families looking for a quick, affordable, and delicious meal solution. By combining convenience, taste, and quality, Jack Pack provides a practical choice for those who want the comfort of home-cooked Filipino meals anytime, anywhere.

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THE FIVE FLAVORS OF JACK PACK



Adobo – A traditional take on adobo, highlighting the rich blend of soy sauce, vinegar, and garlic. The jackfruit soaks up the savory-sour taste, making it hearty yet simple.



Sweet and Spicy – This dish combines the classic savory taste of adobo with a balance of sweetness and a kick of spice, giving the jackfruit a bold and exciting flavor.



Binagoongan – Inspired by the Filipino favorite, this dish has a deep, savory taste with a hint of saltiness from bagoong (fermented shrimp paste), perfectly complementing the texture of jackfruit

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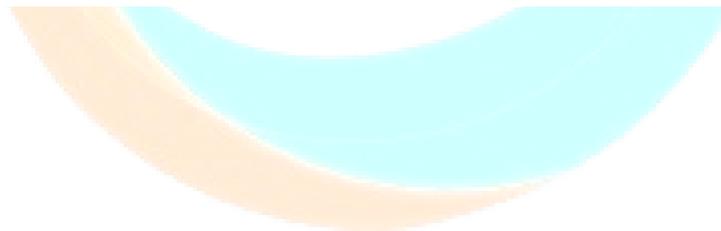


Honey Garlic Butter – A flavorful mix of sweet honey, aromatic garlic, and creamy butter that coats the jackfruit with a rich, slightly sweet, and buttery glaze.



Bicol Express – A creamy and spicy jackfruit dish made with coconut milk and chili, giving it a rich, fiery, and comforting flavor profile.

Figure 1: Jack Pack Different Variants of Flavors



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