

According made from
fish meat ground to



**ASSIGN
BUSTER**

According to the Kawaling Pinoy, Fish balls are a popular street food in the Philippines and are often sold by street vendors in mobile wooden carts at almost every street corner. The balls, primarily made from fishmeat ground to a paste, are deep-fried until golden and then skewered in wooden sticks and dipped in a variety of sauces ranging from spicy, sweet to sweet and sour. These fish balls are so ingrained in the Philippine culture, every Filipino has for sure some sort of "fish ball" childhood memory growing up.

(www.kawalingpinoy.com) Sweet Potato (*Ipomoea Batatas*) can provide a rich concentration of nutrients. This makes them an ideal addition to your meals throughout the year. A substantial amount of research has proven that these naturally-sweet root vegetables possess antioxidant, anti-inflammatory, and disease-fighting components. Sweet Potato Balls is a highly innovated unlike the other street foods existed in the market. The idea of processing Sweet Potato Balls is to come up with the uniqueness when it comes to the filling which is boiled egg covered by the sweet potato.

BACKGROUND OF THE STUDY Filipino's are food lovers and they want to eat something new.

The researchers decided to propose a SWEET POTATO BALL as a small scale business of Oriental Mindoro Academy. SWEET POTATO BALLS have a filling of boiled egg. The researchers come up to that product with the idea of "fish balls" as proposed product to introduce it first at Oriental Mindoro Academy.

Sweet Potato has benefits of excellent source of vitamin A (in the form of Beta-carotene). They are also a very good source of Vitamin C, Manganese,

Copper, Pantothenic Acid and Vitamin B6. Additionally, they are a good source of Potassium, Dietary fiber, Niacin, Vitamin B1, Vitamin B2 and Phosphorus. This will be good to the health of customers because it has a source of nutrients and other vitamins that helps the body to maintain a good healthy lifestyle. Sweet Potato Balls is one of the most delicious street foods or it will serve as a snack unlike to the other street foods that don't have a highly content of vitamins and other source of nutrients.

This will be a good idea to attain a good and also affordable product that can be available by the customer and it can be more delicious because it has a filling which is the boiled egg. The proponents target market will be the students and teachers of Oriental Mindoro Academy. Based on the survey conducted by the proponent fish balls is the determined competitor of Sweet Potato Balls.

Fish ball is known for its deliciousness of its content but Sweet Potato Balls is delicious more than fish ball because of its innovated filling which is boiled egg. The student-entrepreneurs want to introduce this Sweet Potato Balls to get the customer's satisfaction in terms with the sweet potato product and also to aim that our product will be affordable for the customer. And also to be able to change the taste of the customer in terms of street foods.

And this will be a guide business for a first timer entrepreneur which can aim a good quality product.