

Establishment of Jackfruit Meat Gourmet Manufacturing Business in Siniloan Laguna

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Abstract

Jackfruit is a tropical fruit that commonly grows in the naturally warm and humid climates of Asia and the Philippines. It is part of the same family as figs, mulberries, and breadfruit. Nowadays, an unhealthy lifestyle can cause a lot of disadvantages to our health. In many cases, younger people tend to experience early diseases because of malnutrition and obesity, so the idea of food management and proper diet must be promoted. With this regard, the study concluded to establish a business that will manufacture healthy vegan food made of jackfruit meat. The proponents wanted to promote an alternative meat to pork or tuna to emphasize the significance of Jackfruit in our health. The main objective of the study is for employment generation and production of a special diet for health-conscious individuals, vegan advocates, senior citizens, and persons with special dietary requirements. Specifically aimed to deliver quality and affordable products to local consumers in the community of Siniloan, Laguna; to prepare meat out of a young jackfruit and its nutritional supplement in the body. Lastly, to determine the feasibility of the establishment of a business in manufacturing jackfruit meat gourmet. The product was marketed to household consumers who belong to the low to middle-income class society. The product is affordable, healthy, and available to customers. The product is effective and feasible as a vegan savory product in the town of Siniloan, Laguna. Moreover, the product is retaining a high demand in the market. The competitive advantage of the product is made of locally harvested ingredients and provides benefits not only for the consumers and the enterprise but also for the local farmers. The price of the product is affordable for everyone specifically for the persons with low protein and other dietary requirements. According to the survey gathered by the researchers, 88% are willing to purchase the jackfruit meat product evidenced by a high demand. Thereupon after gathering all the needed data required this project was found feasible.

Keywords: health conscious, jackfruit meat, malnutrition, manufacturing, vegan

Introduction

Jackfruit is a rich source of potassium with 303 mg found in 100 g of jackfruit, so the study shows that jackfruit is rich in potassium which helps to lower blood pressure. It is also a good source of vitamin C which is an antioxidant that protects the body against free radicals, strengthens the immune system, and

keeps the gums healthy. Jackfruit also contains phytonutrients: lignans, isoflavones, and saponin. The phytonutrients are anticancer, antihypertensive, antiulcer, and anti-aging properties that prevent stomach ulcers, forming of cancer cells in the body and can make the skin look young. (Soobrattee, et. al, 2005). According to Hamid, et. al, 2020, Jackfruit products is a potential healthy meat analog which is 58% jackfruit by-products and 20% vital wheat gluten are the most preferred meat analog in terms of appearance, aroma, taste, color, hardness, and juiciness. The nutrition composition of jackfruit by-products meat analog contains protein and dietary fiber. Young Jackfruit in Indonesia was used for making traditional food or soap, the price of it was not too expensive and also has a fairly high selling power, so it has the potential to use as the main ingredient of food. That is why we make this product, it can be a cheaper substitute for meat products and our product is easy to prepare and serve. “Young Jackfruit Floss” can be or best opportunity for non-vegetarians or vegetarians because vegetarian food is way too expensive than our product and our product is much healthier because our product didn’t contain too much starch. (Ottimmo International Master Gourmet Academy, 2017).

By the purpose of establishing a business manufacturing Jackfruit meat Gourmet, the community will be able to get a source of healthy meals from jackfruit. As well as to serve as one of the manufacturers that develops jackfruit meat gourmet as a vegan food. This can also eradicate the consumption of consumers in eating unhealthy food specifically in the area of Siniloan Laguna. This feasibility study strives to emphasize vegan products through manufacturing Jackfruit gourmet that will help the people of the community to maintain a healthy, diet and lifestyle and to eliminate malnutrition. As well to promote local products to help the farmers of the society to also patronize their products that will serve as a source of revenues.

Objectives of the Study

To determine the feasibility of establishing a business manufacturing jackfruit (*Artocarpus heterophyllus*) meat gourmet in Siniloan, Laguna.

This study aimed to:

1. to determine the effectiveness of jackfruit meat gourmet as a vegan savory dish;
2. to provide at least two variants of jackfruit meat gourmet;
3. to employ online marketing as the major strategy to promote the jackfruit vegan products;
4. to promote vegan products to consumers and cultivate eating vegan as a habit;
5. to produce an organic, quality, and affordable dish product to be patronized by the consumers;
6. to emphasize the appropriate strategy to handle business finances to increase annual sales by 5%, and
7. to utilize capital budgeting strategies to have 5% profit more than the breakeven amount.

Materials and Method

In product preparation, the initial step is the collection of raw materials and equipment such as the jar for packaging. The materials for the production were sterilized for safety and cleanliness. The

ingredients for making the jackfruit meat, and other raw materials for flavorings were accurately measured.

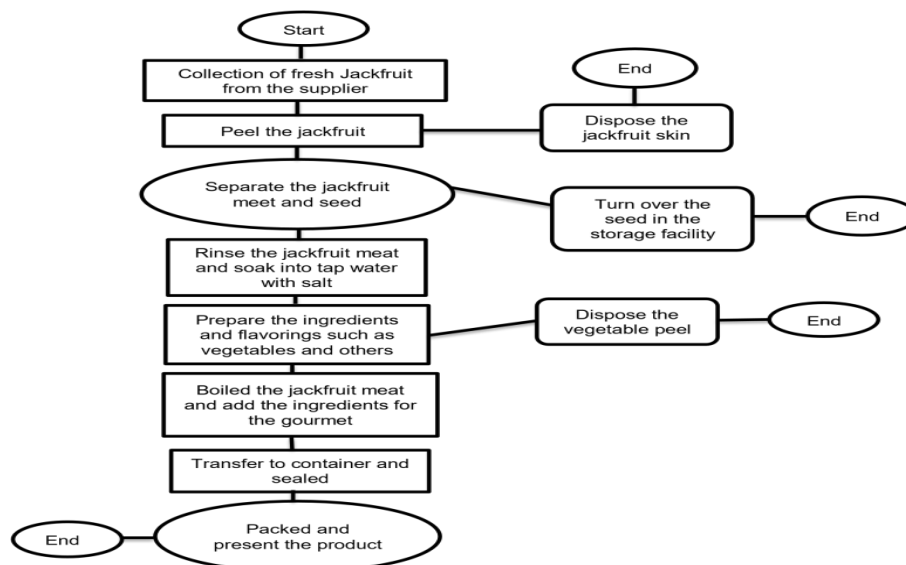


Figure 1. Flowchart of the product implementation

The initial step for making the Jackfruit (*Artocarpus heterophyllies*) meat gourmet was the collection of the main component such as the raw fresh Jackfruit from the supplier. Next, would be peeling the jackfruit, the skin was disposed of in the garbage bag to be sent to the supplier for fertilizer making. The jackfruit raw white meat was separated, then the seeds were turned over to a storage facility for another product creation. The jackfruit meat was rinsed and scaled by grams, then soaked into a basin filled with 1 liter of tap water with 1\4 cup of salt for 15 minutes for preservation. The following step is for the preparation of vegetables and root crops. The potatoes and carrots were washed, disposed the skin into a garbage bag for fertilizer making. Sliced into cubes, mix all the ingredients and boiled them for 30 minutes then, add flavorings and let it simmer for about 15 minutes. Let it cool, then transfer the jackfruit gourmet into a distilled glass jar container or any other container and seal. Label the jar with the desired packaging design.

Product Description. The jackfruit (*Artocarpus heterophyllus*) meat gourmet is a vegan plant-based savory food that comes from natural and organic ingredients, intended for meals with lots of nutrients and benefits for health. Jackfruit is the main ingredient of the gourmet also describes as miracle food, with a powerful story about improving healthy eating habits, additional farmers' livelihoods, and humanity's eco-footprint. Jackfruit Gourmet is a delicious example of the synergy between taste, health,

and sustainability that plant-based meat can provide, according to Ryu in 2019. The flesh of the jackfruit is a good source of plant-based protein and the seeds are edible too because of its sweet and milky taste. The recommended consumption of jackfruit meat gourmet is best for an everyday meal and perfect as a dish with rice which is ideal as go-to food. Suitable for the vegan eater, it has variants of flavors in caldereta, adobo garlic flakes, and afritada. It has low calories compared to other canned tuna, it contains protein, starch, calcium, and vitamins, it serves as an antioxidant, and anticancer, plus other health benefits. Switching to plant-based food can eradicate malnourishment and promote a healthy lifestyle. However, this gourmet may not be appropriate for children ages 7 years old and below because it may cause indigestion.

Project Size. The physical store and production site will be located in a commercial area near the public market beside several banks and are surrounded by many establishments. It has a 40 sq. m. area which is sufficient for production, distribution, and other business transactions.

Facilities. The business area consists of seven facilities including the disposal area and comfort room. Other areas focus on the major facilities comprising the sanitation area the integral part of sanitizing the place, and also the employees where they can disinfect their things and the deliveries or packages intended for the production. The said facility constitutes the materials, tools, and equipment needed for sanitation and disinfection for proper food handling purposes. The hand sanitizer machine/dispenser and PPEs are also intact together with sanitation supplies such as alcohol, gloves, face mask, and others. Next would be the production area where all of the manufacturing process occurs. This area includes the chiller or refrigerator to avoid the deterioration of the freshness of the raw materials, a mixer for sauces, a pressure cooker, a highly durable burner gas stove, kitchen tools, and equipment. The stainless table with chairs, a big basin, and a deep sink for food preparation and cooking materials.

Marketing Aspect

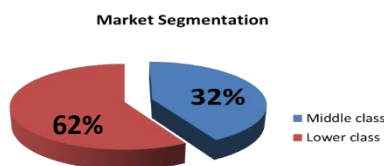


Figure 2. Market Segmentation

The pie chart above illustrates the primary categories of customers who will consume the jackfruit meat gourmet. From the data gathered the bigger portion of the household consumers are the lower class of families with the 68% percentage. The household who are in the middle class puts up with 32% of the market segmentation. Even though there are distinct choices of customers the product is available for

everyone and ensures the quality, affordability, and reasonable taste for a healthy meal. The segmentation used is based on demographic segmentation.

Target Market. Jackfruit meat gourmet is a plant-based savory vegan food that is essential to every consumer. This product has been recognized by many studies to be an effective means to contribute in our health as a source of various nutrients needed by our body. The target consumer of this product is the health-conscious individuals or vegan eaters as well the lower to middle-class groups of families. To be precise the product aimed to serve children 8 years old and above and adults for healthy consumption and to avoid unhealthy food that may cause malnutrition and other health problems.

Project Sustainability. The business will improve and expand its capabilities to develop other products made of jackfruit seeds as the main ingredient in making flour for the end product of nuggets. The operators of this business particularly the marketing management department will organize seminars about the health benefits of jackfruit for the community. An awareness campaign will be implored to penetrate the market and persuade customers to try and patronize the products. The business also promotes a healthy lifestyle with this idea of using jackfruit meat as a savory gourmet, the product will continue to innovate and create a variety of flavors for the health of consumers. The jackfruit nuggets will come to fruition in the second year of the business operation.

Marketing Strategies. Jackfruit meat gourmet aspired to become a well-established local vegan food commodity in the local market of Siniloan Laguna. Ideally, the business also strives to promote plant-based foods as it produces organic vegan food to be able to serve the consumers another option that is not only affordable but healthy as well. This jackfruit gourmet is an ideal meal for lunch and dinner, for the local community and household in the small town of Siniloan. It is beneficial to everyone and can minimize the risk of having diabetes and high blood pressure because it is a good source of protein and calories but low in carbs. Lifestyle change in eating habits too. It has two flavors inspired by Filipino cuisine Calderata and Afritada. The glass jar packaging is attractive as well as recyclable, which may be used for other purposes like storing condiments. The bottles come in two sizes, the small glass jar is 200 grams while the bigger one is 300 grams.

Promotion. The business primarily decided to promote the product mainly through the social media sites such as Facebook, Instagram, and Twitter as a platform to reach customers and to endorse the product to the general public.

Results and Discussion

1. Marketing Analysis

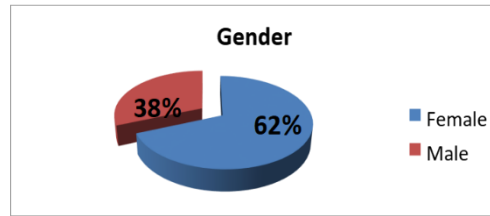


Figure 3. Projected Profile of Respondents – Gender

The pie chart in Figure 3 illustrates the feasible customers based on their gender. The percentage of 62% is accumulated by Female customers and 38% obtained by Male.

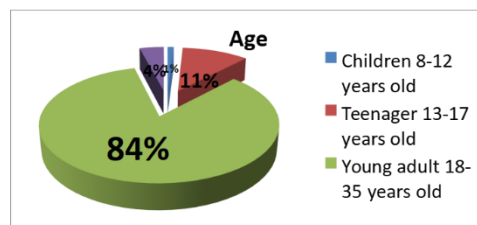


Figure 4. Projected Profile of Respondents – Age

The pie chart in Figure 4 shows the percentage of the possible age of consumers from the data as young adults from ages (18-35 years old) got the highest ratio of 84%. Following by 11% are Teenagers between the ages of (13-17 years old), and Children aged between (8-12 years old) 4%, the lowest percentage of 1% is Adults 36 years old and above.

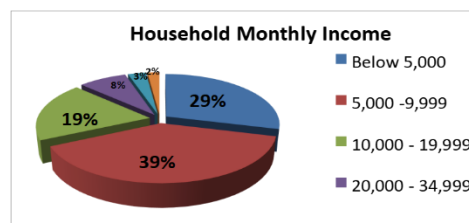


Figure 5. Projected Profile of Respondents – Household monthly income

The pie chart in Figure 5 demonstrates the household monthly income of customers who are inclined and preferred to purchase the product. Those who have a monthly income of less than P10,000.00 got the highest percentage of 39% who are interested to purchase the product, followed by those who have a monthly income below P5,000.00 of 29% who are still capable to buy since the product is available for those with the low and middle class of household. The percentage of 19% with less than P20,000.00 of monthly income who are relatively capable of purchasing the product, next to it are from households with

more than P20,000.00 of monthly income with 8%, followed by the lowest percentages of 3% of more than P35,000.00 of monthly income and 2% of 55,000.00 of monthly income.

2. Demand Analysis

2.1. Demand

Table 1
Demand

Are you willing to try an organic vegan or plant-based product made of young jackfruit?	Number of respondents	Market Acceptability
YES	88%	
NO	12%	
$MA = (88/100) \times 100 = 88\%$		

The demand reveals that among the 100 respondents, there are 88% are willing to purchase the product, which exhibits that there is a significant high demand for the product.

According to the findings of the data gathered by the researchers from the survey, out of 100 respondents that 88% are willing to try an organic product made of jackfruit or the jackfruit meat gourmet. According to the Philippine Statistical Authority (PSA), there is a 1.10% as annual growth of population in the area of Siniloan, Laguna which means that the annual increase of demand is based on the said increase of population. The number of households in Siniloan Laguna in 2021 is 9,630 based on the census of the Municipality of Siniloan Laguna.

2.3. Projected Demand

Table 2
Projected Demand

Year	Number of Households	Market Acceptability	Target Market	Frequency of Acceptance	Annual Demand
1	9,630	88%	8,474	24	203,376
2	9,736	88%	8,568	24	205,632
3	9,843	88%	8,882	24	213,168
4	9,951	88%	8,757	24	210,168
5	10,060	88%	8,853	24	212,472

The table expresses the projected annual demand for the product for the successive five years starting 2021 according to the survey performed by the researchers. To get the substantial target market, the household population is multiplied by the market acceptability of 88%. Furthermore, to calculate the projected demand, the target market is multiplied by 24 frequency of acceptance. The frequency of

acceptance was determined from the projected number of times that the respondents will purchase the product based on the survey gathered by the proponents.

2.4. Supply

Table 3

Supply

If YES, What type of Vegan or plant-based products have you tried?	Number of respondents	Market Acceptability
Tofu (tokwa0 and other minimally processes meat substitute	30%	
Fruits and vegetable gourmet	23%	
		MA = (53/100) x 100 = 53%

Table 4

Projected Supply

Year	Number of Households	Market Acceptability	Target Market	Frequency of Acceptance	Annual Supply
1	9,630	53%	5,104	24	122,496
2	9,736	53%	5,160	24	123,840
3	9,843	53%	5,217	24	125,208
4	9,951	53%	5,274	24	126,576
5	10,060	53%	5,332	24	127,968

The table shows the projected annual supply of the product. The calculation was similar to how the projected demand was computed.

Table 5

Demand and Supply Gap

Year	Annual Demand	Annual Supply	Gap
1	203,376	122,496	80,880
2	205,632	123,840	81,792
3	213,168	125,208	87,960
4	210,168	126,576	83,592
5	212,472	127,968	84,504

The table illustrates the demand and supply gap calculation. To compute for the Gap, the projected annual demand is subtracted from the projected supply, and the number of gaps was contemplated as the probable customers of the product.

3. Perception of the Acceptability of Jackfruit Meat Gourmet

3.1. In terms of Price

Table 6
Mean Perception on the Acceptability of Jackfruit Meat Gourmet Based on Price

Indicators	Mean	Verbal Interpretation
1. The price of the product is reasonable for its value (Caldereta 300g -P164, 200g -P109) (Afritada 300g-P135, 200g –P94)	3.32	Highly Agree
2. The price is inexpensive compared to other vegan products.	3.18	Agree
3. The product price can afford by the middle to lower-class families.	3.34	Highly Agree
4. The price is worth it for its quality.	3.48	Highly Agree
5. The price can give satisfaction to the customer.	3.46	Highly Agree
Grand Mean	3.56	Highly Agree

The table shows how the respondents acknowledge the price of the product. The respondents highly agreed that the product is reasonable for product value with a mean of 3.32, the data also reveals that the price is inexpensive compared to other vegan products with a verbal interpretation of agree.

3.2. In terms of Location

Table 7
Mean Perception on the Acceptability of Jackfruit Meat Gourmet based on location

Indicators	Mean	Verbal Interpretation
1. The location of the business is accessible to the consumers.	3.46	Highly Agree
2. Provides great ambiance for customer satisfaction.	3.37	Highly Agree
3. Can easy to determine the place because it Is located in at commercial building.	3.37	Highly Agree
4. Has adequate capacity to serve the customers.	3.37	Highly Agree
5. The location is safe for the customers.	3.38	Highly Agree
Grand Mean	3.39	Highly Agree

The table exhibits the perception of the respondents based on location. The highest mean of 3.46 has a verbal interpretation of highly agree which implies that the location of the business is accessible for the customers. The three consecutive pointers are that the location provides a great ambiance for customers, and easy to determine the place, and has the adequate capacity to serve the customers having a mean of 3.37 which is highly acceptable. And the question that the location is safe for the customers the mean is 3.38 highly agreed by the respondents. For the grand mean of 3.38 with a verbal interpretation of highly agree that the place of business is suitable and advantageous for everyone.

3.3. In terms of packaging

Table 8

Mean Perception on the Acceptability of Jackfruit Meat Gourmet Based on Packaging

Indicators	Mean	Verbal Interpretation
1. The packaging provides all the needed information for the customers.	3.47	Highly Agree
2. The packaging delivers relevant information labels.	3.45	Highly Agree
3. The product design is unique.	3.41	Highly Agree
4. The packaging is appropriate for the product.	3.39	Highly Agree
5. The packaging is reusable for other purposes.	3.34	Highly Agree
Grand Mean	3.41	Highly Agree

The table expresses the mean perception of respondents for the packaging of the product. The data conducted by the proponents reveal that the highest average perception is the packaging provides all the needed information for the customers which is highly acceptable.

4. Financial Assumptions

The initial capital for the proposed partnership business is ₱360,000.00, which is adequate for financing all the expenses in establishing the business. It includes procuring raw materials and packaging materials also for utility expenses, advertisements, and equipment. The amount needed for initial capital must be obtained by the partners before launching the business, this process is a vital role in projecting a firm.

1. The accounting period will end on December 31, the initial capital requirement will be ₱360,000.00.
2. The profit and loss are equally divided to each partner, and the number of projected sales is concluded to increase in accounts of the population of the consumers in the chosen location.
3. The equipment, furniture, and fixtures will last for 5 years, the cost of production equipment is ₱59,558.00, and the annual depreciation is ₱11,911.60.
4. The cost of office equipment is ₱13,500.00 and the annual depreciation cost is ₱2,700.00, the cost of furniture and fixtures is ₱25,345.00 and the annual depreciation is ₱5,069.00.
5. Sales are expected to increase by 5% annually income tax is 25% of net income.
6. The cost of raw materials is ₱1,333,807.20 annually where ₱1,259,496 is to be allotted for the raw materials used and ₱74,311.20 is for the inventory.
7. The packaging cost is ₱823,680.00 annually where ₱760,320.00 is to be allotted for the packaging materials used and ₱63,360.00 for the inventory. M. Licenses and fees expense is ₱4,200.00 annually.
8. Rent expense is ₱120,000.00 annually; advertising expense is expected to increase by 5% annually.
9. Utilities expense is ₱43,188.00 annually cleaning supplies cost ₱1,118.00 annually.
10. Cleaning materials expense per year is ₱1,780.00; production materials expense per year is ₱8,640.00; renovations expense is ₱11,800.00.
11. The cost of office supplies is expected to increase by 5% annually.
12. The selling price for a Caldereta flavor of 300 grams glass jar is bottle ₱164.00 while ₱109.00 for 200 grams. In Afritada flavor ₱135.00 for 300 grams and ₱94.00 for 200 grams.
13. The volume of production per day is 60 bottles of 200 grams for both flavors and 30 units of glass jar bottles of 300 grams to get the daily sales of ₱10,575.00, monthly sales of ₱253,800.00 and annual sales of ₱3,045,600.00.

5. Total Projected Sales

Table 9
Total Projected Sales

	200 g		300 g		Total Projected Sales
	CALDERETA	AFRITADA	CALDERETA	AFRITADA	
Daily	₱3,270.00	₱2,820.00	₱2,460.00	₱2,025.00	₱10,575.00
Monthly	78,480.00	67,680.00	59,040.00	48,600.00	253,800.00
Annually	₱941,760.00	₱812,160.00	₱708,480.00	₱583,200.00	₱3,045,600.00

The table exhibits the total projected sales of the business from daily up to annually for one accounting period. The business manufactures 60 units of 200 grams in caldereta and afritada flavors specifically 30 bottles each variant. For the 300 grams only 30 units will produce also with the same two flavors which occur in 15 bottles each production. For the daily production, the proponents agreed to produce 15 kilos of the main ingredient which is the young jackfruit to generate reasonable units for the target consumers since the business was established near the public market.

6. Income Statement For the Years Ended December 31

Table 10
Income Statement For the Years Ended December 31

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	₱3,045,600.00	₱3,197,880.00	₱3,357,774.00	₱3,525,662.70	₱3,701,945.84
Cost of Sales					
Beg. Inventory		137,671.20	144,554.76	151,782.50	159,371.63
Cost of Good Manufactured	₱2,439,433.60	₱2,678,672.50	₱2,792,191.75	₱2,911,408.27	₱3,036,574.21
Ending Inventory	137,671.20	144,554.76	151,782.50	159,371.63	167,340.21
Cost of Sales	-2,301,671.40	-2,534,117.74	-2,640,409.25	-2,752,036.64	-2,869,234.00
Gross Profit	₱743,928.80	₱663,762.26	₱717,364.75	₱773,626.06	₱832,711.84
Operating Expenses					
Office Supplies	1,518.00	1,593.90	1,673.60	1,757.27	1,845.14
Rent Expense	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00
Renovations	11,800.00				
Advertising Exp	560	588	617.4	648.27	680.68
Dep. Expense-Furniture and Fixture	5,069.00	5,069.00	5,069.00	5,069.00	5,069.00
Dep. Expense-Office Equipment	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00
Percentage Tax Expense 3%	91,368.00	95,936.40	100,733.22	105,769.88	111,058.38
Total Operating Expense	233,015.00	225,887.30	230,793.22	235,944.42	241,353.20
Net Income Before Tax	₱510,913.80	₱437,874.96	₱486,571.53	₱537,681.64	₱591,358.64
Income Tax 25%	127,728.45	109,468.74	117,142.88	134,420.41	147,839.66
Net Income After Tax	₱383,185.35	₱328,406.22	₱369,428.65	₱403,261.23	₱443,518.98

Table 11
Gross Profit Margin

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Profit	₱743,928.80	₱ 663,762.26	₱ 717,364.75	₱773,626.06	₱ 832,711.84
Net Sales	₱3,045,600.00	₱3,197,880.00	₱3,357,774.00	₱3,525,662.70	₱3,701,945.84
	24.43%	20.76%	21.36%	21.94%	22.49%

The table exhibits the measure of the percentage of net income per peso of sales. It illustrates the ratio of net income of the business sales revenue. The proportion should be improved reasonably to cover the cost of operating expenses as well as the business desired net income. The analysis reveals that in the first year of the operation, the gross profit margin is 24.43% which is adequate for the business to cover the expense of selling the goods and can increase sales.

Table 12
Return on Equity

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Income	383,185.35	₱328,406.22	₱369,428.65	₱403,261.23	₱443,518.98
Equity	728,185.35	1,026,591.57	1,351,020.22	1,694,281.45	₱2,062,800.43
	52.62%	31.99%	27.34%	23.80%	21.50%

The table exhibits the ratio for the business efficiency in organizing the total investment to generate revenue. It signifies the percentage of return per peso of the partnership equity. The return on equity for five years declined from 52.62% to 21.50%. For the first year 52.62% implies that for every 1.00 of invested capital by the owners and used to generate profits, it resulted in 0.6023 of net income. For the second year, the return on equity dropped to 31.99%, in the third year of operation is 27.34%, 23.80% in the fourth year, and 21.50% in the fifth year.

Table 13
Return on Investment

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Income	₱383,185.35	₱328,406.22	₱369,428.65	₱403,261.23	₱443,518.98
Investment	₱360,000.00	₱360,000.00	₱360,000.00	₱360,000.00	₱360,000.00
	106.44%	91.22%	102.62%	112.02%	123.20%

Table 14
Net Profit Margin

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Profit	₱383,185.35	₱328,406.22	₱369,428.65	₱403,261.23	₱443,518.98
Net Sales	3,045,600.00	3,197,880.00	3,357,774.00	3,525,662.70	3,701,945.84
	12.58%	10.27%	11.00%	11.44%	11.98%

The table exhibits the net profit margin, the percentage of income left after deducting all the expenses from the net sales. This is the amount that can be extracted by the firm from the total sales. The net profit margin for the first year is 12.58%, this percentage decreases for four consecutive years, 10.27% in the second year, 11.00% in the 3year, next is 11.44% in the fourth year, and 11.98% in the fifth year.

Conclusions

Henceforward in collecting and investigating all the necessary data in the study, the project proposed by the researcher is deemed feasible. There is a substantial high development in the industry.

1. The product is effective and feasible as a vegan savory product in the area of Siniloan, Laguna.
2. The flavors created are suitable and reasonable for everyone such as Caldereta and Afritada.
3. It is evaluated as a healthy food made of organic and fresh ingredients.
4. The competitive advantage benefits not only consumers but also local farmers.
5. The price of the product is affordable for low and middle-class families.
6. The chosen location for the business is accessible and surrounded by various enterprises.
7. The preferred promotion strategies of the proponents are acceptable and obtainable.

Recommendations

After executing the study, the researchers were able to determine the viability of establishing a business in manufacturing jackfruit meat gourmet in Siniloan, Laguna. The researcher recommends that before establishing a business, primarily the proponents must have identified the significance and resources of the proposed concept. They must determine the SWOT analysis to be able to distinguish every detail of the business so that they will be equipped to work and prepared for the inconveniences and conflicts. Consumers, must discover and patronize jackfruit white meat as the primary source of protein which provides greater health benefits that are comparable to meat and nutritious too. Plant-based meat products made of jackfruit can be able to minimize the risk of having diabetes and another sickness by eating less meat and shifting to meatless consumptions, but getting the same protein benefit. To the community, this study will be the instrument to strengthen the importance of locally harvested jackfruit, and enjoining the local plant producers to increase the production and plantation of jackfruit for the supply requirements. This study also wants to articulate the local farmers' endeavor to be able to patronize and help them to sell their crops. To the local government unit, the study will be a huge help to support local farmers by providing seedlings and other fertilizers needed to help them gain and increase income from the plantation of jackfruit in the community.

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