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YAKIYUME: CRABSTICK AND CHEESE TAKOYAKI WITH TERIYAKI DRIZZLE AND MIDORI DRINK

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ABSTRACT

This study examined the feasibility of YakiYume, a food-and-snack business offering an innovative Takoyaki experience. The menu includes Crabstick, Cheesy Mushroom, and Veggie Tofu flavors, catering to diverse tastes, paired with Midori Drink, a refreshing blend of lemon, nata de coco, and cucumber. The study involved thorough planning, including trial-and-error product testing, demand and supply analysis, pricing strategy development, marketing strategies, and financial projections. A survey conducted among students at Camp Vicente Lim Integrated School revealed a strong preference for Japanese-inspired products and healthy drinks, highlighting the business's promising market potential. Efficient production and operational strategies were applied, and financial analysis indicated profitability, with the January 2026 income statement showing a net profit of ₱20,468.37. The study concludes that YakiYume is a viable business opportunity, offering innovative and healthy options while delivering a unique and highly profitable product.

KEYWORDS: *YakiYume, Takoyaki, Midori Drink, Japanese-inspired products, financial analysis, profitability*

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I. INTRODUCTION

Globally, Japanese cuisine has gained immense popularity, with Takoyaki standing out as a well-loved street food for its flavorful batter, savory fillings, and variety of toppings. This trend has influenced many countries, including the Philippines, where Japanese-inspired food businesses continue to expand. Nationally, Filipino consumers have embraced Takoyaki not only for its taste but also for its versatility, allowing for localized flavors that suit diverse palates.

The food industry in the Philippines has experienced consistent growth over the past decade, especially in the street food sector, which remains popular due to its affordability, accessibility, and variety. Takoyaki, a Japanese wheat-batter snack often filled with diced octopus, has become a mainstream Filipino favorite. According to Business Diary (2021), the Takoyaki food cart business has become a hot trend in the Philippines, with demand surging among students, professionals, and mallgoers due to its flavorful taste and visual appeal. YakiYume builds on this by offering innovative Filipino-inspired variants such as crabstick and cheese and mushroom Takoyaki, aiming to harness this trend with a local twist.

Filipino consumers are also becoming more health-conscious. A 2025 PwC Philippines 'Voice of the Consumer' report notes that 67% of respondents consider nutritional value a significant factor when purchasing food, even more than taste (18%). Over 80% of wearables are for exercise, and 44% use them for dieting, signaling that health and wellness shape consumer decisions. YakiYume responds by pairing its Takoyaki with Midori, a refreshing lemon-cucumber drink that aligns with the growing preference for wellness-supporting food and beverages.

Locally, YakiYume reimagines Takoyaki by blending Japanese culinary techniques with Filipino tastes. Its signature variant features a crab stick and cheese filling topped with a sweet-salty honey-teriyaki glaze, paired with Midori, a lemon-cucumber-nata drink that balances the richness of the dish. This fusion of flavors, cultural influence, and affordability aims to attract a wide market seeking both novelty and familiarity.

Vision Statement

The vision of this research is to create a new small food enterprise that aspires to become the leading seller of traditional Japanese cuisine. The business offers a traditional Japanese-inspired snack alongside Midori Drink, a refreshing drink. This venture aims to incorporate nutrition, unique tastes, and culinary creativity into daily life. YakiYume is available in four unique varieties. The owner intends to offer a healthier snack option for students and teachers at Camp Vicente Lim Integrated School. The ambition for this business is to gain recognition as an innovative small enterprise and a significant advocate for healthier food and beverage options within the school community.

Mission Statement

The business explores the missions and products of two emerging food innovations: YakiYume and Midori drinks. YakiYume is a type of Takoyaki that focuses on delivering the authentic taste of Japanese street food through high-quality Takoyaki made with healthy ingredients and traditional methods. The company emphasizes creating memorable and communal dining experiences that foster warmth and connection. Meanwhile, Midori Drink introduces a modern twist on a classic refreshment by combining cucumbers with natural honey. It aims to promote a healthier lifestyle through innovative, sustainable, and flavorful offerings. Both products share a commitment to quality, consumer satisfaction, and cultural authenticity, positioning themselves as meaningful contributors to culinary innovation and community well-being.

Core Values

The research is founded upon core values that uphold integrity, objectivity, and scholarly excellence. These guiding principles ensure that the study is conducted ethically, analyzed rigorously, and communicated responsibly. By adhering to these values, the researcher aims to produce findings that are not only credible and meaningful but also advance knowledge and support informed decision-making within the field.

Y - Youthfulness. The business aimed to provide customers with positive perspectives on life and to promote its products.

A - Accountability. The business showed that everyone in the company is expected to take ownership of their work and results.

K - Kindness. The business showed respect to every customer and treated them the same way one treats oneself.

I - Innovation. The business encouraged creativity and staying ahead of competitors.

Y - Yearning. The business expressed a strong desire to learn, grow, and improve everything the researcher does in the company's daily operations.

U - Unity. The business unites as one team to serve the company's products to the potential customers.

M - Motivation. The goal of the business is to inspire and help each customer achieve their goals.

E - Efficiency. The business focused on getting things done effectively with minimal waste.

Objectives

This feasibility study is intended to evaluate the feasibility of selling "YakiYume." Specifically, it aimed to evaluate and analyze the following areas:

1. The Technical Aspect of the Study

- Product Description
- Product Process
- Equipment/Materials
- Plant Allocation
- Plant Layout

2. The Marketing Aspect of the Study

- General Business Conditions
- Competitive Condition
- Target Market
- Demand
- Product
- Pricing Strategy
- Promotion
- Packaging

3. The Financing Aspect of the Study

- Capitalization
- Source of Funds
- Total Sales
- Total Expenses
- Income Statement (5 years projected)
- Balance Sheet (5 years projected)
- Cash Flows Statement (5 years projected)
- Return On Investment
- Ratio Analysis

4. The Management Aspect of the Study

- Form of Ownership
- Structure
- Job Analysis
- Company Analysis

5. The Socioeconomic Aspect of the Study

- Contribution to the Government
- Contribution to the Society

II. METHODOLOGY

The study gathered data through surveys conducted at Camp Vicente Lim Integrated School, targeting junior and senior high school students. The survey examined factors affecting demand, including snack preferences, spending habits, and willingness to try new food products.

A total of 352 respondents were selected using the Raosoft Sample Size Calculator, and the data collected were analyzed to determine product acceptability. A supply analysis was also conducted to evaluate competitors, their pricing strategies, and customer base, along with a SWOT analysis to assess business potential.

Additionally, production processes, raw material sourcing, and cost structures were reviewed to ensure efficient operations. Marketing strategies such as social media promotion and promotional offers were also assessed to enhance brand visibility and attract customers.

III. RESULT

A significant 80.4% of respondents expressed willingness to purchase Takoyaki, while an even higher 82.7% showed interest in buying the Midori Drink. These results indicate strong consumer demand and high product acceptability among the target market. These results demonstrate that the business has strong potential for sales and profitability, as most respondents showed clear interest in purchasing both products.

Table 1. Average Net Income per Day

YakiYume
AVERAGE NET INCOME PER DAY
January 14 - 29, 2026

Particulars	Total	Averages
SALES		
Takoyaki	₱ 30,199.00	₱ 3,019.90
Midori Drink	5,190.00	519.00
Combo Meal	8,650.00	865.00
Add-ons	136.00	13.60
NET SALES	**₱ 44,175.00**	**₱ 4,417.50**
Less: Cost of Goods Sold	12,869.76	1,286.98
GROSS PROFIT	**₱ 31,305.24**	**₱ 3,130.52**
Less: Operating Expenses		
Supplies Expense	2,006.87	200.69
Transportation Expense	630.00	63.00
Salaries Expense	5,400.00	540.00
Rent Expense	2,000.00	200.00
Utilities Expense	800.00	80.00
Total Operating Expense	**10,836.87**	**820.00**
NET INCOME	**20,468.37**	**2,310.52**

Financial projections showed that in January 2026, the business earned ₱44,175.00 in sales and had a net income of ₱20,468.37 after all expenses were deducted. This indicates effective cost management and a high profit. The results show that the business is capable of sustaining operations and achieving financial growth.

Table 2. Return on Investment

Year	Net Income	Project Cost	ROI %
1	443,620.61	57,994.65	764.93
2	465,801.64	57,994.65	803.18
3	489,091.72	57,994.65	843.34
4	513,546.31	57,994.65	885.51
5	539,223.62	57,994.65	929.78

The table highlights the projected return on investment over five years. The Return of Investment (ROI) exceeds 700% annually, starting at 764.93 in the first year and reaching 929.78 in the fifth year. It illustrates that the business has strong earning potential and is expected to provide significant returns compared to the initial project cost.

Table 3. Payback Period

Year	Cash Sales	Capital Recovery	Payback Period In Years
1	443,620.61	57,994.65	0.13
2	465,801.64		
3	489,091.72		
4	513,546.31		
5	539,223.62		
Total Payback Period (in years)		57,994.65	**0.13**

The table illustrates how quickly the initial investment can be recovered. Based on projected cash sales, the total project cost is expected to be paid within approximately 0.13 years or less than one year.

Based on the computed data, it implies that high profitability can be achieved with proper strategic planning, efficient labor management, and careful cost control. By maintaining these practices, YakiYume can maximize earnings and sustain long-term success, demonstrating the business's strong potential for growth within its target market.

IV. DISCUSSION

The findings show that the business has strong potential to grow and succeed within the school community because of high demand for affordable, flavorful, and healthy food options. The business is well-received by students, highlighting its appeal as a Japanese-inspired snack and healthy drink that offers a refreshing contrast to the rich flavors of takoyaki, which is both familiar and satisfying. The savory fillings, special sauce, appealing presentation, and healthy snacks help make the products popular. Offering different healthy variants, such as Crabstick and Cheese, Cheesy Mushrooms, and Veggie Tofu, also increases student interest and encourages repeat purchases, which supports the high profitability seen in the financial projections. The observed profitability indicates that, with proper management strategies such as maintaining consistent product quality, controlling costs, and using targeted marketing, it can continue to operate successfully and achieve further financial growth. Overall, YakiYume is an innovative opportunity for young entrepreneurs, combining creativity and strategic planning to keep students satisfied while supporting the business's growth. This study demonstrates that health-conscious, culturally adapted food ventures can thrive in school communities, offering both customer satisfaction and profitable opportunities for aspiring entrepreneurs.

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