Oeconomia Copernicana

Volume 17 issue 2026

p-ISSN 2083-1277, e-ISSN 2353-1827

Received: 29.08.2026; Revised: 13.09.2026, Accepted: 12.10.2026, Published Online: 17.10.2026

BUSINESS POLICY ANALYSIS FOR "ONLINE BASKET": ASSESSING GROWTH STRATEGIES, MARKET POSITIONING, AND FINANCIAL VIABILITY IN A PANDEMIC CONTEXT

Claiver C. Soriano
University of the Cordilleras
sorianoclaiver.cs@gmail.com
ORCID: 0000-0002-2433-7869

Executive Summary

ONLINE BASKET Delivery Services aims to reach all the households and other busy individuals to deliver their needs on time and safely. The business also ensures that all of the needs and necessities of the customers are readily available and delivered to them at their homes, offices, etc. Strategically located along Población Street, Santa Barbara, Pangasinan, the business encourages its customers to use their gadgets and social media accounts to place their orders. It will mainly operate in 6 municipalities of Pangasinan (Santa Barbara, Dagupan City, Calasiao, Urdaneta City, Malasiqui, and Mangaldan). With the lowest delivery charges, friendly delivery drivers, and staff, the business extends its utmost dedication to fulfill the needs and errands of its customers. When a customer is craving for something and looking for something, ONLINE BASKET will be existent. ONLINE BASKET will also highlight good customer service and enhance its services to continuously improve the business by providing their customer's reasonable prices and providing quality orders. With best plans and perseverance considered within the context of market viability and financial sustainability, ONLINE BASKET will be achieving its mission of adding value to business owners and its vision of being a reputable online business partner.

Business Profile

ONLINE BASKET is conceptualized as an online "palengke" designed to deliver goods and necessities directly to customers' homes, catering to individuals and households who lack the time or opportunity to visit traditional markets or grocery stores. Emerging during the COVID-19 pandemic, the business responds to heightened consumer demand for safe,

convenient, and contactless transactions, aligning with public health protocols such as social distancing and hygiene practices. Its core value proposition lies in providing timely delivery, quality products, and customer-focused service through friendly riders and accessible digital platforms.



The business name reflects its dual identity: "ONLINE" emphasizes the use of digital communication technologies, particularly social media platforms like Facebook Messenger, while "BASKET" symbolizes a one-stop market experience where customers can customize purchases according to their needs. The company logo reinforces these values, depicting a motorcycle rider and a basket carrier to signify speed, affordability, and professionalism, with design elements symbolizing timeliness, respect, and customer care.

Guided by **SMART objectives**, *ONLINE BASKET* aims to build long-term stakeholder connections, integrate customer feedback into service improvements, pursue achievable and innovative goals, and leverage pandemic-driven demand for digital solutions. Its offerings include secure online transactions, affordable delivery charges, promotional discounts, membership benefits, and satisfactory customer service designed to foster loyalty and repeat patronage. Strategically located in Santa Barbara's central business district, the enterprise benefits from proximity to suppliers, schools, public institutions, and the municipal market, ensuring accessibility and operational efficiency.

The company's mission is to provide satisfactory, affordable, and customer-oriented service, while its vision is to become the most reputable delivery service in Santa Barbara and expand across Pangasinan. Its goals emphasize affordability, customer satisfaction, and reputation building, supported by core principles of integrity, loyalty, and professionalism. Collectively, these elements position *ONLINE BASKET* as a competitive and socially responsive enterprise, capable of meeting evolving consumer demands in the digital marketplace.

Business Challenges

Demographical Challenges

According to the Department of Trade and Industry (DTI), Pangasinan has 14,931 registered businesses, with trading enterprises comprising the majority. The COVID-19 pandemic has significantly disrupted these operations, leading to declines in sales and even closures. For *ONLINE BASKET*, this demographic context underscores the importance of maximizing opportunities despite external shocks. By carefully analyzing target market demographics, the business can tailor its services to ensure resilience and long-term success.

Market Challenges

As a new entrant, *ONLINE BASKET* faces competition from established delivery services with strong partnerships and brand recognition. While rising demand for online delivery creates growth potential, the challenge lies in gathering accurate market data to understand consumer behavior and expectations. Reliable data will enable the business to align its offerings with customer needs, thereby enhancing decision-making and competitiveness.

Technological Challenges

Technology plays a pivotal role in the success of online platforms. However, the Philippines ranks low in terms of internet speed and access, which poses a challenge for seamless transactions. To mitigate this, *ONLINE BASKET* plans to implement backup communication systems such as text messaging, phone calls, pocket Wi-Fi, and boosters to ensure continuity of service. These measures will safeguard operations against connectivity issues beyond management's control.

Profitability Challenges

The pandemic has heightened revenue risks, making profitability a critical concern. To avoid losses and potential bankruptcy, *ONLINE BASKET* will prioritize customer feedback and adopt innovative strategies to attract and retain clients. Creativity in promotions, service differentiation, and responsiveness to customer demands will be essential to sustaining margins and ensuring financial stability.

Internal Challenges

Strong internal controls are necessary to safeguard assets and maintain compliance. Common internal struggles, such as reporting inefficiencies or operational lapses, must be addressed proactively. Anticipated issues include vehicle maintenance, handling unsuccessful transactions, and managing fraudulent activities. Rational and professional responses to these challenges will reinforce operational integrity and customer trust.

Supply Challenges

Supply chain management is critical to profitability and customer satisfaction. High demand for online orders creates logistical difficulties, particularly in maintaining product quality during delivery. Differences between goods served at source and those delivered to customers highlight the need for stringent quality control and efficient logistics. Addressing these supply challenges will be vital to sustaining customer confidence and repeat patronage.

Marketing Analysis

The proponent conducted an extensive market analysis to evaluate the business environment in terms of customer buying patterns, competition, economic conditions, and overall market volume and value. This analysis verified that the market is sufficiently large to sustain a viable enterprise and provided insights into trends that will guide pricing and promotional strategies. *ONLINE BASKET* specifically targets individuals and households in Santa Barbara who require convenient access to goods and products, offering customer-focused, quality, and on-time delivery services designed to foster loyalty and satisfaction.

Historical data from the Treasury Office of Santa Barbara shows steady growth in registered businesses, increasing from 265 in 2017 to 401 in 2021. Similarly, population projections from the Philippine Statistics Authority indicate a consistent rise in the target market, from 214,952 in 2017 to 221,092 in 2021. Using Slovin's formula with a margin of error of 0.0577, the appropriate sample size for the market survey was calculated at 300 respondents. This methodological approach ensures that demand analysis is statistically sound and provides a reliable basis for decision-making in pricing, promotions, and service design.

Table 1.
Number of Registered Businesses in Santa Barbara (2017–2021)

Year	Registered Businesses
2017	265
2018	296
2019	329
2020	363
2021	401

Table 1 illustrates the steady growth of registered businesses in Santa Barbara over a five-year period. From 265 businesses in 2017, the number increased to 401 by 2021, reflecting a consistent upward trend. This growth signals a dynamic local economy and a supportive environment for entrepreneurial ventures. For *ONLINE BASKET*, this expansion suggests a favorable business climate, with increasing opportunities to integrate into a growing commercial ecosystem. The rising number of enterprises also indicates heightened competition, underscoring the need for differentiation through customer-focused services and innovative delivery solutions.

Table 2.
Projected Population of the Target Market (2017–2021)

Year	Projected Population
2017	214,952
2018	216,467
2019	217,996
2020	219,549
2021	221,092

Table 2 presents the projected population of Santa Barbara's target market, showing a gradual increase from 214,952 in 2017 to 221,092 in 2021. This steady demographic growth provides a strong foundation for demand in essential goods and delivery services. For *ONLINE*

BASKET, the expanding population base translates into a larger potential customer pool, reinforcing the viability of its business model. The upward trajectory also highlights the importance of scaling operations to meet growing demand, while tailoring services to diverse demographic segments. By aligning its offerings with population trends, the business can secure long-term sustainability and market relevance.

Survey Results

The proponent conducted a survey of 300 respondents to assess the feasibility of *ONLINE BASKET* and to identify customer preferences. The results provide valuable insights into demographics, purchasing behavior, and service expectations.

Demographically, the majority of respondents (70%) reside in Santa Barbara, the business's primary location, while 21% are from Urdaneta City. Most respondents are young (90% aged 25 and below) and predominantly female (80.3%), indicating a youthful, tech-savvy, and convenience-oriented customer base.

Market familiarity is promising: 62.7% are already aware of online "palengke" services, and 94.5% expressed willingness to try *ONLINE BASKET*, suggesting strong potential adoption. Purchasing behavior shows that 55% buy goods from public markets, with weekly purchases (44.3%) being the most common frequency. The top three goods purchased are meat/chicken/fish (91.3%), fruits/vegetables (79%), and condiments/spices (61.3%), aligning with household needs, which account for 79% of typical purchases.

Pricing sensitivity is evident, with 51.3% preferring delivery charges of ₱50–₱60 per kilometer. Membership cards also show potential, with 51.3% "maybe yes" and 47.3% "absolutely yes" responses, indicating openness to loyalty programs. Ordering platforms are dominated by Facebook Messenger (56%), followed by app usage (39%), highlighting the importance of social media integration. Finally, delivery expectations are high, with 69.3% preferring lead times of less than one hour, underscoring the need for operational efficiency.

Table 3.
Summary of Survey Results for ONLINE BASKET

Survey Aspect	Key Findings
Location of Respondents	70% Santa Barbara; 21% Urdaneta City
Age Range	90% aged 25 and below
Sex	80.3% female; 19.7% male
Familiarity with Online Palengke	62.7% familiar; 35.3% not familiar
Willingness to Try Service	94.5% willing to try

Survey Aspect	Key Findings
Preferred Purchase Venue	55% public market; 38.3% supermarkets
Purchase Frequency	44.3% weekly; 21.3% every other day
Top Goods Purchased	Meat/Chicken/Fish (91.3%); Fruits/Vegetables (79%); Condiments/Spices (61.3%)
Purpose of Purchases	79% household needs; 19% personal consumption
Preferred Delivery Charge	51.3% prefer ₱50–₱60 per km
Membership Card Interest	51.3% "maybe yes"; 47.3% "absolutely yes"
Preferred Ordering Platform	56% Facebook Messenger; 39% App
Preferred Delivery Lead Time	69.3% less than one hour

The survey results reveal a strong potential market for *ONLINE BASKET*, characterized by young, predominantly female consumers who value convenience, affordability, and speed. The preference for weekly purchases of staple goods such as meat and vegetables aligns with household consumption patterns, reinforcing the business's relevance. Pricing sensitivity and delivery expectations highlight the need for competitive rates and efficient logistics. Furthermore, the reliance on Facebook Messenger emphasizes the importance of leveraging social media as the primary ordering channel. Overall, the findings confirm that *ONLINE BASKET* is well-positioned to penetrate its target market, provided it maintains affordability, reliability, and customer-focused service.

The survey conducted among 300 respondents provides a comprehensive view of customer expectations regarding delivery service, personnel quality, payment preferences, and factors for service enhancement. The findings reveal that respondents place the highest importance on the process of orders, timeliness, product availability, order condition, and responsiveness to queries, with most ratings concentrated at the highest level (5). This indicates that efficiency, accuracy, and responsiveness are considered non-negotiable standards for delivery services. Similarly, delivery personnel are expected to demonstrate strong communication skills, responsiveness, and commitment, with nearly 90% of respondents rating these qualities as essential.

In terms of payment preferences, cash on delivery (COD) overwhelmingly dominates at 91%, reflecting customer trust in cash transactions as a safeguard for product quality and delivery accuracy. Digital payment options such as GCash and PayMaya (8%) and online banking (1%) remain secondary, while credit card usage is nonexistent, underscoring the need for *ONLINE BASKET* to prioritize COD while gradually introducing digital alternatives.

Finally, when asked about factors to enhance services, respondents highlighted on-time delivery (71%), good customer service (68.3%), and responsiveness to queries (68%) as the most critical areas for improvement. These results collectively emphasize that the success of *ONLINE BASKET* hinges on operational efficiency, personnel professionalism, and customer-centric strategies.

Table 4.

Comprehensive Survey Findings on Service Quality and Preferences

Aspect	Key Findings
Delivery Service Quality	Orders (78.7% rated 5); Timeliness (77.3% rated 5); Product Availability (79.7% rated 5); Order Condition (80.3% rated 5); Responsiveness (79.7% rated 5)
Delivery Personnel Quality	Good Communication (89.7% rated 5); Responsiveness (89.3% rated 5); Commitment/Willingness (87.7% rated 5); Client Service (87.3% rated 5)
Preferred Payment Method	Cash on Delivery (91%); Online Apps (8%); Online Banking (1%); Credit Card (0%)
Service Enhancement Factors	On-time Delivery (71%); Good Customer Service (68.3%); Responsiveness to Queries (68%); Availability of Orders (49.7%); Good Order Condition (39.3%)

This consolidated analysis demonstrates that customers expect *ONLINE BASKET* to deliver not only goods but also reliability, professionalism, and responsiveness. By focusing on these priorities, the business can strengthen customer trust, encourage loyalty, and establish itself as a competitive player in the online delivery market.

Demand Analysis

The demand analysis conducted for *ONLINE BASKET* highlights the critical role of market behavior in sustaining business operations. With 94.5% of respondents expressing willingness to try the service, this strong market acceptability was factored into the computation of annual historical demand (AHD) using the formula: AHD = TP × TMS × MA, where TP is the total population, TMS is the target market share (50%), and MA is market acceptability (94.5%). The results show a steady increase in historical demand from 101,565 in 2017 to 104,446 in 2021, reflecting consistent growth aligned with population expansion and consumer interest.

To ensure accuracy in projections, different statistical methods were tested, with the statistical parabolic method emerging as the most reliable, having the lowest standard deviation (1.95) compared to the arithmetic straight line method (121.09). This indicates that the parabolic approach provides a more precise and realistic forecast of demand, minimizing error margins. The computation confirms that demand for *ONLINE BASKET* is not only stable but also progressively increasing, offering a strong foundation for long-term viability**.**

Table 5.

Demand Analysis Summary

Year	Population	Target Market Share (50%)	Market Acceptability (94.5%)	Annual Historical Demand (AHD)
2017	214,952	107,476	94.5%	101,565
2018	216,467	108,234	94.5%	102,281
2019	217,996	108,998	94.5%	103,003
2020	219,549	109,775	94.5%	103,737
2021	221,092	110,546	94.5%	104,446

The data demonstrates a consistent upward trajectory in demand, closely tied to population growth and high market acceptability. The reliance on the statistical parabolic method ensures that projections remain robust and defensible, providing *ONLINE BASKET* with a reliable basis for strategic planning. This demand analysis confirms that the business can expect sustainable growth, provided it continues to align its services with evolving customer needs and demographic trends.

The projected future demand for *ONLINE BASKET* was calculated using the average annual increase from 2017 to 2021. With demand rising from 101,565 in 2017 to 104,466 in 2021, the average increase was determined to be 14,505 potential customers annually. This figure was then applied to forecast demand for the years 2022 to 2026. The results show a steady upward trajectory, reflecting both population growth and strong market acceptability. Such projections provide a reliable basis for strategic planning, ensuring that the business can anticipate customer needs and scale operations accordingly.

Table 6.

Projected Average Increase in Demand (2022–2026)

Year	Computation	Projected Annual Demand
2022	104,466 + 14,505	118,971
2023	118,971 + 14,505	133,476
2024	133,476 + 14,505	147,981
2025	147,981 + 14,505	162,486
2026	162,486 + 14,505	176,991

The projections indicate consistent growth, with demand expected to reach nearly 177,000 by 2026. This upward trend underscores the viability of *ONLINE BASKET* as a sustainable enterprise, provided it continues to align its services with customer expectations for convenience, affordability, and reliability. The forecast also highlights the importance of

scaling logistics, enhancing customer service, and leveraging technology to meet increasing demand. By anticipating this growth, the business can position itself competitively and ensure long-term success in the evolving digital marketplace.

Supply Analysis

The supply analysis for *ONLINE BASKET* was computed using the statistical parabolic method, which provides a more precise projection compared to other approaches due to its lower standard deviation. Historical supply data from 2017 to 2021 shows fluctuations, beginning with 7,000 units in 2017, rising to 8,000 in 2018 and 2019, then sharply increasing to 24,000 in 2020 and 38,000 in 2021. The parabolic computation produced a standard deviation of 1,623.58, indicating a reasonable level of accuracy in modeling supply behavior despite the variability in earlier years.

Using this method, the projected supply for the years 2022 to 2026 demonstrates a steady upward trajectory. Supply is expected to reach 104,600 units in 2022, 135,800 in 2023, 167,000 in 2024, 198,200 in 2025, and 229,400 in 2026. This growth reflects the anticipated expansion of operations, increased manpower, and greater availability of goods and services to meet rising demand. The projections highlight the importance of scaling logistics and ensuring resource adequacy to sustain service reliability as demand continues to grow.

Table 7.

Projected Future Supply (2022–2026)

Year	Projected Supply (Units)
2022	104,600
2023	135,800
2024	167,000
2025	198,200
2026	229,400

The results confirm that *ONLINE BASKET* must prepare for significant increases in supply requirements over the next five years. This entails strengthening supplier partnerships, expanding manpower capacity, and investing in logistics infrastructure. By aligning supply growth with projected demand, the business can ensure operational efficiency, minimize shortages, and maintain customer satisfaction. The parabolic method's reliability further supports the feasibility of these projections, making them a sound basis for strategic planning and resource allocation.

Market Positioning and Segmentation

ONLINE BASKET positions itself in the market by emphasizing both quality and affordability, ensuring that customers receive satisfactory service at low delivery rates. This commitment is anchored in its mission to provide reliable, customer-focused delivery services. To sustain operations and growth, however, the business must anticipate and address factors

that could affect its entry and long-term viability. Vehicle maintenance, for example, requires significant financial resources, while securing stable income streams may pose challenges during the early stages of operation. Recognizing these realities, the proponent has identified funding sources such as personal investments, inheritance, and personal loans to support the business.

In summary, the enterprise's market position is defined by its promise of affordability and quality, but its sustainability will depend on effective contingency planning and resource management to overcome operational and financial constraints.

Marketing plan

ONLINE BASKET positions itself in the market by highlighting affordability and quality, ensuring that customers receive reliable service at low delivery rates. This approach is firmly rooted in its mission to provide satisfactory, customer-focused delivery services. Sustaining operations and achieving growth, however, requires anticipating challenges that may affect market entry and long-term viability. Vehicle maintenance is one example, as it demands significant financial resources, while securing stable income streams during the early stages of operation can be difficult.

To address these challenges, the proponent has identified personal investments, inheritance, and personal loans as the primary sources of funding. These resources will provide the necessary foundation to support operations while contingency planning ensures resilience against unforeseen setbacks. In essence, the enterprise's sustainability depends not only on its promise of affordability and quality but also on effective resource management and strategic planning to overcome operational and financial constraints. This dual focus on customer value and organizational preparedness strengthens *ONLINE BASKET*'s potential to thrive in a competitive and evolving market environment.

Production and Operations Management

The section on production and operations management outlines how *ONLINE BASKET* will establish and sustain its business processes, from legal compliance to service delivery. The enterprise emphasizes quality service and fast door-to-door delivery of fresh goods. To operate legally, it must secure permits such as barangay, mayor's, sanitary, environmental, fire, BIR registration, and memberships with SSS and PhilHealth. Organizational costs for these requirements amount to ₱10,955.00.

The business will invest in essential equipment, furniture, fixtures, and vehicles, including air conditioning units, computers, printers, refrigerators, security cameras, and office furnishings, ensuring durability and compliance with safety standards. Capital investment will be sourced from personal savings, loans, and inheritance. Manpower will consist of a general manager, two office secretaries, four riders, and outsourced security and janitorial services. Operations will run from 8:00 am to 6:00 pm, Mondays to Saturdays, with flexibility for holiday requests.

Service offerings include on-time delivery, friendly riders, and customer care, supported by competitive pricing strategies. Delivery rates start at ₱60 per kilometer (minimum of 5 km), with succeeding kilometers charged at ₱90. Promotional discounts include 5% off for membership card holders and 2% off on every fifth day of purchase. The business will construct a dedicated office building in Santa Barbara with parking and storage facilities, supported by a systematic service process that covers order requests, payment confirmation, and delivery.

Table 8.
Summary of Production and Operations Management

Category	Key Details
Legal Requirements	Barangay, Mayor's, DTI, Sanitary, Environmental, Fire, BIR, SSS, PhilHealth
Organizational Costs	Total ₱10,955.00 (Mayor's Permit ₱7,000; CTC ₱1,005; Insurance ₱1,120; others)
Equipment & Furniture	Aircon, computers, printers, refrigerator, security cameras, office tables, chairs
Capital Investment	Funded by personal savings, loans, and inheritance
Manpower	General Manager, 2 office secretaries, 4 riders, outsourced security/janitorial
Operating Hours	8:00 am – 6:00 pm, Monday to Saturday; flexible for holidays
Service Description	Door-to-door delivery of fresh goods; friendly riders; customer care
Pricing Strategy	₱60 per km (min 5 km); ₱90 succeeding km; 5% membership discount; 2% promo
Structure Design	Dedicated office building with parking and storage in Santa Barbara
Service Process	Order request → location → payment confirmation → order validation → delivery

This section demonstrates that *ONLINE BASKET* has carefully planned its operations, ensuring compliance with legal requirements, adequate investment in infrastructure, and a clear manpower structure. Its competitive pricing and promotional strategies are designed to attract and retain customers, while the systematic service process ensures efficiency and reliability. The integration of quality equipment, a dedicated facility, and customer-focused delivery policies position the business to meet demand effectively and sustain long-term growth.

Human Resources Management

The **Human Resource Management** section of *ONLINE BASKET* outlines how the business will manage its workforce to ensure efficiency, compliance, and employee satisfaction. The enterprise is structured as a sole proprietorship, with the owner acting as general manager and overseeing operations. Personnel include office staff, secretaries, and delivery drivers, with clear job descriptions, requirements, and compensation. Policies cover employment guidelines, health protocols, workplace safety, dress codes, employee conduct, compensation and benefits, and sanctions for violations. These measures aim to inspire loyalty, maintain productivity, and guarantee customer service quality.

Table 9.

Personnel Plan and Compensation

Job Title	Job Description	Requirements	Compensation
Owner/Manager (1)	Oversees operations, makes business decisions, unites organization around goals	Sole proprietor, no formal requirements	Drawings (profit share)
Office Secretary (1)	Accepts and manages orders, answers queries, oversees operations in manager's absence	Female, 20–30 years old, good communication, marketing, time management skills, college graduate	₱8,300/month
Office Staff (1)	Monitors stocks, assists queries, receives orders via Messenger/phone, preventive maintenance	Graduate of 4-year course or 2-year vocational (TESDA), MS Office knowledge	₱8,300/month
Delivery Drivers (8)	Pick up and deliver orders, maintain vehicle safety	Professional driver's license, good personality, customer service oriented	Cash basis, per policy

This framework demonstrates that *ONLINE BASKET* has established a comprehensive HR system balancing employee welfare with organizational discipline. Compensation and benefits comply with Philippine labor laws, ensuring fairness and motivation. At the same time, sanctions and penalties reinforce accountability and professionalism. By combining

structured hiring, clear job roles, health and safety protocols, and statutory benefits, the business creates a supportive yet disciplined environment. This approach not only secures employee loyalty but also strengthens customer trust through consistent service quality.

Table 10.
Compensation, Benefits, and Sanctions

Aspect	Details
Basic Pay	₱8,382/month (above minimum wage)
Overtime & Holiday Pay	Overtime per hour ₱90.14; Holiday pay +30% beyond 8 hours
Leave Benefits	5-day service incentive leave with pay (after 1 year)
13th Month Pay	1/12 of annual salary, given before December 24
Retirement Pay	RA 7641: 22.5 days × daily rate × years of service
Statutory Benefits	SSS, PhilHealth, HDMF contributions
Sanctions (examples)	Unethical behavior: verbal reprimand → suspension → termination; AWOL: reprimand → suspension → termination; Negligence causing damage: reprimand → salary deduction → termination

Financial Analysis

The financial feasibility analysis of *ONLINE BASKET* provides a detailed projection of its assets, liabilities, revenues, expenses, and profitability over a five-year period. The business is structured as a sole proprietorship, with an initial investment of ₱1.2 million (₱600,000 cash and ₱600,000 land). The payback period is estimated at 2 years, 1 month, and 20 days, while profitability is confirmed through positive net present value (NPV) and strong return on investment (ROI) ratios.

Table 11.
Projected Statement of Financial Position (2021–2025)

Year	Total Assets	Total Liabilities	Total Equity
2021	₱1,176,853	₱59,585	₱1,117,268
2022	₱1,162,075	₱68,799	₱1,093,275
2023	₱1,199,318	₱75,967	₱1,123,351

Year	Total Assets	Total Liabilities	Total Equity
2024	₱1,363,617	₱91,222	₱1,272,395
2025	₱1,559,139	₱97,955	₱1,461,183

The financial position shows consistent growth in assets and equity, with liabilities remaining relatively low. This indicates strong solvency and the ability of the business to expand while maintaining financial stability.

Table 12.
Projected Statement of Comprehensive Income (2021–2025)

Year	Revenue	Operating Expenses	Net Income
2021	₱1,195,007	₱731,983	₱417,268
2022	₱1,376,101	₱834,757	₱476,008
2023	₱1,542,893	₱929,459	₱530,075
2024	₱1,857,498	₱1,085,439	₱649,044
2025	₱1,984,781	₱1,157,940	₱688,788

Revenue grows steadily, outpacing operating expenses, which results in rising net income. This demonstrates effective cost management and increasing profitability, making the venture financially viable.

Table 13.
Break-Even Analysis (2021–2025)

Year	Break-Even Sales (₱)	Break-Even Units	Net Income Before Tax
2021	₱475,401	5,792	₱463,024
2022	₱510,043	6,168	₱541,344
2023	₱542,744	6,860	₱613,434
2024	₱577,865	7,280	₱772,059
2025	₱606,195	7,623	₱826,841

The break-even analysis shows that sales consistently exceed the required threshold, ensuring profitability. The weighted average contribution margin ratio declines slightly over time, but the business remains well above break-even, confirming operational resilience.

Table 14.
Return on Investment (ROI) and Payback Period

Year	Net Income	ROI (%)	Payback Period
2021	₱417,268	34.77%	2 years, 1 month, 20 days
2022	₱476,008	39.67%	—
2023	₱530,075	44.17%	—
2024	₱649,044	54.09%	—
2025	₱688,788	57.40%	—

ROI increases steadily from 34.77% in 2021 to 57.40% in 2025, reflecting efficient use of capital. The short payback period of just over two years highlights the feasibility of the venture, while positive NPV confirms long-term profitability.

The financial analysis demonstrates that *ONLINE BASKET* is a feasible and profitable venture. With strong equity growth, rising revenues, effective expense management, and favorable ROI, the business is positioned for sustainability. The break-even analysis and short payback period further validate its financial soundness. These projections provide a solid foundation for investors and stakeholders, confirming that the enterprise can achieve both short-term recovery and long-term profitability.

PESTLE and SWOT Analysis

The PESTLE and SWOT analyses provide a strategic lens for understanding both the external environment and internal capabilities of *ONLINE BASKET*. These frameworks highlight the opportunities and challenge the business faces, while also clarifying its strengths and weaknesses.

Table 15.
PESTLE Analysis of ONLINE BASKET

Factor	Key Points
Political	Compliance with IATF guidelines; local ordinances; HB No. 6958 protecting riders
Economic	Employment generation; inflation risks; rising demand for delivery services
Social	Growing consumer preference for delivery; population growth; customer-friendly focus
Technological	Use of social media; online platforms for communication; emerging technologies
Legal	Compliance with contracts, insurance, customer rights, and national regulations

Factor	Key Points
Environmental	Waste segregation; eco-friendly practices; support for environmental advocacies

Political factors such as HB No. 6958 strengthen rider protection and ensure accountability among customers, which benefits the sustainability of delivery services. Economically, the pandemic accelerated demand for delivery, but inflation remains a risk that could affect affordability. Socially, consumer reliance on delivery services is expected to persist even post-pandemic, making customer satisfaction central to success. Technological adoption, particularly through social media and online platforms, provides a competitive edge by streamlining communication and order processing. Legal compliance ensures credibility and avoids penalties, while environmental initiatives align the business with sustainability trends, enhancing its reputation and social responsibility.

Table 16.
SWOT Analysis of ONLINE BASKET

Strengths	Weaknesses
Strategic location; express delivery with competitive charges; multiple payment methods; first delivery service in Sta. Barbara	New entrant in the market; fast-changing consumer preferences
Opportunities	**Threats**
Expansion potential; growing interest in delivery services; partnerships with merchants; job creation	Competitors in nearby municipalities; natural disasters and unforeseen events

The SWOT analysis reveals that *ONLINE BASKET*'s strengths lie in its strategic positioning and service innovation, particularly being the first to offer comprehensive delivery in Sta. Barbara. These strengths provide a competitive advantage and build customer trust. Opportunities such as expansion, merchant partnerships, and job creation can further enhance market presence. However, weaknesses include the challenges of being a new entrant and the volatility of consumer preferences, which require adaptability and continuous innovation. Threats from established competitors and external risks like natural disasters highlight the need for contingency planning and resilience strategies.

Together, the PESTLE and SWOT analyses show that *ONLINE BASKET* operates in a favorable environment with strong growth potential, but success depends on balancing compliance, innovation, and adaptability. By leveraging strengths and opportunities while

mitigating weaknesses and threats, the business can secure long-term sustainability and establish itself as a leading delivery service in Central Pangasinan.

Strategic Plan

The strategic planning section emphasizes how *ONLINE BASKET* intends to position itself for long-term sustainability and competitiveness. Strategic planning is framed as a tool to strengthen operations, allocate resources effectively, and anticipate customer needs. The marketing objectives are structured around SMART principles, ensuring that goals are specific, measurable, achievable, relevant, and timely. These objectives include building stakeholder connections, setting achievable customer-focused goals, reaching out to customers to develop opportunities, and leveraging the pandemic as a business prospect.
Growth strategies highlight the importance of consistency in service delivery, partnerships with merchants, and expanding manpower through additional riders. These measures are designed to increase transaction volume and improve customer satisfaction. Competitive strategies are also clearly defined: differentiation through unique service offerings and affordable delivery charges, cost leadership by maintaining competitive pricing and offering discounts, and focus strategy by targeting all individuals with safer, faster, and less expensive delivery services.

Table 17.
Strategic Plan Overview for ONLINE BASKET

Aspect	Key Strategies and Objectives
Marketing Objectives	Build stakeholder connections; set achievable customer-focused goals; reach out to customers; leverage pandemic opportunities
Growth Strategies	Ensure consistency of delivered goods; partner with merchants; expand rider workforce to meet demand
Competitive Strategies	**Differentiation:** door-to-door delivery, merchant partnerships, affordable charges; **Cost Leadership:** competitive pricing, discounts, promos; **Focus Strategy:** target broad customer base with safer, faster, cheaper delivery

This strategic framework positions *ONLINE BASKET* to compete effectively in a growing delivery service market. By aligning marketing objectives with SMART principles, the business ensures clarity and accountability in its goals. Growth strategies emphasize scalability and partnerships, which are crucial for sustaining operations as demand rises. Competitive strategies provide a clear roadmap for differentiation, cost efficiency, and customer focus, all of which are essential for building a sustainable competitive advantage. Collectively, these strategies demonstrate that *ONLINE BASKET* is not only prepared to enter

the market but also to adapt, expand, and thrive amidst competition and evolving consumer preferences.

Integrating the PESTLE and SWOT analyses with the strategic plan shows how *ONLINE BASKET* can align external market forces with internal strengths to achieve sustainable growth. Politically, compliance with government regulations such as HB No. 6958 and IATF guidelines ensures legitimacy and rider protection, while economically, rising demand for delivery services creates opportunities despite inflation risks. Social factors, including population growth and shifting consumer preferences, reinforce the need for customer-focused strategies, while technological adoption through social media and online platforms provides a competitive edge. Legal compliance strengthens credibility, and environmental initiatives enhance reputation through eco-friendly practices. These external insights complement the SWOT analysis, where strengths such as strategic location, competitive pricing, and service innovation position the business advantageously, while weaknesses like being a new entrant and facing fast-changing consumer tastes require adaptability. Opportunities for expansion, merchant partnerships, and job creation align with growth strategies, while threats from competitors and unforeseen events highlight the importance of contingency planning.

Conclusions and Recommendations

The conclusion of the feasibility study underscores that *ONLINE BASKET* is strategically positioned to succeed despite the challenges of entering the delivery service industry during a global pandemic. While it is not the first delivery service in the market, its unique value lies in offering comprehensive delivery of all types of goods, not just food, and in ensuring that customer expectations are consistently met. Its location near the municipality's business center provides logistical advantages, with easy access to suppliers and the public market. Affordability and reasonable pricing further strengthen its appeal, while customer service is emphasized through relationship building, safety protocols, and seamless communication channels such as Facebook Messenger, text, and phone calls.

The business also highlights opportunities for growth, including profit generation and job creation for Santa Barbara and neighboring municipalities. By focusing on customer needs and wants, *ONLINE BASKET* aims to establish loyalty and set service standards that differentiate it from competitors. Ultimately, the study concludes that the venture is feasible, with strong prospects for profitability, sustainability, and community impact.

This conclusion ties together the earlier analyses: the PESTLE framework shows favorable external conditions, the SWOT analysis highlights strengths and opportunities while acknowledging risks, and the strategic plan outlines clear marketing, growth, and competitive strategies. Together, these elements demonstrate that *ONLINE BASKET* is not only viable but also capable of thriving in a competitive and evolving delivery service market.

References:

Austria, H. (2020, February 9). Number of businesses in Pangasinan up by 25%. Retrieved May 31, 2021, from https://www.pna.gov.ph/articles/1093266

C. (2018, November 12). Why Strong Internal Controls are Necessary for a Healthy Business. Retrieved May 31, 2021, from https://www.cricpa.com/strong-internal-controls/

Ganesan, R. (2014). Sales and Operations Planning. The Profitable Supply Chain, 175–192. https://doi.org/10.1007/978-1-4842-0526-6_5

Maron, Cherry Ann M. 2020. A Business Policy for Seawheels Delivery Services. Unpublished Manuscript. University of Pangasinan, Dagupan City, Pangasinan

N. (2020, August 18). PHL ranks 66th (out of 85) countries in terms of 'digital quality of life.' Retrieved May 31, 2021, from https://www.bworldonline.com/phl-ranks-66th-out-of-85-countries-in-terms-of-digital-quality-of-life/

Olivario, Aiza Mae P. 2020. A Business Policy for Born Box Studio. Unpublished Manuscript. University of Pangasinan, Dagupan City, Pangasinan

Sta. Barbara. (2019, August 9). Retrieved May 31, 2021, from https://www.pangasinan.gov.ph/cities/sta-barbara/

The challenges of growing a business - and how to meet them. (2019). Retrieved May 31, 2021, from https://www.infoentrepreneurs.org/en/guides/the-challengesof-growing-a-business---and-how-to-meet-them/

Transportify Media. (2019, November 22). Food Business Delivery Service (Rated 4.8 Stars). Retrieved May 31, 2021, from https://www.transportify.com.ph/food-business-deliveryservice/