



FEASIBILITY STUDY ON SUGAR & SWIRLS BAKERY: CROFFLES AND BROOKIES AS SIGNATURE OFFERINGS

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ABSTRACT

Sugar & Swirls was established in 2024 by three young entrepreneurs, Leanne Lavapie, Lindsay Sih & Christine Sityar. It is a home-based bakery that embodies the joy of reimagining pastries as modern, shareable treats. The business showcases two signature products, croffles and brookies, that marry comfort with creativity. A croffle is not a creation for the ordinary, as it is a gorgeous cross between a waffle and a croissant, combining the flaky, buttery layers of the latter with the slightly crisp consistency of the former. With sweet and savory varieties, from almonds and cream to ham and spinach, croffles are a pan-taste maker. Brookies, on the other hand, offer the best of two worlds, soft like cookies and rich like brownies with toppings like nuts, candy chips, or peanut butter swirly bits.

The bakery is designed to appeal to the 18-35 age bracket, the young enthusiasts who flock to quick, hip, instant-friendly food destinations.

The initial capital of Php 225,000 is used to purchase basic equipment, quality ingredients, packaging, marketing, and permits to bring croffles and brookies to the market. But more than that, Sugar & Swirls is not just selling baked goods but offering an experience

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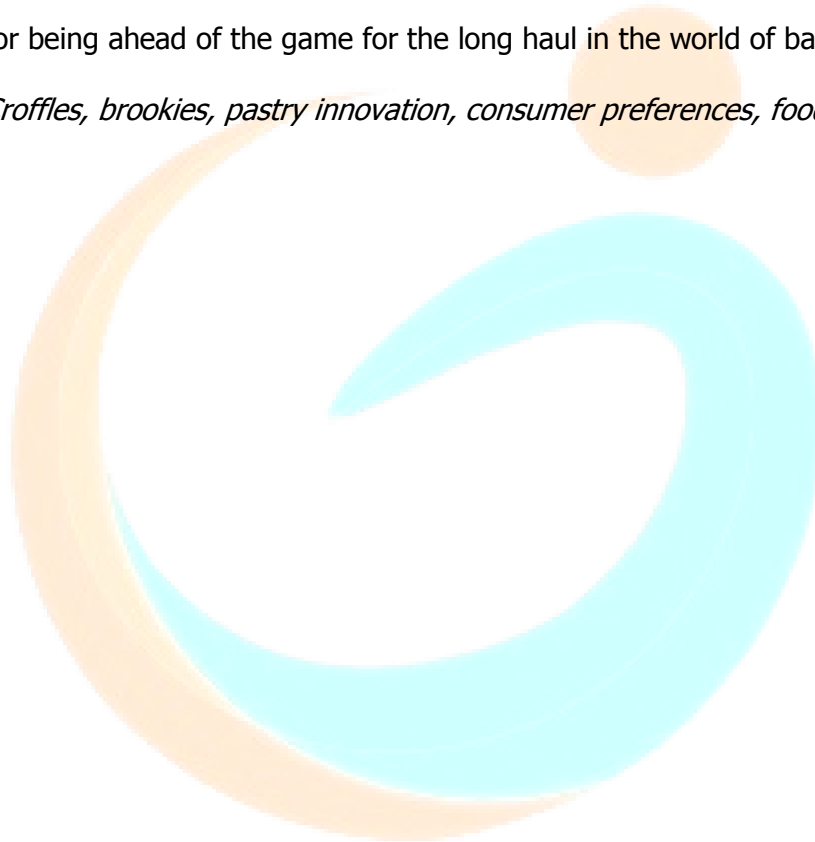
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that blends the comforts of tradition with modern twists, where timeless indulgence meets contemporary flair in every baked good.

Sugar & Swirls is the epitome of today's food entrepreneurship, capitalizing on popular flavors and transforming them into a completely customizable product. Its croffles and brookies are the trifecta of innovation, quality, and customer connection — just the right combination for being ahead of the game for the long haul in the world of baked goods.

Keywords: *Croffles, brookies, pastry innovation, consumer preferences, food trends*



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