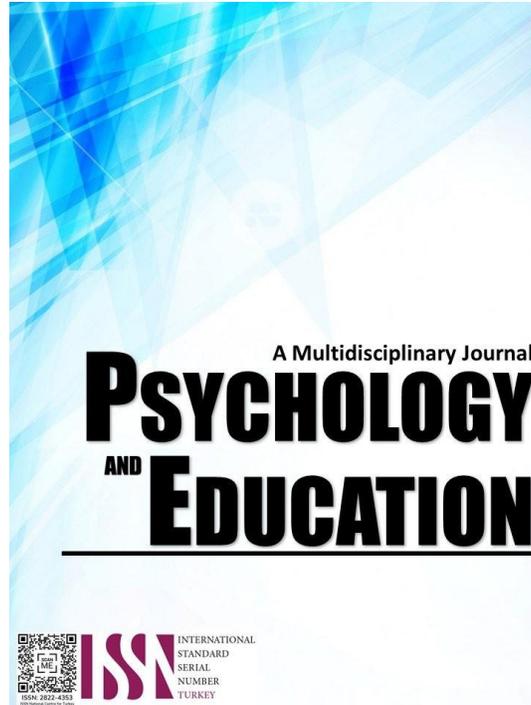


# ESTABLISHING AN EXOTIC MOBILE FOOD CART IN SAMPALOC, QUEZON



## PSYCHOLOGY AND EDUCATION: A MULTIDISCIPLINARY JOURNAL

Volume: 42

Issue 10

Pages: 1445-1450

Document ID: 2025PEMJ4134

DOI: 10.70838/pemj.421008

Manuscript Accepted: 06-16-2025

## Establishing an Exotic Mobile Food Cart in Sampaloc, Quezon

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### Abstract

The proposed business is a food cart that will concentrate on the offerings of variety of exotic foods. The business form of ownership is sole proprietorship. It will occupy a space at the front of the owner's house. The cart body dimension of La Exotika Food Cart will 230 cm long, 165 cm wide, and with a height of 220 cm. The space will be good only for two (2) persons to move around the area to perform different activities including preparation of order and serving. Business operates seven days a week. The target users of the service of La Exotika Mobile Food Cart are the residents of Sampaloc, Quezon and other individuals who happened to pass by the cart, All people of all walks of life can avail their products and services because the owner made sure that their service are affordable and match their customers' preferences for exotic foods. Hence, young and adults, employed or unemployed are all possible users of their service. The cart body dimension of La Exotika Food Cart will 230 cm long, 165 cm wide, and with a height of 220 cm. The space will be good only for two (2) persons to move around the area to perform different activities including preparation of order and serving. The cart body will be plain sheet of galvanized iron, while the flooring will be made of aluminum as well as the counter for rust proof and easy cleaning. There will be a lift-up window for serving area and a side door for entrance. It will have wheels for easy mobility if the proponent wanted to transfer or go to another place. La Exotika Food Cart will give an employment to those who are qualified on the job specification needed and will decrease the unemployment rate of the province. It can also be a big help for the Government since the business is paying tax that can be used to increase the income to support the Government programs. Likewise, the Local Government Unit of Sampaloc will also benefit in this project because it would be another source of income of the municipality in the form of taxes, permits and fees. This business can generate income not only to the owners, but also to those people who will be hired as employees as well as other beneficiaries such as the suppliers of exotic meat products such as snail, frog, monitor lizard, snake, and balut, as well as the carpenter who will construct the food cart and other suppliers of the raw materials ranging from sari-sari stores, and other businesses. It will also affect the people of Lucban because of the number of its employees that will be hired once the owner decided to expand his business. The organizational structure of the business is a line-type organization and management. The form of ownership of La Exotika Food Cart is sole- proprietorship. It took almost 5 months for the business to operate. The business uses quick or fast-food service as term of scale.

**Keywords:** *exotic food, food cart, LGU*

### Introduction

The sound of food has always sent tongues rolling, regardless of the age or type of organism one is. The caterpillar loves its leaf as much as the Americans love their beef. Some eat food to just stay upright, while some eat food to kindle and alight. People love to eat. Everybody enjoy foods that are seldom seen and with good taste that last up to the last bite. Every bit of it counts and made for satisfaction. Some people prefer to eat foods that are uniquely prepared because they think that it tastes good and it satisfies them.

The world has a rich culinary heritage, including the exotic foods which are defined as the foods that are not familiar. Besides making palates uneasy, eating new kinds of foods are known to create new connections in the brain and allows for enhanced brain activity. While some food items appearing exotic to some might be the regular meals of someone else in the other parts of the world.

Food industry is growing and becoming a major factor affecting economic, social and cultural condition in the country. Sometimes, what one eats reflect who he is, the economic status in the community, with who he eats, with the body size, how he eats, and where he is from. However, in the name of exotic food, people have used endangered species to fulfill their wanton desires. But we definitely don't want to feast on them. There are a huge variety of other exotic foods that are available for relishing.

Nowadays, most people try to find something new to their eyes. Young adults of the present generation seek to explore things on their own. As the unlimited needs and wants of people are craving for, there has been a need for more establishments or businesses particularly the food industry. As long as people eat and needs food, there will always be a place for food business. Food will always be in demand and a Food Cart is one of the most affordable ways to enter the food business. Many entrepreneurs have found their fortune in this small package.

Feng Shui experts said recently that it is good to be in the food business this year. But whatever your belief is, the food business has never lost its profit potential even in times of crisis. Starting a food cart is an excellent way to get into the food business. It has the least starting capital and the cart can be brought elsewhere if the location is unfavorable. This is a business where you can start small and get big fast.

A food cart is one of the easiest ventures to start especially for beginning entrepreneurs. Its low cost and high potential make it an ideal venture for those with little capital. Another advantage of this business is that if you picked a poor location, you can just move your cart to another place.

Sampaloc, Quezon is a town in Quezon Province which has abundant source of natural resources for it is a mountainous town. It is a small but progressive town. Sampaloc is also a tourist attraction during its town fiesta called “Bulihan Festival”. People in this town are not that large in number but they love to eat. Food stalls and eateries are growing in number to meet the demands of the people in terms of food. There are lot food cart vendors in Sampaloc, their usual products are pansit, spaghetti, bihon and some delicacies. Others have kikiyam, fishball, kwek-kwek, french fries, siomai and many more. Most of them use push cart to sell their products in different parts of Sampaloc.

For a change, putting up a food cart specialized in serving exotic foods is a practical way because foods served are enjoyed by older and new generations and it is one of the most affordable ways to enter the food business. This kind of business will develop the economic life of Sampaloc, Quezon by offering different kind of experience and a new way of rendering the needs of the townspeople; providing job opportunities for the local residents; the business will generate profits that helps in maximizing the income of owner. The food cart will be enjoyed by the people accompanied with different and unusual kind of food in an affordable price. Some people believed that exotic foods have medicinal nutrients which are good for the body. They prefer this kind of unusual delicacy or cuisine because of status quo. Sources and raw materials used in cooking exotic foods are somehow available in Quezon Province. There is no existing food cart business that offers exotic foods in Sampaloc, Quezon.

By putting up a food cart of this variety, it can provide an extra income for the unfortunate people that live in the outskirts of the town. This kind of business can offer them money in exchange for the species or animals needed in making exotic food through growing and culturing species of these variety because the selling price of exotic animals are higher.

This has led the researcher to come up with the study of an exotic food cart that will cater the people of Sampaloc. From a typical street foods and finger foods that we usually eat, the researcher will introduce a new style and new taste of food at affordable price for the market. Exotic foods that are usually served in some high-class restaurants are now can be served in a food cart. The first Exotic Food Cart to establish in Sampaloc, Quezon.

### **Research Objectives**

The study aimed to know whether the operation of the food cart is reliable in Sampaloc, Quezon. It sought to know if this business will be feasible in terms of:

1. Marketing Aspect
2. Technical Aspect
3. Financial Aspect
4. Socio-economic Aspect
5. Management Aspect

### **Methodology**

#### **Research Design**

The study used a descriptive approach to gather data about the target market's preferences for exotic foods, their demographics, and their willingness to purchase exotic foods from a food cart. This is evident from the surveys and questionnaires conducted.

The study focused on determining the viability of establishing an exotic food cart in Sampaloc, Quezon. It analyzes different aspects of the business, including market, technical, financial, socio-economic, and management feasibility. The study aimed to assess the potential for success and identify any challenges or limitations.

The study used a combination of these approaches to provide a comprehensive analysis of the feasibility of the exotic food cart business in Sampaloc, Quezon.

#### **Respondents**

The participants of the study are residents of Sampaloc, Quezon, and individuals who happened to pass by the food cart. Using random sampling method, there will be a total of 45 respondents. The study used a survey to gather data about the participants' preferences for exotic foods, their demographics, and their willingness to purchase exotic foods from a food cart.

#### **Instrument**

The research instrument is a structured questionnaire designed to collect quantitative data from potential customers. This means the questions had specific answer choices, allowing the researchers to easily analyze the results and draw conclusions. The study aimed to assess if there was a market for exotic food in Sampaloc, Quezon. The questionnaire likely included questions about whether people would be interested in trying exotic foods, what types of foods they might be interested in, and what price range they would be willing

to pay.

## Procedure

The study began by administering a questionnaire to potential customers in Sampaloc, Quezon, and neighboring towns. The study also likely involved interviews with key stakeholders, such as potential suppliers of exotic ingredients and local business owners. These interviews provided insights into the local market, potential challenges, and opportunities.

## Data Analysis

Overall, the data analysis provided a comprehensive assessment of the exotic food cart in Sampaloc, Quezon. The study used a combination of quantitative and qualitative methods to gather data, analyze the information, and draw conclusions about market demand, customer preferences, financial viability, and socio-economic impact.

## Results and Discussion

This section presents the analysis and interpretation of the data collected, focusing on the socio-demographic profile of the respondents, their preferences and perceptions regarding exotic food, and the viability of the proposed food cart business in Sampaloc, Quezon.

Table 1.1. *Profile of the respondents by Age*

Age	Frequency	Percentage
10-19	10	22.22%
20-29	15	33.33 %
30-39	12	26.67 %
40-49	8	17.78 %
Total:	45	100 %

The respondents' age distribution shows that the majority (33.33%) fall within the 20–29 age group, followed by 26.67% in the 30–39 bracket. Younger individuals aged 10–19 account for 22.22%, while those aged 40–49 represent the smallest group at 17.78%. This distribution implies that most respondents are in their prime working or studying years, which could affect their spending patterns, preferences, and openness to trying new food ventures. Younger age groups may prioritize affordability and convenience, while middle-aged respondents might value quality and novelty in food options.

Table 1.2 *Profile of the respondents by Gender*

Gender	Frequency	Percentage
Male	25	55.56 %
Female	20	44.44 %
Total:	45	100 %

In terms of gender distribution, 55.56% of respondents are male, while 44.44% are female. This slight male dominance suggests that the target audience for a food venture in this area may lean slightly towards male consumers. Gender-related preferences in food selection, such as the appeal of exotic dishes, could play a role in menu planning.

Table 1.3. *By Occupation*

Occupation	Frequency	Percentage
Worker	18	40 %
Student	27	60 %
Total:	45	100 %

A majority of respondents (60%) are students, while workers account for 40%. This highlights that the primary market for a food cart business in the area consists of younger, more dynamic consumers who may be more adventurous in their food choices but also more budget-conscious.

Table 1.4. *Monthly Food Allowance*

Monthly Allowance	Frequency	Percentage
1000-3000	8	17.78 %
4,000 – 6,000	14	31.11 %
7,000 – 9,000	12	26.67 %
10,000 and above	11	24.44 %
Total:	45	100 %

Respondents' monthly food allowances are distributed across four ranges, with the largest proportion (31.11%) spending 4,000–6,000 pesos, followed by 26.67% in the 7,000–9,000 range. A significant portion (24.44%) has a budget of 10,000 pesos and above, while the smallest group (17.78%) spends only 1,000–3,000 pesos. This variation in spending capacity implies that a food venture can attract a wide customer base by offering options across different price points. Affordable options can cater to the lower-income group, while premium or specialty dishes can appeal to higher spenders.

Table 2. *Primary Factor in Eating Food Results*

<i>Factors</i>	<i>Percentage</i>	<i>Rank</i>
Taste	44.44 %	1
Aroma	17.78 %	3
Physical Appearance	22.22 %	2
Color	15.56 %	4

Taste is identified as the most influential factor (44.44%) in food choices, followed by physical appearance (22.22%) and aroma (17.78%). Color ranks last at 15.56%. This implies that while sensory appeal is important overall, taste is the key determinant of customer satisfaction and repeat patronage. A food business should prioritize flavor quality and ensure consistency in taste to build customer loyalty, while secondary factors like presentation and aroma can enhance the dining experience and attract new customers.

Table 3. *Interest in Exotic Food Results*

<i>Item</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Rank</i>
Yes	32	71.11 %	1
No	13	28.89 %	2

Interest in exotic food is high, with 71.11% of respondents expressing willingness to try unique dishes. Only 28.89% are uninterested, indicating that there is significant market potential for exotic food ventures. This enthusiasm for exotic dishes implies a strong opportunity for businesses to capitalize on novelty and adventurous dining experiences. Marketing campaigns that emphasize the uniqueness, cultural significance, or health benefits of exotic dishes could further boost interest and attract a larger customer base.

Table 4. *Preferred Exotic Animals*

<i>Item</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Rank</i>
Snake	9	20 %	4
Snail	14	31.11 %	1
Monitor Lizard	10	22.22 %	3
Frog	12	26.67 %	2

Preferences for exotic animal-based dishes show that snails are the most favored (31.11%), followed by frogs (26.67%), monitor lizards (22.22%), and snakes (20%).

These results suggest that consumers are more inclined to try dishes made with animals that are less intimidating or already known in local cuisines. For instance, snails and frogs are more familiar and less likely to evoke fear or apprehension compared to snakes or monitor lizards. This preference can guide menu development by focusing on popular and widely accepted options.

Table 5. *Preferred Exotic Foods Menu*

<i>Item</i>	<i>Percentage</i>	<i>Rank</i>
Adobong Balut	17.78 %	3
Stuffed Frog	28.89 %	1
Pig Ears	15.55 %	4
Devilled Sisiw	20 %	2
Snail Dish	13.33 %	5
Paksiw na Palos	4.44 %	6

Stuffed frogs are the most preferred exotic dish (28.89%), followed by devilled sisiw (20%) and adobong balut (17.78%). Lower-ranked options, such as snail dishes (13.33%) and paksiw na palos (4.44%), indicate more niche appeal.

This implies that businesses should focus on promoting the top-ranked dishes to maximize customer interest while offering lower-ranked items as specialty or occasional options. Highlighting popular dishes in advertising and ensuring their availability on the menu can help attract a wider customer base.

Table 6. *Price Preference*

<i>Item</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Rank</i>
20-30 pesos per serving	10	22.22 %	3
31-40 pesos per serving	15	33.33 %	1
41-50 pesos per serving	13	28.89 %	2
50 pesos and above per serving	7	15.56 %	4

The majority of respondents prefer prices in the 31–40 pesos per serving range (33.33%), followed by 41–50 pesos (28.89%) and 20–30 pesos (22.22%). Only 15.56% are willing to pay above 50 pesos.

This indicates that affordability is a key factor for most customers, aligning with the budget-conscious nature of students and middle-income workers in the sample. Pricing strategies should aim to balance affordability with profitability, offering value-for-money options while providing occasional premium items for those willing to spend more.

Table 7. *Viability of Venture*

<i>Item</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Rank</i>
Yes	34	75.56 %	1
No	11	24.24 %	2

A significant majority (75.56%) believe the food cart business is viable, with only 24.44% expressing doubts. This indicates strong market support for the venture, suggesting that respondents find the concept appealing and potentially profitable. Factors like affordability, convenience, and the unique appeal of exotic dishes likely contribute to this positive outlook. Addressing concerns from the minority who view the venture as non-viable—such as ensuring quality, hygiene, and variety—can further strengthen its feasibility.

Table 8. *Significant Relationship of the Socio-demographic profile of the respondents and their perspective on the Viability of the Venture*

<i>Variables</i>	<i>R-value</i>	<i>P-value</i>	<i>Decision</i>
Age	0.15	.325364	Not Significant at $p > 0.05$ Accept $H_0$
Gender	0.08	.601397	Not Significant at $p > 0.05$ Accept $H_0$
Occupation (Student/Worker)	0.40	0.00648	Significant at $p < 0.05$ Reject $H_0$
Food Monthly Allowance	0.55	0.00091	Significant at $p < 0.05$ Reject $H_0$

The analysis highlights statistically significant relationships between the viability of the venture and two key socio-demographic factors: occupation and monthly food allowance. This indicates that an individual's employment status and their spending capacity on food strongly influence how they perceive the potential success of the proposed food cart business. Specifically, students and individuals with moderate to high food budgets are more inclined to view the venture as feasible. This may be due to students' openness to unique and affordable food options that fit their lifestyle, as well as individuals with higher food allowances being more likely to experiment with new or exotic dishes due to their financial flexibility.

On the other hand, the analysis reveals no significant relationships between the viability of the venture and the variables of age and gender. This suggests that these factors do not substantially affect respondents' perceptions of the business. The lack of a strong relationship with age may imply that the appeal of the venture transcends generational preferences, potentially attracting customers from all age groups. Similarly, the negligible influence of gender indicates that the menu and concept are likely to resonate equally with both male and female customers, ensuring a broad and inclusive market appeal. These findings emphasize the importance of targeting marketing strategies and pricing to align with employment and financial demographics while maintaining a universal appeal across age and gender.

## Conclusions

The proposed project business is feasible because the foods offered is unique in its taste and appearance yet affordable by any individual who loves to eat exotic foods. It is strategically located at a neighborhood with many residents and is accessible and visible to everybody.

The form of ownership that the researcher will adopt is single proprietorship because of the amount of the capital needed to establish the proposed project is very minimal. The proposed exotic food business will be feasible because of the financial stability. The total project cost will be returned on its 1st year of operation of the business. It is socio economically feasible as it gives benefits to the area, such as, job opportunities and payment of taxes that will help the area to improve.

Based on the findings and conclusions, the researchers recommended the following strategies to enhance the viability of the exotic food venture: First, marketing efforts should focus on students and individuals with moderate food allowances by offering affordable, convenient, and high-quality exotic dishes that align with their preferences and spending capacities. Second, the menu should emphasize taste and presentation, highlighting popular exotic food items such as stuffed frogs and devilled sisiw, while offering a range of price points to cater to diverse customer segments. Lastly, further studies are encouraged to explore additional socio-demographic factors, such as educational background and lifestyle preferences, which may influence consumer perceptions and help refine marketing and operational strategies.

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