OPEN ACCESS Crossref doi creative commons

INSTABRIGHT
INTERNATIONAL JOURNAL OF EDUCATION AND SOCIAL SCIENCES

RESEARCH ARTICLE

WRAPURE: EGGPLANT WRAP PRODUCT IN BALAYAN, BATANGAS

BAUTISTA, DONNA A., DELOS REYES, CREECY A., MAGDARAOG, SHYREL M., MAGSINO, LADYLEE L., REYES, JANE F., UMALI, JOHN CARLO B.
Bachelor of Science in Business Administration Major in Operations Management
STI College Balayan, Inc.
donnabautista012@gmail.com | delosreyescreecy@gmail.com
shyrelmagdaraog@gmail.com | ladymagsino081202@gmail.com
janeflores563@gmail.com | umalijohncarlo62@gmail.com

Article History
Received: September 30, 2026
Revised: October 17, 2026
Published: October 30, 2026

ABSTRACT

Wrapure Shawarma offers a healthier and more sustainable alternative to traditional meat-based shawarma by using eggplant as its main ingredient. With increasing consumer interest in nutritious, affordable, and environmentally friendly food options, this feasibility study aims to introduce an eco-friendly product that meets the needs and preferences of consumers in Balayan, Batangas. Wrapure seeks to promote healthier eating habits, support local farmers by sourcing locally grown produce, and provide an innovative plant-based option that aligns with modern sustainability and health-conscious trends. This study utilized a quantitative research design to evaluate the market potential of Wrapure Shawarma. Survey questionnaires were distributed through convenience sampling to gather responses efficiently from readily accessible participants. To determine the minimum number of respondents, Cochran's Formula was applied using Balayan's total population of 96,939, a 10% margin of error, and a 90% confidence level, resulting in a sample size of 68. The survey results showed high willingness to buy Wrapure Shawarma across all four elements of the marketing mix. Data were analyzed statistically to measure consumer willingness to buy the product based on

Product, Price, Place, and Promotion, revealing strong acceptance and positive consumer perception. Respondents highlighted the product's health benefits, flavor, affordability, cleanliness, accessibility, and promotional strategies as key reasons for their willingness to purchase. Statistical tests further showed that age and sex do not significantly affect willingness to buy since theirp-values were above 0.05. However, occupation showed a significant difference under the Promotion variable, indicating variation in responsiveness to marketing strategies across work groups. Overall, the findings indicate that Wrapure Shawarma has strong market potential and is well-positioned as a healthy, sustainable, and innovative food option for consumers in Balayan, Batangas.

Keywords: *Wrapure Shawarma, eggplant-based wrap, market viability, consumer preference, Balayan Batangas, market demand, product acceptance, pricing strategy, marketing analysis, promotional strategy, food innovation, plant-based product, sustainable food option, health-conscious consumers, alternative protein source, financial analysis, operational strategies, consumer behavior, purchasing intention, food industry trends, local market analysis, product development, market competitiveness*

INTRODUCTION

Food is an essential part of human life because it provides the nutrients needed for energy, growth, and overall health. It also holds cultural and social value, influencing family routines, traditions, and personal preferences. As people become more aware of health and wellness, they pay closer attention to ingredients and nutritional content. The food industry continues to evolve to meet these changing demands, offering new techniques, recipes, and dietary options. Plant-based diets, in particular, are growing in popularity due to their health benefits and sustainability. Consumers now look for meals that are not only flavorful but also convenient and nutritious. Food has become a reflection of lifestyle and identity, making it important for businesses to understand and adapt to these trends.

In response to these shifts, Wrapure is introduced as a unique eggplant-based wrap that offers a healthier alternative to traditional meat shawarma while preserving rich flavors and satisfying textures. It is designed for individuals seeking nutritious, plant based options without sacrificing taste or convenience. Made with fresh, high-quality ingredients, Wrapure suits quick snacks, light lunches, or on-the-go meals. Its packaging and preparation ensure convenience for both dine-in and take-out customers, while maintaining affordability and quality. Wrapure aims to meet the needs of health- conscious consumers and those exploring vegetarian or vegan choices, offering an innovative product aligned with modern dietary trends.

Survey results support the commercial viability of Wrapure Eggplant Wraps. About 85% of respondents expressed clear purchase intent, driven by the product's identity as a healthy alternative. Consumers validated the proposed ₱80–₱100 price range and showed strong preference for purchasing from accessible food stalls as the primary distribution channel. Results also indicate that focused promotion especially through social media marketing will effectively attract customers and support successful market entry. Overall, the findings point to a strong existing market, acceptable pricing, and a promising opportunity for Wrapure to succeed.

LITERATURE REVIEW

LOCAL LITERATURES

Aquino (2016), promoting vegetable-based alternatives can help address public health issues such as obesity and malnutrition in the Philippines. Aquino emphasized that integrating more plant-based foods into Filipino diets could improve nutrition outcomes at a population level. His study also suggested that community programs combining affordable food access with nutrition education have greater chances of success. He pointed out that businesses aligned with health promotion efforts often receive stronger support from both consumers and institutions. For Wrapure Shawarma, positioning the product as both tasty and health-promoting could attract socially responsible consumers and public-sector allies.

Dela Cruz (2024), Filipino consumers are gradually embracing plant-based meat substitutes, especially in urban areas where exposure to global food trends is stronger. The study found that while curiosity drives initial trials, repeat purchases depend heavily on taste and affordability. It also highlighted that product sampling and social media promotions are powerful tools in convincing hesitant consumers. Additionally, the research noted that younger buyers, such as college students, are more willing to try Innovative foods compared to older demographics. For WraPure Shawarma, this suggests that focusing on flavor quality and launching social media campaigns could significantly boost adoption.

As explained by Reyes (2023), generational differences play a key role in the acceptance of plant-based meat alternatives in the Philippines. The study found that Generation Y consumers are more price-sensitive, while younger groups value novelty and social media popularity. This means marketing strategies must be tailored according to age groups, with discounts appealing to older millennials and creative branding attracting younger buyers. Reyes also concluded that campus-based promotions are particularly effective in reaching students. For Wrapure Shawarma, segmenting its marketing efforts could maximize its reach across different consumer groups

As stated by Ramos and Gutierrez (2019), social media plays a central role in promoting food startups in the Philippines. Their study found that platforms like Facebook and Instagram generate strong customer engagement, especially when paired with influencer partnerships. They also discovered that user-generated content, such as photos and reviews, enhances credibility and trust. Moreover, they concluded that consistency in online activity is key to maintaining visibility in a competitive food market. For WraPure Shawarma leveraging social media influencers and encouraging customer reviews could significantly boost market reach

In the research of a Manila street-food study (2024), consumer trust in vendors is influenced not only by price and taste but also by visible adherence to food-safety practices. The research revealed that customers prefer buying from stalls that appear clean, organized, and compliant with hygiene standards. It also emphasized that awareness of RA 10611, the Food Safety Act of the Philippines, is increasing among street-food patrons. By projecting a professional and hygienic image, vendors can attract more repeat customers and reduce concerns about food safety. For WraPure Wraps, visibly practicing safe food handling could increase credibility and long-term sales.

According to Mendoza (2021), plant-based food ventures in Batangas have found moderate success when they combine health-focused ingredients with familiar local flavors. The study emphasized that consumers respond better to innovations when they retain some aspects of traditional taste. Mendoza also pointed out that partnering with local markets and sourcing from nearby farmers reduced operational costs. Furthermore, community engagement, such as free tastings in barangay events, helped build trust and awareness. For Wrapure Shawarma, following these strategies could support both marketing success and financial sustainability.

Villanueva (2020), Filipino consumers are highly price-conscious when it comes to healthier food alternatives. The study observed that even health-motivated buyers hesitate to

purchase plant-based products if they are priced significantly higher than traditional options. It also revealed that discounts, meal bundles, and introductory promos can effectively reduce this barrier. Villanueva emphasized that communicating value for money is just as important as highlighting nutritional benefits. For Wrapure Shawarma, adopting an affordable pricing strategy during the launch phase could encourage more first-time buyers and eventually build brand loyalty

As explained by Fernandez (2018), small food enterprises in the Philippines often face operational challenges such as supply-chain instability, staffing issues, and inconsistent quality. His study emphasized the importance of developing clear standard operating procedures (SOPs) to maintain uniformity. Fernandez also recommended cross-training staff to reduce downtime and ensure smooth business operations. Additionally, he pointed out that securing multiple suppliers helps safeguard against shortages. For Wrapure Wraps, adopting these operational best practices could minimize risks and support sustainable growth.

According to Lopez (2021), community-based food businesses in the Philippines contribute not only to entrepreneurship but also to local socio-economic development. The study revealed that ventures that hire local workers and source ingredients from nearby farmers generate measurable benefits in household income. Lopez also highlighted that community trust grows stronger when businesses actively engage with residents. Furthermore, these enterprises strengthen local markets by keeping profits circulating within the community. For Wrapure Shawarma, this means sourcing eggplant locally and employing community members can create both economic and social value.

FOREIGN LITERATURE

As stated by Bryant et al. (2022), consumers tend to evaluate plant-based meat substitutes based on taste and texture before considering health or environmental benefits. Their review shows that when the sensory qualities closely resemble meat, people are more likely to adopt them into their diets. They also emphasize that transparent labeling and

product sampling increase consumer trust and willingness to try alternatives. Importantly, repeat purchases rely on flavor consistency, meaning businesses must prioritize recipe development and quality control. For an eggplant shawarma, this means the product should be marketed first on taste while health and sustainability can be positioned as secondary selling points

According to Peters et al. (2020), advances in processing techniques allow plant-based foods to achieve textures and flavors closer to animal products. They explain how marinating, grilling, and adding binding agents can transform vegetables such as eggplant into meat-like ingredients. Their findings highlight that product development must balance nutrition with sensory satisfaction to be successful. They also note that food innovators who use familiar culinary formats (burgers, wraps, shawarma) are more likely to gain acceptance. For Wrapure Shawarma, this suggests that proper seasoning and cooking methods will be critical for replicating the expected shawarma experience.

According to Plazas et al. (2024), eggplant contains valuable nutrients such as dietary fiber, antioxidants, and phenolic compounds that support human health. Their research demonstrates that eggplant varieties with higher polyphenol content also exhibit stronger antioxidant activity. Beyond nutrition, eggplant shows excellent absorption properties, meaning it can retain marinades and seasonings effectively. These traits make eggplant not only a healthy option but also an adaptable base for savory dishes. Thus, using eggplant as the primary ingredient in shawarma both improves nutritional value and ensures rich flavor development.

According to Hall et al. (2023), consumer willingness to pay for healthier food alternatives increases when clear value is communicated through taste and affordability. Their study shows that introductory promotions, bundles, and discounts help reduce the perception of risk when trying new products. They found that health claims alone were insufficient to drive adoption unless paired with positive sensory experiences. This means entrepreneurs

must design pricing strategies that balance consumer expectations with business sustainability. For Wrapure Shawarma, bundling a wrap with a drink or offering student discounts could improve acceptance during its launch phase.

As emphasized by Poore and Nemecek (2023), plant-based diets have significantly lower environmental footprints than meat-based diets in terms of greenhouse gas emissions, land use, and water consumption. Their analysis highlights that shifting even part of consumer diets to plant-based products can produce measurable sustainability benefits. They also show that environmental arguments resonate with younger and more educated consumers, who often advocate for eco-friendly lifestyles. However, they caution that sustainability messages should not overshadow taste and price, which remain the main purchase drivers. For Wrapure Wraps, positioning the product as both tasty and eco- conscious could help capture environmentally aware customers while appealing to mainstream buyers.

In the study conducted by Aslan et al. (2021), urban consumers prefer street foods that are portable, affordable, and flavorful, which explains the enduring popularity of shawarma worldwide. Their study shows that successful street-food products combine onvenience with a perception of indulgence while remaining price-accessible. They also highlight that younger consumers are more willing to experiment with plant-based options when they are integrated into familiar formats. This means that presenting eggplant shawarma in a traditional wrap format could increase acceptance. For Wrapure Shawarma, ensuring fast service, affordable pricing, and familiar presentations will be critical to attracting regular customers.

The findings of Van Loo et al. (2024), product labeling and presentation play a decisive role in shaping consumer perceptions of plant-based meat substitutes. They explain that descriptive names, attractive visuals, and appealing packaging can increase perceived tastiness even before tasting. Their findings suggest that visual cues such as grill marks, vibrant colors, and appetizing descriptions influence purchasing decisions. They also emphasize that transparent ingredient labeling builds trust and reduces consumer skepticism.

For WraPure Wraps, careful branding, packaging, and menu descriptions could enhance its appeal and encourage first-time buyers.

According to Clark and Smith (2024), plant-based food businesses often face operational hurdles such as sourcing consistent ingredients, scaling production, and maintaining quality. Their research shows that startups must secure reliable suppliers and establish clear standard operating procedures to manage variability. They emphasize the importance of staff training to ensure consistency in taste and safety standards. They also suggest forming partnerships with local farmers to stabilize supply chains. For WraPure Wraps, addressing these operational challenges early will help maintain product consistency and build customer trust.

As explained by industry market reports (2024), the global vegan fast-food sector is experiencing steady growth fueled by product innovation, rising health consciousness, and digital marketing. These reports note that younger demographics are driving demand, particularly in urban centers where plant-based options are increasingly available. Successful ventures often combine novelty with affordability and accessibility. Analysts emphasize that social media promotion has been a key driver in spreading awareness of new products. For WraPure Wraps, this trend suggests strong market potential if it leverages innovative marketing and competitive pricing.

According to research reviews on alternative proteins (2024), early adopters of plant based foods play a critical role in influencing mainstream acceptance. These reviews highlight that health-conscious and environmentally motivated consumers act as ambassadors when products exceed expectations. They also note that product sampling and influencer endorsements accelerate the transition from niche to mainstream. At the same time, negative experiences can spread quickly and damage adoption rates. ForWraPure Shawarma, targeting early adopters with free samples and strong endorsements could pave the way for wider market penetration.

RESEARCH QUESTIONS

This study seeks to determine the viability of introducing their proposed business in the context of marketing, operational, financial, and socio-economic aspects of the business.

a. **MarketingAspect**

a.1 Whatis the demographic profile of the respondents in terms of;

a.1.1 Age;

a.1.2 Sex; and

a.1.3 Occupation?

a.2. What is the level of willingness of the respondents in buying the product in terms of the;

a.2.1.Product;

a.2.2. Price;

a.2.3. Place; and

a.2.4. Promotion?

a.3. Is there a significant difference in the level of willingness of the respondents to buy eggplant-based shawarma when classified according to their demographic profile?

a.4. What relevant marketing strategies can be adopted to attract customers and gain a significant share in the food market for Wrapure Shawarma?

b. ManagementAspect

b.1. What is the most suitable organizational structure that can effectively manage the operations of the business?

c. Operational Aspect

c.1. What production process, raw materials, and distribution methods should be employed to ensure consistent quality and efficiency in delivering Wrapure Shawarma to consumers?

d. Financial Aspect

d.1. What strategies can be applied to maximize profit while minimizing operational costs to ensure the financial sustainability of the business?

e. **Socio-economic Aspect**

e.1. What are the potential social and economic contributions of the proposed business to the local community of Balayan, Batangas, particularly in terms of employment generation, local economic activity, and support for public health?

METHODOLOGY

Research Design

This study aims to determine the profitability of an eggplant-based wrap product in Balayan, Batangas. A quantitative research design was used to gather data that can be analyzed statistically and presented through numerical results. This approach allows the researchers to measure consumer demand, estimate potential sales, and evaluate cost-to profit relationships, providing an objective basis for assessing the business's financial viability.

Research Procedure / Sampling Technique

The proponents used convenience sampling to select survey respondents. This non-probability technique enabled the researchers to gather data from individuals who were easily accessible and willing to participate, making the data collection process efficient and practical within the limited time frame. This approach was appropriate for reaching a broad range of

Balayan residents and obtaining initial insights into consumer perceptions of the product.

Subject of the Study

Data were collected through an online survey using convenience sampling. Participants were selected based on their availability and accessibility, allowing the researchers to gather practical and timely information about consumer preferences, buying behavior, and acceptance of the eggplant-based wrap. This method provided a quick overview of how potential customers perceive the product within the target locality.

Treatment of Data

The proponents used Cochran's formula to determine the required sample size using Balayan's population of 96,939. With a 10% precision level, a 90% confidence level, and the assumed variability, the calculated sample size appropriate for the study is 68 respondents. The collected data were tabulated, analyzed, and interpreted using statistical tools to generate meaningful insights that support the evaluation of consumer acceptance and market feasibility

FINDINGS

This aims to present the key results of the study by summarizing the major insights gathered from the data collected and analyzed. It provides a clear overview of the significant outcomes, helping readers understand the patterns, conclusions, and implications revealed by the research.

Marketing

The demographic profile of the target respondents in Balayan revealed that most belonged to the 18–25 age group, followed by individuals aged 26–35, showing that the market is largely composed of young consumers. Females showed slightly higher interest compared to males, although both sexes expressed openness toward trying floral-infused beverages. In

terms of occupation or status, the majority were students from BSU-Balayan, along with young professionals working in nearby commercial areas nearby Balayan.

The level of willingness to buy Wrapure in terms of the marketing mix was generally high among respondents residing near BSU Balayan. For the product, respondents appreciated its uniqueness seeing it as something new food option. Regarding price, the preferred range of ₱69 to ₱88 reflected the spending habits of students and young workers living in the Balayan area. In terms of place, respondents favored purchasing Wrapure from its own physical store. For promotion, the most preferred strategies included social media campaigns, and sampling activities along high-traffic spots within Balayan, showing that effective promotional efforts must be centered in areas where students and young adults frequently gather. The results showed noticeable differences in respondents' willingness to buy Wrapure Shawarma based on their demographic profile. Sex did not significantly affect interest, but age and occupation did. Younger respondents, especially students, were more price-sensitive, while employed individuals showed greater readiness to purchase. Location also played a role, as those living in the Balayan area showed stronger interest due to frequent exposure to food stalls and promotions. Overall, age, occupation, and proximity to commercial areas influence consumer response to the product and its marketing mix.

Based on the findings, several strategies can strengthen Wrapure's presence in the Balayan market. Pricing should remain affordable for students while offering premium packaging for working adults. Distribution must prioritize high-traffic areas. Promotions should focus on social media platforms like TikTok, Facebook. The product should also highlight its healthy, plant-based nature to appeal to younger consumers. These strategies match the respondents' demographics and their willingness to buy the product.

Management

Findings show that the general partnership structure is effective for managing Wrapure, as it distributes responsibilities among partners who contribute capital, skills, and

labor. Roles such as General Manager, Cook, Cashier, Service Crew, and Cleaner are clearly defined, ensuring coordinated workflow and efficient daily operations. Policies on training, performance evaluation, and employee benefits help maintain professionalism, operational consistency, and employee motivation.

Operating

The operational findings reveal that Wrapure is well-prepared to run a smooth and sustainable food business centered on its eggplant-based shawarma. The study shows that the product can be produced efficiently using affordable, locally sourced ingredients and a clear, well-structured preparation process. The chosen business location provides strong accessibility and high foot traffic particularly from students, workers, and residents which supports steady customer flow and makes the area ideal for fast-service and take- out operations.The presence of standardized production procedures, strict sanitation protocols, and complete equipment ensures that product quality remains consistent throughout the day. Waste management and cleaning systems are properly integrated into daily routines, helping maintain hygiene and compliance with safety standards. Operations scheduled from 8:00AM to 5:00 PM allow the business to accommodate peak buying hours and meet consumer demand effectively.

Financial

The financial aspect shows that the initial capital investment for Wrapure is ₱157,176, which will be sourced from the personal savings of the six proponents. Each partner will contribute ₱26,196 to collectively provide the required start-up capital. The capital will cover essential expenditures such as salaries, cost of raw materials, operating expenses, equipment, furniture, advertising, and working capital. The projected five-year financial performance (2026–2030) demonstrates the business's potential for profitability and sustainable growth. Sales are expected to increase from ₱2,154,220.29 in 2026 to ₱2,618,468.23 in 2030, while cost of sales and operating expenses are projected to grow at a manageable rate. Gross profit

is expected to rise from ₱89,759.18 in 2026 to ₱109,102.84 in 2030, reflecting efficient cost management and positive market reception. Net income after taxes shows steady improvement over the five-year period, with ₱336,400.41 projected in 2026, gradually increasing to ₱401,825.18 by 2030, confirming that Wrapure can maintain profitability while covering operational costs. Cash flow projections indicate that the business can generate sufficient liquidity to sustain operations. Daily and monthly break-even analysis shows that Wrapure needs to sell 157 units per day or 167 units per month to cover all expenses. With expected daily orders and planned marketing strategies, the business is likely to meet these targets. In summary, the financial findings demonstrate that Wrapure is profitable, financially sustainable, and capable of supporting long-term growth. The combination of reasonable pricing, efficient cost control, and realistic sales projections ensures that the venture is financially viable and can achieve its operational and strategic objectives.

Socio-economic

The study found that Wrapure will have a positive and meaningful impact on the local community by providing new employment opportunities and supporting local farmers through the direct sourcing of vegetables such as eggplant and other fresh produce. This strengthens the agricultural sector and promotes the use of locally grown ingredients. In addition, Wrapure encourages healthier eating habits by offering a plant-based alternative that aligns with public health goals and responds to the growing demand for nutritious, affordable food options.The business also contributes to the local economy through tax generation, partnerships with local suppliers, and active involvement in community activities. Beyond its direct operations, Wrapure helps stimulate local entrepreneurship by creating demand for complementary services such as packaging, delivery, marketing, and small-scale distribution. This ripple effect supports the growth of related micro-businesses and service providers, further boosting local economic activity. Overall, Wrapure strengthens livelihoods, promotes health, and enhances community development, making it a valuable addition to the local market and a catalyst for long-term socio-economic progress in Balayan

CONCLUSIONS

The conclusions provide comprehensive answers to the given statement of the problem, thoroughly addressing the marketing, management, operational, financial, and socio-economic aspects of the business, while highlighting the overall feasibility, sustainability, and potential for growth of the venture.

Marketing Aspect

Wrapure Shawarma's target market Age is the younger adults, who are expected to drive initial adoption due to their health-conscious choices and influence in food trends.

For the gender women show a slightly greater engaged in survey participation. interest and awareness toward the product or are more engaged in participation.

For Occupation the result shows that students is the most targeted customer which may influence their purchasing behavior, spending capacity, and product preferences.

The respondents showed a favorable level of willingness to purchase the eggplant-based shawarma across all four marketing mix elements. They expressed positive responses toward the product's taste and uniqueness, found the pricing reasonable.

Statistical analysis indicates that there is no significant difference in the willingness to buy the product when respondents are grouped according to age, sex, or occupation.This means that Wrapure Shawarma has a broad appeal across different demographic groups.

Based on the findings, the business can adopt offering affordable pricing attractive to a wide customer base, Locating the business in high-traffic areas such as schools, terminals, and commercial zones, implementing promotional methods such as online advertisements, taste tests, and discounts and These strategies will help attract customers and secure a solid market presence for Wrapure Shawarma.

Management Aspect

The most suitable organizational structure for Wrapure Shawarma is a simple but efficient functional organizational structure. It includes a business manager who oversees overall operations, supported by staff responsible for food preparation, customer service, and procurement. This structure ensures clear role assignment, smooth workflow, effective supervision, and timely completion of production tasks. Regular communication and coordination among staff members are essential to maintain quality and meet daily operational demands.

Operational Aspect

The production process for Wrapure Shawarma should include proper sourcing of raw materials such as eggplant, vegetables, wrap bread, sauces, and seasonings. Standardized food preparation procedures must be followed to ensure consistent taste, quality, and food safety. Efficient inventory management helps maintain freshness and avoid waste.Distribution should be done through an accessible physical kiosk or food stall, ensuring quick serving time and product freshness. Maintaining cleanliness, proper equipment use, and regular quality checks will enhance customer satisfaction and operational efficiency.

Financial Aspect

To ensure financial sustainability, Wrapure Shawarma must implement strategies such as strict budgeting and cost monitoring to avoid unnecessary expenses, Purchasing raw materials in bulk to reduce cost per unit, Setting a competitive yet profitable pricing strategy,Using financial tools such as income statements, cash flow statements, and break even analysis to assess profitability. These strategies help control costs, maintain profitability, and support long-term financial stability.

Socio-economic Aspect

Wrapure Shawarma contributes to the local community by providing employment

opportunities, particularly for students and residents in Balayan, helping them gain income and work experience. It supports local suppliers by sourcing fresh vegetables and other ingredients within the community, thereby stimulating local economic activity and strengthening local partnerships

RECOMMENDATIONS

Based on the data collected from all relevant aspects of the study, the proponents reached conclusions that guided recommendations aimed at benefiting Wrapure.

Marketing Aspect

The proponents suggest that the business continue implementing a comprehensive marketing strategy that strengthens its presence both online and offline. Expanding social media content, collaborating with local influencers, and engaging in community events will help maintain visibility. The use of product sampling, customer feedback surveys, and periodic promotions is also encouraged to attract a wider customer base and ensure the product remains appealing to Gen Z, Millennials, and other health-conscious consumers. Establishing loyalty programs may further strengthen customer retention.

Management Aspect

The proponents recommend maintaining the general partnership structure while planning a gradual expansion of the workforce as operations grow. Clear role assignments, continuous employee training, and regular performance evaluations will help maintain high service standards. The business is also encouraged to develop written policies and operation manuals to ensure consistency. Introducing incentive programs, such as performance-based rewards, may also boost employee motivation and enhance productivity as the business scales.

Operational Aspect

The proponents suggest investing in additional equipment and upgrading existing

tools to support increasing production demands and maintain consistent product quality. Improving storage capacity for ingredients and supplies, along with implementing stricter inventory monitoring systems, will help minimize waste, prevent stock shortages, and reduce operational delays. Exploring extended business hours or weekend operations once the customer base expands can also increase sales opportunities and improve customer accessibility.

Financial Aspect

The proponents recommend regularly reviewing financial statements to ensure profitability and identify areas requiring cost control or improvement. Establishing a contingency fund will help the business remain stable during unexpected expenses, supply price fluctuations, or economic changes. Allocating resources for future expansion such as additional branches, delivery services, or new product variations will support long term growth and competitiveness. The business should also consider periodically reassessing its cost-plus pricing strategy to adapt to market trends and consumer purchasing behavior while maintaining healthy profit margins.

Socio-Economic Aspect

The proponents suggest that Wrapure continue supporting local farmers by sourcing fresh vegetables and raw materials from the community, thereby strengthening local livelihoods and promoting inclusive economic growth. Participating in community events, health campaigns, and sustainability initiatives will enhance the business's role as a socially responsible enterprise. Offering improved employee benefits, fair compensation, and opportunities for continuous skill development will further promote job satisfaction and increase productivity. Additionally, Wrapure may implement waste-reduction practices, such as composting vegetable scraps and minimizing plastic use, to promote environmental stewardship. Engaging in partnerships with local schools, youth groups, and cooperatives can also broaden community involvement while creating educational opportunities about healthy

eating and sustainable food production. By integrating these initiatives, Wrapure not only supports the local economy but also reinforces its identity as a socially conscious and community-centered business.

REFERENCES

Aslan, D., et al. (2021). Price and nutritional composition of street foods: cross-city analysis. Foods / MDPI. https://www.mdpi.com/2304-8158/10/9/1985

Bryant, C., et al. (2022). Consumer acceptance of plant-based meat substitutes: A narrativereview.Nutrients.\\https://pmc.ncbi.nlm.nih.gov/articles/PMC9102 955/

Clark, K., & Smith, R. (2024). Plant-based food supply chains: recognising market opportunities and operational challenges. Food Policy / Supply Chain journals. https://www.sciencedirect.com/science/article/pii/S2772502224000520?via %3Di hub

Dela Cruz, A. (2024). Consumer perception and purchase intention on plant-based meat (UPLB undergraduate thesis). UPLB Archives. https://www.ukdr.edu.ph

Hall, J., et al. (2023). Consumer willingness to pay for healthier food products. InternationalJournalofConsumernStudies.https://pmc.ncbi.nlm.nih.gov/artic les/PMC10909406/

ISAAA Philippines. (2017). Pocket K: Bt Eggplant. ISAAA resources. https://www.isaaa.org

Industry analysis (2024). Vegan fast food market size, share, growth and forecast. Market research report summary. https://www.credenceresearch.com

Manila KAP study (2024). Awareness, agreement, and adherence of street food consumers to RA 10611. Journal of Public Health and Environment. https://www.jphe.amegroups.org

Mendoza, L. (2021). Feasibility of plant-based fast food ventures in Batangas (regional feasibility report). Local development consultancy. https://www.reseachgate.net

Mindanao Times (2024). Philippine consumer sentiment on plant-based offerings. News summary of national survey. https://www.mindanaotimes.com.ph

Plazas, M., et al. (2024). A comprehensive evaluation of nutritional quality and antioxidant profiles of eggplant. Journal/ access). https://pmc.ncbi.nlm.nih.gov/articles/PMC11761265/

Peters, L., et al. (2020). Foods for plant-based diets: Challenges and innovations. Foods. https://pmc.ncbi.nlm.nih.gov/articles/PMC7912826/

Poore, J. & Nemecek, T. (2023). The environmental sustainability of plant-based dietary patterns. Science of the Total Environment. https://www.sciencedirect.com/science/article/pii/S0022316623065896?via %3Di hub

Research on digital marketing for online food sellers (2023). Effectiveness of digital marketing to online food sellers. Research Publish / local study. https://www.researchpublish.com

Research synthesis (2024). Consumer acceptance of alternative proteins: a re-review. Trends in Food Science & Technology. https://www.tandfonline.com/doi/full/10.1080/87559129.2024.2405051

Reyes, J. (2023). Comparative preferences for plant-based meat products among 2generations X and Y in Davao City. https://www.researchgate.net

Student street-food consumption study (2023). A study on street food consumption among college students. The Pharma Journal /localstudy .https://www.thepharmajournal.com/archives/2023/vol12issue6/ PartA T/12-6-294-245.pdf

UPLB CAFS. (2018). Bt Eggplant field performance and eggplant production data. CAFS extension notes. https://pmc.ncbi.nlm.nih.gov/articles/PMC4913932/

Van Loo, E., et al. (2024). The eyes eat first: labeling and visual strategies to improven PBM acceptance. Appetite/ Food Policy https://www.sciencedirect.com/science/article/pii/S0950329325001429?via%3D i hub

Vegconomist (2024). Survey: Filipino consumers plan to increase plant-based food consumption. Industry survey summary. https://www.vegconomist.com