



## A FEASIBILITY STUDY OF SWEET ALLY - VEGETABLE FLAVORED COOKIES IN BALAYAN, BATANGAS

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### ABSTRACT

Sweet Ally is a partnership-based business that produces and sells vegetable-flavored cookies. People are becoming more health-conscious which is why they can be easily attracted to a product that can give them health benefits. However, most dilemmas of parents these days is that their children do not want to eat vegetables. The proponents assess the idea of producing a product that can be marketable for adults and children. Sweet Ally aims to deliver delicious and nutritious cookies made of carrots and saluyot with squash filling. Parents, students, employees, and tourists are the target market of the business. Sweet Ally offers carrot-squash flavor, saluyot-squash flavor, and a combination of these three vegetables, known as mixed flavor. These flavors are available in 25g, 50g, and 75g. The 25g and 50g are packed in a cookie individual pouch, while 75g is packed in a stand-up pouch.

This study is quantitative research that focuses on five (5) aspects; marketing aspect, management aspect, operational aspect, financial aspect, and socio-economic aspect. The researchers used a survey questionnaire to determine the respondents' willingness to buy Sweet Ally, covering the 4Ps (Product, Price, Place, Promotion) specifically in terms of

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convenience, purchasing behavior, preferences, needs and wants, and price. A total of 77 respondents were selected through a stratified sampling technique. After the results are obtained, the t-test and ANOVA have been utilized to examine if there is a significant difference between the respondents' demographic profile and level of willingness to buy Sweet Ally.

The results revealed that respondents are willing to buy Sweet Ally if it is packed for on- the-go consumption, free from artificial additives or preservatives, fits their taste preferences, supports their wellness routine, fits within their budget, and is discounted or on sale. It was also revealed that gender and income level significantly influence the respondents' level of willingness to buy Sweet Ally. In contrast, age and location do not significantly influence the respondents' willingness to buy the product.

The findings of this study have led to the conclusion that Sweet Ally is feasible and marketable. It is recommended to secure FDA approval to gain the consumer's trust once the business has been established,

**Keywords:** *Carrot, Cookies, Health benefits, Health-conscious, Saluyot, Squash, Sweet Ally, Vegetables*

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**Product Offers**

Three (3) flavors of cookies with different sizes; large size and medium size.



*Figure 1. Carrot-Squash Flavor*

Carrot-Squash flavor brings sweet and savory delightful taste to consumers with its benefits such as heart health, improve immunity, skin health, improves liver function, and many more.



*Figure 2. Saluyot-Squash Flavor*

Saluyot-Squash flavor provide the consumer an aroma taste of jute vegetable with its benefits such as prevention of ulcer, stomachache, kidney's health, cardiovascular and many more.



*Figure 3. Mixed Flavor*

Mixed flavor gives the consumer a satisfaction taste of a satisfaction taste of carrot, saluyot, and squash with a combined health benefits.

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*Figure 4. Sweet Ally's Packaging*

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