

A Feasibility Study on a Vegan Fast-Food Restaurant in Calamba, Laguna

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Abstract

This study investigates the feasibility of establishing a vegan fast-food restaurant near Calamba, Laguna. The research aims to assess the market potential, operational strategies, and financial viability of introducing plant-based fast-food options, specifically catering to students, faculty, and nearby residents. Using a descriptive research design, data was gathered through surveys and interviews to identify consumer preferences, price sensitivity, and demand for sustainable dining alternatives. The study also explores the relationships between strategic planning, resource allocation, and business outcomes to determine the likelihood of success for the proposed restaurant. Findings reveal a growing interest in health-conscious and environmentally sustainable food choices among the target market, highlighting an opportunity to create a profitable and impactful business. This study provides valuable insights for entrepreneurs seeking to invest in vegan fast food within the vicinity of educational institutions, contributing to both business innovation and community wellness.

Keywords: Vegan fast-food business, Calamba Laguna, eco-friendly practices, operational strategy, marketing strategy, market analysis.

Introduction

This chapter presents the findings of a feasibility study on a proposed vegan fast-food business, addressing the growing demand for healthy and plant-based food options. Consumer preferences have increasingly shifted toward more nutritious and more sustainable food choices. This trend presents a unique business opportunity to serve health-conscious individuals, environmentally aware consumers, and those with dietary restrictions. In response, the concept of establishing a vegan fast-food restaurant emerges as a promising venture. A vegan fast-food restaurant aims to bridge the gap between convenience and conscious eating by offering quick, affordable, and delicious plant-based alternatives to traditional fast-food items. The business seeks to debunk the myth that vegan food is bland or inaccessible, providing a diverse menu that appeals to both vegans and non-vegans alike. This feasibility study explores the potential success of launching a vegan fast-food restaurant, assessing various factors such as market demand, financial viability, operational plans, and competitive analysis. The goal is to determine whether the proposed business can thrive in the current food industry landscape, meeting both consumer needs and business objectives. Additionally, it introduces the project promoters and their contributions, emphasizing their commitment to promoting sustainability and health-conscious eating. The chapter also outlines the

contents of the paper, which includes the profile of the business detailing the core values, mission, and vision of the restaurant and the products and services offered, showcasing an innovative vegan menu and the unique features that set the restaurant apart from conventional fast-food establishments.

Conceptual Framework

This feasibility study's conceptual framework illustrates the relationship between the key factors that influence the establishment of a vegan fast-food restaurant in Calamba, Laguna. It identifies independent variables — market demand, operational strategies, financial resources, marketing efforts, and community impact — and their direct effect on dependent variables such as business viability, consumer satisfaction, market competitiveness, and sustainability.

This framework serves as a guide to understanding how the restaurant's success relies on strategic planning and resource management. By examining how inputs like consumer preferences, effective operations, and financial planning contribute to achieving positive business outcomes, the study aims to provide a clear structure for evaluating the project's feasibility. Ultimately, this framework helps determine whether the proposed vegan fast-food restaurant can meet the demands of students, faculty, and nearby residents, benefit the community, and achieve long-term profitability and sustainability.

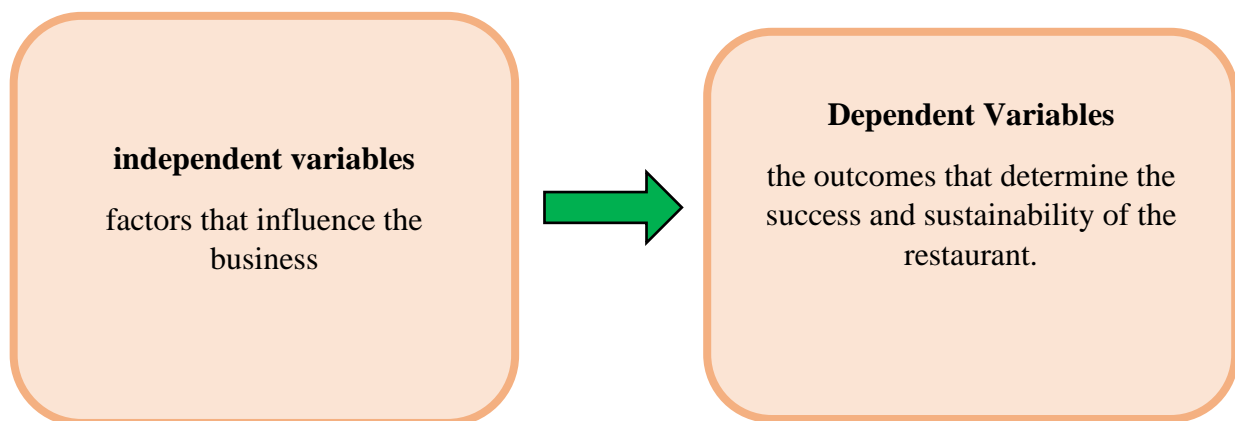


Figure 1 SEQ Figure * ARABIC 1

Objective of the Study

The objective of this research is to assess the feasibility of establishing a vegan fast-food restaurant in Calamba, Laguna, focusing on its impact on consumers, the community, and the business owner. This study aims to provide a comprehensive evaluation of the business concept by analyzing market demand, operational strategies, and financial viability, ensuring the proposed restaurant can thrive in a competitive environment.

For Consumers, the study seeks to understand their preferences, dining habits, and expectations regarding plant-based food options. It aims to offer affordable, nutritious, and convenient vegan meals that cater not only to those following strict vegan diets but also to health-conscious individuals and curious customers exploring sustainable food choices. The goal is to create a satisfying dining experience that promotes healthier lifestyles.

For the Community, the study highlights how the vegan fast-food restaurant can contribute to local development by creating job opportunities, supporting local farmers and suppliers, and promoting environmental sustainability. By encouraging plant-based eating and using eco-friendly practices, the

business aims to raise awareness about the positive impact of ethical consumption and inspire a more sustainable way of living within the community.

For the Owner, the study focuses on evaluating the business's profitability, growth potential, and long-term success. It explores effective marketing strategies, competitive advantages, and operational plans to ensure the restaurant operates efficiently while staying true to its mission and vision. The research aims to provide the owner with data-driven insights and strategic recommendations to minimize risks, seize market opportunities, and build a strong, purpose-driven brand in the plant-based food industry.

Ultimately, this study strives to balance the needs and benefits of all stakeholders — offering consumers healthier food options, fostering community development, and guiding the owner in building a profitable and sustainable vegan fast-food business.

Methodology

This study uses a combination of quantitative and qualitative research methods to assess the feasibility of establishing a vegan fast-food restaurant in Calamba, Laguna. It aligns with the conceptual framework by examining how independent variables market demand, operational strategies, financial resources, marketing efforts, and community impact influence dependent variables like business viability, consumer satisfaction, market competitiveness, and sustainability.

Quantitative data will be collected through surveys targeting students, faculty, and nearby residents to measure market demand, price sensitivity, and consumer preferences. Qualitative data will be gathered via interviews with local suppliers, business owners, and health-conscious individuals to understand operational challenges and community expectations. By combining both methods, the study aims to provide a clear analysis of the key factors affecting the proposed vegan fast-food restaurant's success, guiding strategic decisions for a viable and sustainable business model.

Research Design

The study utilizes a descriptive research design to gather and analyze data about the key factors affecting the proposed vegan fast-food restaurant in Calamba, Laguna. This design allows the researchers to explore the relationships between the independent variables — such as market demand, operational strategies, financial resources, and marketing efforts — and the dependent variables, including business viability, consumer satisfaction, market competitiveness, and sustainability. Data will be collected through surveys conducted within the vicinity of Calamba, Laguna targeting potential customers such as students, faculty, professionals, health-conscious individuals, and other community members likely to patronize a plant-based fast-food restaurant.

Participants of the Study

The participants in this study will include individuals aged 18 to 60 years old who are potential consumers of the proposed vegan fast-food restaurant in Calamba, Laguna. This will cover a diverse group, including students, faculty, staff, and nearby residents. The study will focus on those who are vegan, vegetarian, or open to plant-based food options. Their insights will be gathered to understand dining habits, food preferences, pricing expectations, and their willingness to support a vegan fast-food restaurant. By concentrating on these key groups, the study aims to collect direct feedback from the primary target market, providing essential data to assess the restaurant's market potential and overall feasibility.

Data Collection and Instrument

This study will use survey questionnaires as the primary data collection instrument. This method aligns with the quantitative approach outlined in the research design, allowing the researchers to gather measurable data on consumer dining habits, food preferences, pricing expectations, and willingness to support a vegan fast-food restaurant in Calamba, Laguna. The survey will cover the respondents' demographic profiles, dining habits, pricing expectations, and level of interest in supporting plant-based food options. The structured format of the questionnaire ensures consistency in responses, making it easier to analyze trends, identify market demand, and evaluate the feasibility of establishing the proposed vegan fast-food restaurant.

To analyze the gathered data, this study will use statistical instruments such as descriptive statistics, including frequency percentage, mean, and rank. These methods will help interpret the data by summarizing consumer preferences and assessing market demand. Frequency and Percentage will display data that specifies the percentage of observations for each response or data grouping. This involves counting the total number of responses and calculating their relative percentages.

FORMULA

$$P = \frac{f}{N} \times 100$$

Where:

P = Percent

f = Frequency

N = Number of respondents

Weighted Mean

Weighted Mean will be used to determine the average response, considering the importance or weight of each option chosen by the respondents.

FORMULA

$$WM = \frac{\sum[(f)(w)]}{n}$$

Where:

WM = Weighted Mean

f = Frequencies to the given

w = Weight

n = Total number of respondents

The table presented below shows the verbal interpretation for the computed weighted mean that indicates the level of consumer interest and support for the establishment of a vegan fast-food restaurant near AMA Computer College in Calamba, Laguna:

Table 1

Mean Rating	Verbal Interpretation
4.50–5.00	Strongly Agree
3.50–4.49	Agree
2.50–3.49	Neutral

1.50–2.49	Disagree
1.00–1.49	Strongly Disagree

Data Analysis

This chapter presents the data gathered from the selected respondents, including the students, faculty, staff, and nearby residents in Calamba, Laguna. The following tables present the profile of the respondents and their feedback regarding the feasibility of establishing a vegan fast-food restaurant.

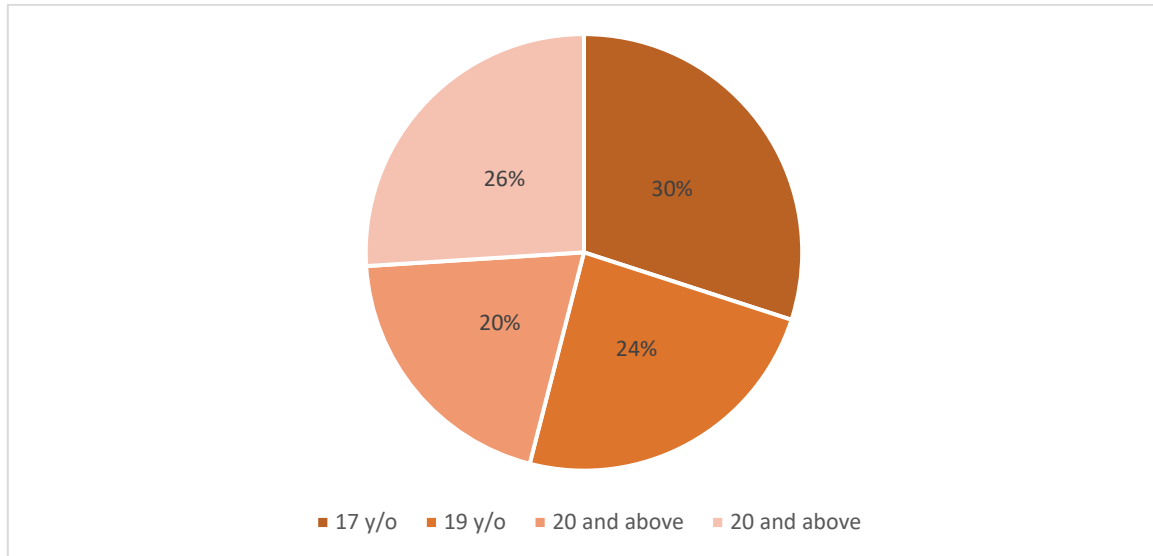


Figure 1: Frequency and percentage Distribution of Respondent by Age

The graph above shows the age distribution of respondents. The majority are aged 17 years old (30%) and 18 years old (24%), with 20% falling into the 19-year-old category, and 26% representing those aged 20 and above. This distribution reflects a diverse age group, indicating a wide range of potential customers for the proposed vegan fast-food restaurant in Calamba, Laguna.

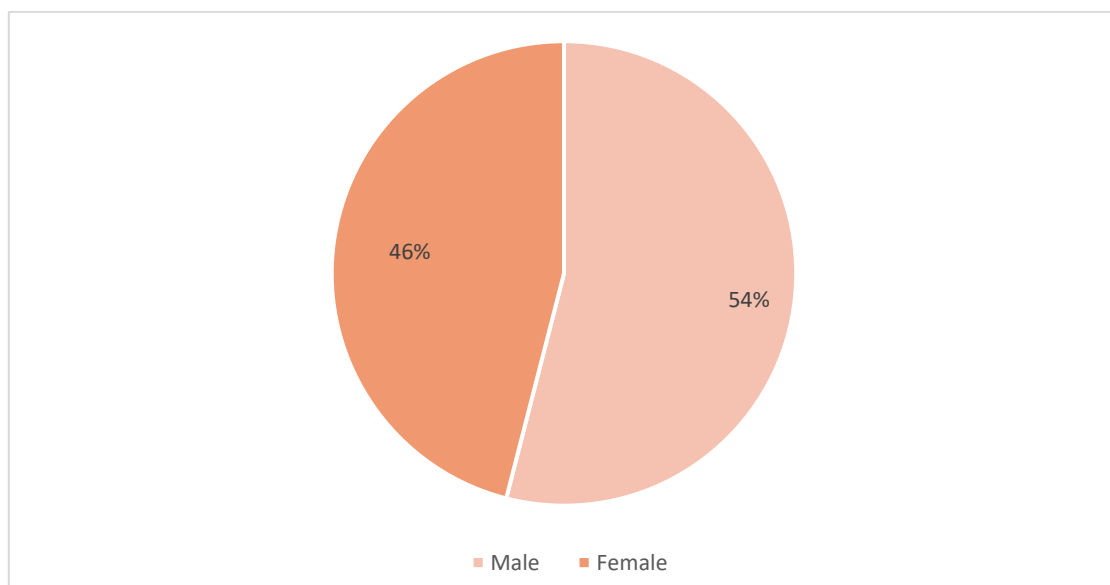


Figure 2 Frequency and Percentage Distribution of Respondents by Gender

The data shows a balanced distribution of respondents by gender, with 54% identifying as male and 46% as female. This balance that the potential customer base for the Vegan fast-food restaurant is not gender-specific, allowing for broad marketing strategies.

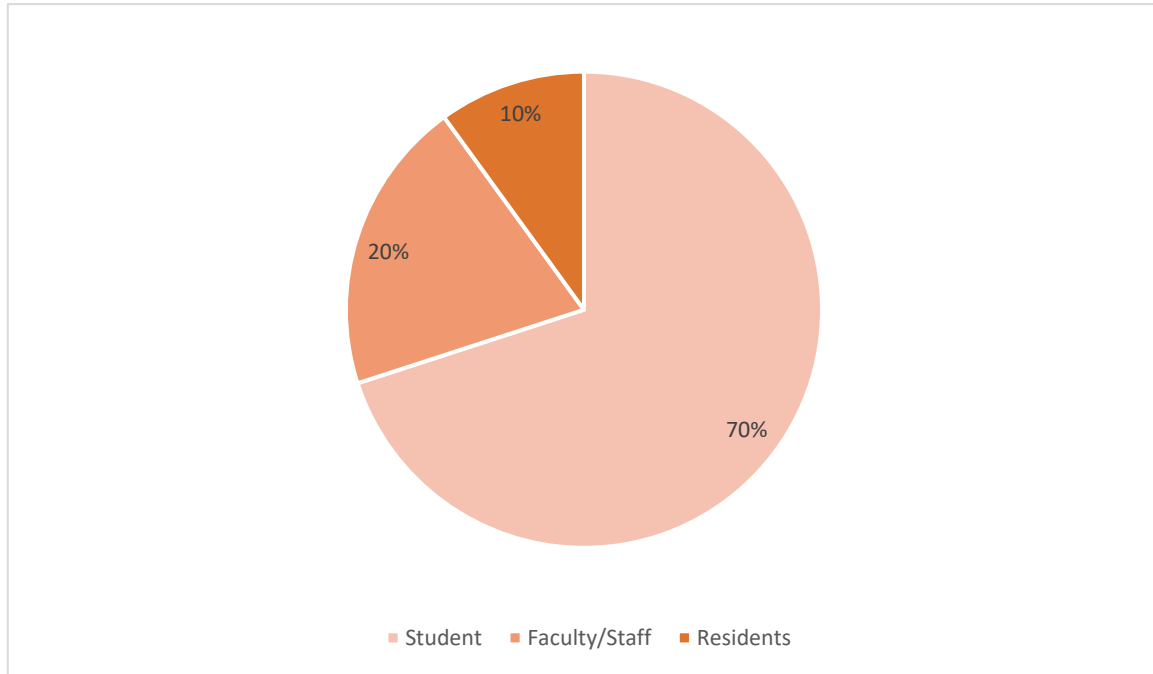


Figure 3 Frequency and Percentage Distribution of Respondents by Affiliation

The graph above reveals that most respondents (70%) are students, while 20% are faculty or staff, and 10% are nearby residents. This shows that while students form the largest part of the largest market, there is also support from the broader community, reinforcing the potential for the Vegan fast-food restaurant to attract a varied customer base.

Consumer Preferences and Dining Habits

Table 2

Indicators	Weighted Mean	Interpretation
I am interested in trying plant-based fast food.	4.20	Agree
I consider vegan meals a healthy alternative to regular fast food.	4.50	Strongly Agree
I am willing to spend ₱ 100- ₱150 on a plant-based meal.	3.80	Agree
I prefer fast-food restaurants that offer eco-friendly or sustainable options.	4.10	Agree
I would choose a vegan fast-food restaurant in Laguna.	4.40	Agree
Price affects my decision when choosing where to eat.	4.30	Agree
I believe plant-based food tastes just as good as regular fast food.	3.90	Agree
I would support a vegan fast-food restaurant for its environmental benefits.	4.60	Strongly Agree
I would like a variety of affordable plant-based options on the menu.	4.70	Strongly Agree
A vegan fast-food restaurant would benefit the community.	4.80	Strongly Agree
General Weighted Mean	4.33	Agree

Interpretation of Weighted Mean

- 4.50- 5.00= Strongly Agree (Respondents show a high level of interest or support.)
- 3.50-4.49= Agree (Respondents generally support or have a positive view.)
- 2.50-3.59= Neutral (Respondents Have a balanced or undecided stance.)

Results and Discussions

This chapter presents the results of the study and provides a comprehensive discussion of the data gathered from the respondents, including students, faculty, staff, and nearby residents of Calamba, Laguna. The findings are analyzed and interpreted in relation to the feasibility of establishing a vegan fast-food restaurant near the campus.

Demographic Profile of Respondents

Age Distribution

The results show that most respondents are 17 years old (30%) and 18 years old (24%), while 19-year-olds make up 20% of the respondents, and 26% are 20 years old and above. This distribution indicates that the target market covers a wide age range, with a strong representation of younger consumers. Younger individuals are often more open to exploring new food trends, including plant-based options, suggesting that the proposed vegan fast-food restaurant has the potential to appeal to this dynamic demographic.

Gender Distribution

The gender distribution of the respondents is balanced, with 54% identifying as male and 46% as female. This balanced representation implies that the potential customer base is not limited to a particular gender, allowing the restaurant to adopt inclusive marketing strategies that cater to all individuals.

Affiliation of Respondents

In terms of affiliation, most respondents are students (70%), followed by faculty and staff (20%), and nearby residents (10%). While students form the core target market, the participation of faculty, staff, and residents highlights a broader interest in plant-based dining options. This suggests that the vegan fast-food restaurant can attract not only the school community but also the surrounding neighborhood.

Consumer Preferences and Dining Habits

The study also explored consumer preferences and dining habits, focusing on their interest in plant-based fast food and the factors influencing their food choices.

1. Interest in Plant-Based Fast Food

Respondents agreed that they are interested in trying plant-based fast food, with a weighted mean of 4.20. This indicates a generally positive reception toward the concept, suggesting that many potential customers are curious and open to plant-based alternatives.

2. Perceived Health Benefits

The perception that vegan meals offer a healthier alternative to regular fast food received strong agreement from respondents, with a weighted mean of 4.50. This highlights that health consciousness plays a crucial role in their willingness to consider plant-based dining options.

3. Willingness to Spend on Plant-Based Meals

Respondents expressed agreement regarding their willingness to spend ₱100–₱150 for a plant-based meal, with a weighted mean of 3.80. While this indicates some level of price sensitivity, it also reflects an openness to affordable plant-based options, emphasizing the need for competitive pricing strategies.

4. **Influence of Eco-Friendly Practices**

The data shows that respondents consider eco-friendly practices when choosing fast-food establishments, as indicated by a weighted mean of 4.10. This finding suggests that incorporating sustainable practices such as eco-friendly packaging and waste reduction could enhance the restaurant's appeal.

5. **Proximity and Accessibility**

The convenience of location emerged as a key factor, with respondents agreeing that they would choose a vegan fast-food restaurant if it were situated in Calamba, Laguna, reflected by a weighted mean of 4.40. This underscores the importance of selecting a strategic location close to the campus to attract both students and staff.

6. **Price Sensitivity**

Price remains a crucial factor in dining decisions, with respondents agreeing that cost impacts their food choices, yielding a weighted mean of 4.30. This emphasizes the need for the restaurant to strike a balance between affordability and quality.

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8. **Support for Environmental Benefits**

Respondents strongly agreed with supporting a vegan fast-food restaurant for its environmental benefits, earning a weighted mean of 4.60. This indicates that environmental sustainability is a motivating factor in their dining choices, reinforcing the importance of promoting the restaurant's eco-friendly initiatives.

9. **Support for Environmental Benefits**

Respondents strongly agreed with supporting a vegan fast-food restaurant for its environmental benefits, earning a weighted mean of 4.60. This indicates that environmental sustainability is a motivating factor in their dining choices, reinforcing the importance of promoting the restaurant's eco-friendly initiatives.

10. **Perceived Community Benefits**

The belief that a vegan fast-food restaurant would benefit the community received the highest weighted mean of 4.80. This overwhelming support emphasizes the respondents' perception that such an establishment could enhance local food choices, promote sustainability, and contribute positively to the community's well-being.

Summary of Findings

The general weighted mean of 4.33 indicates that respondents agree on the feasibility of establishing a vegan fast-food restaurant in Calamba, Laguna. Positive feedback covers various factors, including health consciousness, environmental awareness, affordability, and convenience. The findings highlight that the target market comprising students, faculty, staff, and nearby residents shows strong support for plant-based dining. Many individuals, especially younger consumers, have expressed a growing interest in plant-

based food options and are open to exploring vegan alternatives. Health consciousness plays a significant role in their dining preferences, as many respondents perceive vegan meals as a healthier alternative to regular fast food. Additionally, environmental awareness has influenced their choices, with strong support for eco-friendly practices such as sustainable packaging and waste reduction. Affordability is also a crucial factor, with respondents expressing a willingness to spend ₱100–₱150 on plant-based meals, highlighting the need for competitively priced menu options. Moreover, proximity and accessibility were found to be essential considerations, as most respondents indicated they would be more likely to visit the restaurant if it were conveniently located in Calamba, Laguna. The study also emphasized the need to address taste perceptions, as some respondents still have reservations about whether plant-based food can match the flavor of traditional fast food. Despite this, there is a strong desire for a diverse and affordable menu, with many believing that a vegan fast-food restaurant would benefit not only the school community but also the surrounding neighborhood by promoting sustainability and expanding local food choices. Overall, the general weighted mean of 4.33 reflects a positive outlook, indicating that respondents agree on the feasibility of establishing a vegan fast-food restaurant in Calamba, Laguna.

Conclusion

Based on the findings of this study, it can be concluded that there is strong support for the establishment of a vegan fast-food restaurant in Calamba, Laguna. The positive reception from respondents comprising students, faculty, staff, and nearby residents highlights a growing interest in plant-based dining options, especially among younger consumers. Key factors such as health consciousness, environmental awareness, affordability, and convenience significantly influence the target market's dining preferences. The study revealed that many respondents view vegan meals as a healthier alternative to traditional fast food, and there is notable support for eco-friendly practices like sustainable packaging and waste reduction. Affordability remains a crucial consideration, with respondents willing to spend between ₱100– and ₱150 on plant-based meals, reinforcing the need for competitively priced menu options. Furthermore, proximity and accessibility play a vital role, as most respondents prefer a dining establishment conveniently located near the campus. While some individuals still have reservations about the taste of plant-based food compared to regular fast food, the strong desire for a diverse and affordable menu suggests that offering flavorful and satisfying options will be key to overcoming this perception. Ultimately, the study concludes that a vegan fast-food restaurant has the potential to not only cater to the Laguna community but also attract nearby residents by promoting sustainability and expanding local food choices. The general weighted mean of 4.33 further affirms the feasibility of this business concept, emphasizing the opportunity to create a positive impact both in terms of health and environmental benefits.

Recommendation

Raising awareness about plant-based dining options should be a priority for the proposed vegan fast-food restaurant in Calamba, Laguna. To provide proper information regarding the health benefits of vegan meals and their positive environmental impact is essential to encourage both vegans and non-vegans to explore plant-based alternatives. Affordability must also be considered, as the study revealed that most respondents are willing to spend between ₱100–₱150 on plant-based meals. Offering budget-friendly options, meal combos, and student discounts can help attract a wider range of customers. It is important to address taste perceptions by ensuring the menu offers flavorful, satisfying, and diverse plant-based dishes. Conducting taste tests and gathering customer feedback will be crucial in refining the menu and

winning over those who may have doubts about the taste of vegan food. Proximity and accessibility play a key role in the restaurant's success. By establishing the restaurant in Calamba, Laguna will cater to its primary market students, faculty, staff, and nearby residents, making it convenient for them to visit. Partnering with food delivery services can further extend the restaurant's reach. Lastly, promoting sustainable practices, such as using eco-friendly packaging and minimizing food waste, will appeal to environmentally conscious consumers. Highlighting these efforts can enhance the restaurant's reputation and attract customers who value sustainability. By implementing these strategies, the vegan fast-food restaurant can successfully meet the needs and preferences of its target market while contributing to the health and environmental well-being of the community.

Ethical Statement

This research on the feasibility of establishing a vegan fast-food restaurant in Calamba, Laguna was conducted with the highest regard for ethical principles. The study ensured that all participants were treated with respect and dignity and that their rights to privacy, confidentiality, and voluntary participation were strictly upheld. Informed consent was obtained from all respondents, who were fully briefed about the study's purpose and their freedom to withdraw at any time without consequences. The data collected was handled responsibly, used solely for academic purposes, and presented without any identifying information to maintain anonymity. The researchers committed to accuracy and integrity in data collection and analysis, avoiding any form of misrepresentation. Additionally, great care was taken to ensure that no physical, emotional, or psychological harm was inflicted upon the participants. This study reflects a strong commitment to ethical research practices, safeguarding the well-being of all involved while contributing valuable insights to the academic community.