

PART I. RESEARCH PROPOSAL SUMMARY

I. Title: Project BREAD Phase II: Product Enhancement, Packaging Development, and Marketing to Partner Coffee Establishments

II. Proponent(s): Dr. Julito V. Mandac Jr Project Leader, and Asst. Professor Llanevie Azel Z. Niez, Assistant Project Leader, J.H. Cerilles State College – School of Business and Management;

Project Members :

Asst. Prof Joesila P. Bautista

Asst. Prof. Althea Nicole A. Paradiang

Ernesto B. Medina Jr

Dexter Carl Corpuz

III. Duration (in months): 12 months

IV. Significance / Impact of the Study: Project BREAD Phase II is significant in advancing the livelihood and entrepreneurial opportunities of Persons Deprived of Liberty (PDLs) by transforming their acquired skills into products that have greater market potential and commercial value. While Phase I established the foundation for skills development and product preparation, Phase II will focus on product enhancement, packaging development, and market linkage with partner coffee establishments, thereby providing a pathway from skills acquisition toward actual income-generating and enterprise opportunities.

For the PDL beneficiaries, the project will provide an opportunity to further develop their competencies in product improvement, standardized production, food presentation, packaging, costing, pricing, and entrepreneurship. Through their participation in the product development process, the PDLs can strengthen their confidence, creativity, work discipline, and entrepreneurial capabilities while gaining practical knowledge that may be useful for livelihood activities during and after their period of incarceration.

The product enhancement component will ensure that selected Project BREAD products are improved in terms of taste, texture, appearance, consistency, portioning, quality, and production feasibility. The packaging component will develop attractive, functional, and market-appropriate packaging that can increase product appeal and protect product quality. The marketing component will establish linkages

with partner coffee establishments, creating opportunities for the enhanced products to be introduced, tested, displayed, and potentially sold in actual market settings.

For partner coffee establishments, the project will provide access to locally developed products that may complement their existing product offerings while supporting a meaningful social enterprise initiative. For JHCSC and its partner agencies, the study will demonstrate how research, extension, skills development, and industry/community partnerships can be integrated into a sustainable livelihood intervention.

Ultimately, Project BREAD Phase II seeks to create a product-to-market pathway for PDL beneficiaries, enabling their skills and creativity to be translated into products with real commercial opportunities. The project therefore contributes not only to product innovation and market development but also to rehabilitation, empowerment, livelihood preparation, social reintegration, and sustainable community-based enterprise development.

V. Specific Objectives:

- Assess selected Project BREAD products and identify specific product attributes requiring enhancement for coffee-establishment markets;
- Develop and standardize enhanced product formulations based on sensory evaluation, product quality, production feasibility, and feedback from target customers;
- Design and evaluate practical packaging, labeling, portioning, and product-presentation options suitable for partner coffee establishments; and
- Conduct market testing and establish a marketing and supply framework for introducing selected Project BREAD products to partner coffee establishments.

VI. Research Agenda Alignment: Applied product innovation, entrepreneurship, community livelihood development, market-oriented research, extension utilization, and industry/community partnership. The study directly links research outputs with an identified market application through partner coffee establishments.

VII. SDGs Addressed: SDG 1 – No Poverty; SDG 8 – Decent Work and Economic Growth; SDG 9 – Industry, Innovation and Infrastructure; SDG 12 – Responsible Consumption and Production.

VIII. Brief Description of the Innovative Component and Utilization Plan for Extension Activities, (if any):

The innovative component is the development of coffee-establishment-ready versions of selected Project BREAD products through recipe/product enhancement, standardized production, packaging and labeling development, and market validation. Research results will be utilized in subsequent extension training on product development, packaging, costing, entrepreneurship, and marketing. Validated products may be introduced through approved partner coffee establishments as a livelihood and market-linkage mechanism.

IX. Present Status of Proposed Project:: Project BREAD Phase II is proposed as a continuation of the existing project. Phase I established the skills-development and livelihood foundation for beneficiaries. Phase II will concentrate on the next commercialization step: improving selected products, developing suitable packaging, and connecting the products with partner coffee establishments. Phase I product records, available formulations, production experiences, and stakeholder feedback will be reviewed during project inception to determine the products for enhancement.

X. Major Activities: Product assessment; product enhancement trials; sensory evaluation; standardization; packaging and label development; costing and pricing; partner coffee-establishment consultation; market testing; marketing implementation; evaluation; and final commercialization/marketing framework.

XI. Proposed Budget: ₱100,000.00

XII. Cooperating Agencies: J.H. Cerilles State College; Bureau of Jail Management and Penology (BJMP); DOST; partner coffee establishments; and other approved market/linkage partners.

Prepared by	Noted by	Endorsed by
<u>Asst. Professor Llanevie Azel Z. Niez</u> Project Asst. Leader	<u>JULITO V. MANDAC JR, DM</u> Dean / Center Head	<u>RUDEL S. LASAGAS, MSc.</u> Research Director

Recommending Approval:

MARK E. PATALINGHUG, Ph.D.

VPIRIDE

Approved:

EDGARDO H. ROSALES, Ed.D.

President

PART II. TECHNICAL DESCRIPTION

I. Statement of the Problem

Project BREAD Phase II is designed to move beyond skills training and initial product preparation toward product readiness and market linkage. Although products may be technically producible, their acceptance in commercial settings depends on consistent quality, attractive presentation, appropriate packaging, competitive pricing, and suitability to the operating requirements of target establishments.

The proposed research will therefore focus on three interconnected areas: (1) product enhancement, (2) product packaging, and (3) marketing to partner coffee establishments. Selected Project BREAD products will be assessed and improved according to sensory quality, customer preference, production feasibility, portion size, cost, and suitability for coffee-shop service. Packaging will be developed to protect product quality and provide an attractive, practical presentation for display, take-out, and delivery.

Partner coffee establishments will serve as the target market for validation. Their feedback will be used to determine preferred product specifications, packaging requirements, price points, ordering arrangements, delivery/consignment considerations, and promotional approaches. The expected output is a practical product-to-market model that can be adopted in future Project BREAD livelihood and extension activities.

Research Questions

- What product characteristics of selected Project BREAD products need enhancement to meet the expectations of coffee-establishment customers?
- Which enhanced product formulation provides the most acceptable combination of sensory quality, consistency, portioning, and production feasibility?
- What packaging and labeling features are most suitable for partner coffee establishments in terms of attractiveness, functionality, protection, convenience, and product information?
- What are the preferences and requirements of partner coffee establishments regarding product price, portion size, packaging, ordering, delivery, and supply arrangements?
- How effective is the proposed marketing approach in generating interest, trial, purchase intention, or actual orders from partner coffee establishments?

Expected Outputs and Beneficiaries

Expected Output	Application / Beneficiary
Enhanced and standardized Project BREAD product formulations	PDL beneficiaries, trainers, JHCSC extension personnel

Product quality and sensory evaluation results	Product developers and future training cohorts
Coffee-establishment-ready packaging and labels	Project BREAD products and partner establishments
Product costing, pricing, and recommended selling terms	PDL livelihood/enterprise activities
Partner coffee-establishment market validation results	JHCSC, BJMP, DOST, and partner establishments
Marketing and supply framework	Future Project BREAD implementation and market linkage
Research report and dissemination outputs	JHCSC research, extension, and academic community

II. Objectives of the Study

General Objective. To enhance selected Project BREAD products, develop appropriate packaging, and validate a marketing approach for placement in partner coffee establishments.

Specific Objectives.

- Evaluate selected products and identify enhancement priorities based on technical and market requirements;
- Formulate, test, and standardize enhanced versions of selected products;
- Develop packaging and labeling prototypes appropriate for coffee-establishment display, take-out, and delivery;
- Determine product costing, pricing, partner-establishment preferences, and market acceptance; and
- Formulate a marketing and supply framework for sustained product placement in partner coffee establishments.

III. Methodology

Research Design

The study will use a developmental and market-validation research design. It will combine product development trials, sensory evaluation, packaging evaluation, descriptive market research, and partner-establishment validation. The process will follow a product-to-market pathway: baseline assessment → enhancement → sensory testing → packaging development → costing/pricing → partner coffee-establishment validation → marketing test → commercialization framework.

Research Locale and Target Market

Product development and testing will be conducted through the facilities and approved activities of J.H. Cerilles State College. Partner coffee establishments will constitute the primary external market-validation setting. Specific establishments will be identified and formally coordinated with before market testing.

Product Selection

Products from the existing Project BREAD portfolio will be screened using the following criteria: existing production experience, potential customer appeal, compatibility with coffee-shop consumption, ingredient availability, production cost, ease of standardization, packaging feasibility, transport/handling suitability, and potential for repeat orders. Final product selection will be documented during the project inception stage.

Participants / Sampling

Purposive sampling will be used for partner coffee-establishment owners/managers, product buyers, and relevant project stakeholders. Appropriate consumer/product evaluators will be selected for sensory and packaging evaluation. The final sample size will be determined after the target establishments and selected products are confirmed.

Product Enhancement Procedure

1. Document the current formulation, process, portion, yield, ingredient cost, and known product issues.
2. Identify enhancement priorities from baseline sensory evaluation and target-market feedback.
3. Develop alternative formulations or process adjustments and prepare controlled product prototypes.
4. Conduct sensory evaluation and compare prototypes using appropriate product-specific criteria.
5. Select and refine the preferred formulation based on acceptability, consistency, cost, and production feasibility.
6. Prepare a standardized recipe/product specification including ingredients, procedure, yield, portion, quality standards, and costing.

Packaging Development Procedure

7. Identify the handling, display, take-out, and delivery requirements of partner coffee establishments.
8. Develop packaging concepts considering product protection, portioning, visual appeal, convenience, sustainability, labeling, and cost.
9. Prepare packaging prototypes and evaluate them with selected partner-establishment representatives and target consumers.
10. Refine the preferred packaging and label based on feedback and operational feasibility.
11. Document the final packaging specification, estimated packaging cost, label information, and recommended use.

Marketing and Partner Coffee-Establishment Validation

12. Conduct a partner-establishment needs assessment covering product preferences, acceptable price range, packaging, ordering frequency, delivery/collection, and promotional expectations.
13. Present enhanced product samples and packaging prototypes to selected partner coffee establishments.
14. Conduct controlled market testing through approved product sampling, display, trial selling, pre-orders, or other agreed arrangements.
15. Record partner feedback, customer response, inquiries, trial purchases, repeat-order interest, and other agreed indicators.
16. Develop a marketing approach covering product positioning, promotional materials, social-media support where applicable, establishment merchandising, pricing, order process, and supply arrangements.

Research Instruments / Tools

- Product Enhancement Assessment Checklist
- Product-Specific Sensory Evaluation Form
- Packaging Evaluation Checklist
- Partner Coffee-Establishment Needs Assessment / Interview Guide
- Consumer and Customer Preference Survey
- Standardized Recipe and Product Costing Sheet
- Market Validation / Sales and Feedback Monitoring Form

Data Processing and Analysis

Frequency, percentage, mean/weighted mean, and standard deviation will be used as appropriate for quantitative responses. Product prototypes may be compared using appropriate tests of difference when the sample and data characteristics permit. Packaging and partner-establishment feedback will be summarized according to recurring criteria and themes. Costing will determine unit production cost, packaging cost, proposed selling price, and indicative margin. Market validation results will be summarized using indicators such as number of establishments engaged, product trials, inquiries, purchase/ordering interest, and repeat-order intention or actual repeat orders, as applicable.

Ethical, Food-Safety, and Partner Considerations

Required institutional and partner permissions will be secured before implementation. Participation in surveys and evaluations will be voluntary, with appropriate consent and confidentiality measures. Product preparation, testing, packaging, and market activities will follow applicable institutional food-safety and partner-establishment requirements. Commercial arrangements will be subject to separate agreements or approved terms where necessary.

IV. Research Timetable

No.	Major Activity	1	2	3	4	5	6	7	8	9	10	11	12
1	Project planning, permissions, and Phase I product review	●											
2	Product inventory, baseline assessment, and selection	●	●										
3	Partner coffee-establishment needs assessment		●	●									
4	Product enhancement trials and standardization			●	●	●							
5	Sensory evaluation and product refinement					●	●						
6	Packaging concept development and prototyping					●	●	●					
7	Packaging evaluation and finalization							●	●				
8	Costing, pricing, and market preparation							●	●				
9	Partner product presentation and market validation								●	●	●		
10	Marketing test and monitoring									●	●	●	
11	Data analysis and marketing/supply framework										●	●	
12	Final report, dissemination, and utilization plan												●

Legend: ● = implementation period.

V. Personnel Requirements

Research Personnel	Job Description	% Working Time
Project Leader Dr. Julito V. Mandac Jr	Overall research management; product-development supervision; coordination with partner establishments and agencies; research documentation; data interpretation; final report.	25%
Project Asst. Leader – Assistant Professor Llanevie Azel Z. Niez	Assists the Project Leader in the overall management and implementation of the research project;	20%
Product Development Member	Conducts product enhancement trials, standardized recipe development, sensory evaluation, quality documentation, and prototype refinement.	15%
Packaging and Marketing Member	Leads packaging/label development, market assessment, costing/pricing, partner-establishment coordination, and marketing validation.	15%
Research Assistant / Data Encoder	Assists survey administration, data encoding, product testing documentation, market-test monitoring, and records management.	10%

VI. Proposed Budget

The proposed budget is ₱100,000.00, subject to the approved institutional research budget, procurement procedures, and applicable accounting rules.

1. Personnel Services

Honorarium	Qty	Rate per Quarter	Total Amount
Project Leader	1	₱4,500/qtr	₱18,000
Project Members	5	₱3,000/qtr	₱24,000
Sub Total			₱42,000

2. Maintenance and Other Operating Expenses

Item	Qty	Unit Price	Total Amount
Partner coordination and communication	1 lot	₱2,500	₱2,500
Market-testing/display support	1 lot	₱3,500	₱3,500
Marketing promotional materials	1 lot	₱2,000	₱2,000
Sub Total			₱8,000

3. Traveling Expenses (Local)

Item	Qty	Unit Price	Total Amount
Partner coffee-establishment visits and market validation	1 lot	₱10,000	₱10,000
Sub Total			₱10,000

4. Supplies and Materials

Item	Qty	Unit Price	Total Amount
Ingredients for product enhancement trials	1 lot	₱5,000	₱5,000

Packaging prototypes and containers	1 lot	₱5,000	₱5,000
Labels, printing, and product information materials	1 lot	₱2,000	₱2,000
Sensory evaluation and sanitation consumables	1 lot	₱3,000	₱3,000
Sub Total			₱15,000

5. Equipment

Item	Qty	Unit Price	Total Amount
Small product-development/packaging equipment	1 lot	₱7,000	₱7,000
Digital weighing and measurement tools	1 set	₱3,000	₱3,000
Product display/market-testing equipment	1 lot	₱5,000	₱5,000
Sub Total			₱15,000

6. Miscellaneous

Item	Qty	Unit Price	Total Amount
Contingency and incidental research expenses	1 lot	₱5,000	₱5,000
Sub Total			₱5,000

7. Publication

Item	Qty	Unit Price	Total Amount
Research manuscript / publication-related expenses	1 lot	₱5,000	₱5,000

Sub Total			₱5,000
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GRAND TOTAL: ₱100,000.00

References

J.H. Cerilles State College. (n.d.). Research Project Proposal Format (Appendix 1E).

Project BREAD project records, product documentation, training records, and partner-agency records, as available to the research team.

Additional technical and methodological references shall be documented in APA 7th Edition in the final approved research protocol and manuscript.