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# THE PROBLEM

Kangkong, also known as Water Spinach, is an herbaceous vine that can grow aggressively in any moist area. When Water Spinach takes over bodies of water that is not cultivation ground it creates different environmental damages like creating an ideal breeding ground for mosquitoes and can obstruct water flows in drainage and canals.



# OUR SOLUTION

K-FOODS aims to help reduce these damages by introducing different dishes that use Water Spinach as the main ingredient.





# THE BENEFITS

- A HEALTHY DIET

NUTRITIONAL VALUE OF WATER SPINACH (100G)	
WATER	90%
PROTEIN	3%
FIBRE	3%
FAT	0.9%
CARBOHYDRATE	4.3%
MINERALS	2%
VITAMIN C	137 mg
VITAMIN E	11 mg

- PROVIDES LOCAL LIVELIHOOD

- Local jobs will be created to help in the community's unemployment problem

- HELPS AVOID DIFFERENT ENVIRONMENTAL DAMAGES

- Proper maintenance of cultivating grounds would be done to prevent the growth of Water Spinach in different non-cultivating grounds.

# WE OFFER...

**CRISPY KANGKONG**



**KANGKONG STICKS**



**KANGKONG ICE CREAM**



**KANGKONG STEAK**



**KANGKONG-STUFFED CHICKEN**



**KANGKONG KIMCHI**





# THE TEAM



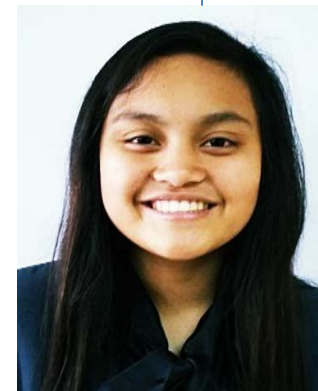
Jeremiah Sapuay  
GENERAL MANAGER



Twinkle Valmonte  
PRODUCTIONS AND  
OPERATIONS MANAGER



Jovy Bantic  
FINANCIAL MANAGER



Paulyne Perez  
MARKETING MANAGER



Donna Kedawen  
HUMAN  
RESOURCE MANAGER

# MARKET POTENTIAL

CATEGORY	DESCRIPTION
<b>Age</b>	18-60 years old
<b>Gender</b>	Female, Male, LGBTQA
<b>Civil Status</b>	Single, Married, with or without children
<b>Meal Budget</b>	Php 50.00 - Php 150.00 daily
<b>Wage</b>	Php 310.00 - Php 500.00 daily

# MARKETING STRATEGIES

- Guerrilla marketing
- Niche marketing
- Relationship Marketing
- Below-the-line marketing



# INITIAL INVESTMENT

P 1,000,000.00

- Working Capital for 3 months
- Marketing Expenses
- Administrative Expenses

## PROJECTED INCOME STATEMENT

	2019	2020	2021
<b>Sales</b>	3,412,485.00	4,104,690.00	6,171,615.00
<b>Less: Cost of Sales</b>	2,836,835.81	3,383,862.79	4,918,433.73
<b>Gross Profit</b>	575,649.19	720,827.21	1,253,181.27
<b>Less: Operating Expenses</b>	272,781.01	217,743.36	224,939.95
<b>Net Income before Tax</b>	302,868.18	503,083.85	1,028,241.32
<b>Less: Income Tax</b>	90,860.45	150,925.16	308,472.40
<b>Net Income after Tax</b>	<b>212,007.73</b>	<b>352,158.69</b>	<b>719,768.92</b>

# PROJECTED REVENUE

2019	Kako Kimchi	Crispy Kangkong	Kangkong Stick	Kangkong Ice Cream	Kako Stuffed Chicken	Kako Burger Steak
Cost per Unit	33.23	27.54	29.54	19.55	40.32	33.42
Mark-Up	6.77	7.46	5.46	0.45	4.68	6.58
Selling Price	40	35	35	20	45	40
Projected Number of Units	18,571	34,357	13,928	5,572	10,214	10,215
<b>Total Revenue</b>	<b>742,840.00</b>	<b>1,202,495.00</b>	<b>487,480.00</b>	<b>111,440.00</b>	<b>459,630.00</b>	<b>408,600.00</b>
2020	Kako KImchi	Crispy Kangkong	Kangkong Stick	Kangkong Ice Cream	Kako Stuffed Chicken	Kako Burger Steak
Cost per Unit	33.23	27.48	29.58	19.28	39.58	32.71
Mark-Up	6.77	7.52	5.42	0.72	5.42	7.29
Selling Price	40	35	35	20	45	40
Projected Number of Units	22,338	41,327	16,753	6,701	12,286	12,287
<b>Total Revenue</b>	<b>893,520.00</b>	<b>1,446,445.00</b>	<b>586,355.00</b>	<b>134,020.00</b>	<b>552,870.00</b>	<b>491,480.00</b>
2021	Kako KImchi	Crispy Kangkong	Kangkong Stick	Kangkong Ice Cream	Kako Stuffed Chicken	Kako Burger Steak
Cost per Unit	33.23	26.46	28.65	18.04	37.85	31.02
Mark-Up	6.77	8.54	6.35	1.96	7.15	8.98
Selling Price	40	35	35	20	45	40
Projected Number of Units	33,587	62,136	25,190	10,076	18,473	18,473
<b>Total Revenue</b>	<b>1,343,480.00</b>	<b>2,174,760.00</b>	<b>881,650.00</b>	<b>201,520.00</b>	<b>831,285.00</b>	<b>738,920.00</b>