



Comparative Analysis: Angel's Burger, Minute Burger, and Grab & Go Burger

The Philippine burger kiosk market is dominated by two major players: Angel's Burger and Minute Burger. Both brands have successfully scaled nationwide by addressing different segments of the mass market. The proposed **Grab & Go Burger** concept is positioned to strategically bridge the gap between these two models—combining affordability, product quality, and modern branding into a single, scalable system.

Market Positioning

Angel's Burger is widely recognized as the “Burger ng Bayan,” catering primarily to the mass market through ultra-affordable pricing and high-volume sales. Its strength lies in accessibility and simplicity, with thousands of small kiosks located in high-foot-traffic areas. The brand's core value proposition is straightforward: the cheapest possible burger offering, often driven by its iconic “Buy 1 Take 1” promotion.

In contrast, Minute Burger positions itself slightly above the mass market, offering a more premium experience through improved product quality and a wider variety of flavors. Its menu innovation and structured franchise system allow it to command higher price points while still remaining accessible to everyday consumers.

Grab & Go Burger is designed as a hybrid concept that captures the strengths of both brands. It adopts the mass appeal of Angel's Burger while integrating the product quality and variety

of Minute Burger. At the same time, it introduces a stronger emphasis on branding, store design, and customer experience—elements that are currently underutilized in the low-cost burger segment.

Business Model and Strategy

Angel's Burger operates on a high-volume, low-margin model. Its simplified menu and minimal operational requirements allow for rapid expansion and easy replication. However, this model limits its ability to upgrade product quality or significantly increase margins.

Minute Burger, on the other hand, follows a franchise-driven expansion strategy supported by a more developed supply chain and menu diversification. This allows for better margins per product, though at the cost of slightly higher pricing.

Grab & Go Burger introduces a more flexible and scalable approach. By leveraging a centralized commissary system, it ensures consistent product quality while maintaining cost efficiency. More importantly, it can integrate modern distribution strategies, including hybrid franchising and network-based expansion models, enabling faster and more controlled growth.

Pricing Strategy

Pricing plays a critical role in the success of burger kiosks in the Philippines. Angel's Burger dominates the lowest price tier, using aggressive promotions such as Buy 1 Take 1 to drive volume. However, this often results in thinner margins and limited room for product upgrades.

Minute Burger operates at a higher price range, focusing on perceived value through better ingredients and unique flavors. This allows for stronger margins but reduces its competitiveness in the ultra-budget segment.

Grab & Go Burger is designed to combine both approaches. It uses entry-level pricing, such as a Buy 1 Take 1 offering, to attract customers, while introducing higher-margin premium variants and add-ons. This dual-layer pricing strategy enables both volume generation and profitability, creating a more sustainable business model.

Product and Quality Strategy

Product quality is another key differentiator. Angel's Burger focuses on basic formulations optimized for cost efficiency, while Minute Burger invests more in flavor development and menu variety.

Grab & Go Burger has a significant advantage in this area through access to a dedicated commissary system. This allows for full control over formulation, consistency, and cost structure. As a result, it can deliver superior product quality at competitive prices, while also enabling continuous product innovation.

Store Design and Customer Experience

One of the most noticeable gaps in the current market is store design. Angel's Burger prioritizes function over form, resulting in basic kiosks with minimal branding appeal. Minute Burger offers more standardized setups but still lacks strong visual differentiation.

Grab & Go Burger addresses this gap by focusing on modern, visually appealing cart designs that enhance customer perception. A clean, well-branded, and Instagrammable setup not only attracts more customers but also elevates the perceived value of the product. In a highly competitive street food environment, visual presentation can significantly influence purchasing decisions.

Scalability and Expansion Potential

Both Angel's Burger and Minute Burger have demonstrated the scalability of the burger kiosk model through franchising and centralized supply chains. However, Grab & Go Burger introduces an additional layer of scalability by combining physical cart operations with structured network expansion strategies.

With the integration of modern systems, digital tools, and potential distributor-based models, Grab & Go Burger can achieve faster market penetration while maintaining operational control. Its ability to leverage existing manufacturing capabilities further strengthens its scalability and long-term sustainability.

Conclusion

The Grab & Go Burger concept is uniquely positioned to redefine the low-cost burger segment in the Philippines. By combining the affordability and mass appeal of Angel's Burger with the product quality and innovation of Minute Burger, while adding a strong focus on branding and customer experience, it creates a more balanced and competitive offering.

Ultimately, Grab & Go Burger is not designed to compete directly with existing players on a single dimension. Instead, it integrates the best elements of both models into a unified strategy:

Affordable like Angel's Burger, refined like Minute Burger, and elevated through modern branding and system-driven scalability.

This positioning allows Grab & Go Burger to capture a wider market segment while building a stronger, more sustainable business model for long-term growth.



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|----------------------------|---------------|
| Motor power | 48V-800W |
| Capacity | 1 ton |
| Size | 200x100x38 cm |
| Wheel diameter | 35 cm |
| Charging time | 8-10 hour |
| Top speed | 25 km/hour |
| Endurance of empty vehicle | 45 km |
| Machine weight | 140 kg |



What we serve.



GRAB & GO BURGER FOOD CART

Features & System Overview

The Grab & Go Burger Food Cart is a fully integrated, mobile food business unit designed to deliver fast, affordable, and high-demand street food while maximizing efficiency, profitability, and scalability. Built with modern technology and practical field operations in mind, the cart is engineered to operate independently—even in challenging environments such as high fuel costs and limited power access.

Energy-Independent System

One of the defining features of the Grab & Go Burger cart is its hybrid energy system:

- Solar-powered electrical system supports lighting, freezer, and auxiliary equipment
- Battery storage ensures continuous operation even without sunlight
- Reduced reliance on grid electricity, lowering operating costs

This allows the cart to function in both urban and off-grid environments, making it highly adaptable and cost-efficient.

Used Cooking Oil Stove Technology

The cart is equipped with a custom-built used cooking oil burner, eliminating dependence on LPG or traditional fuel sources.

- Utilizes recycled cooking oil as fuel
- Provides strong, consistent heat for grilling and frying
- Significantly reduces fuel expenses
- Environmentally sustainable and cost-effective

Built-in Freezer System

Each cart includes a compact freezer unit designed to store commissary-supplied products:

- Maintains -18°C storage temperature
- Keeps burger patties, hotdogs, and ingredients fresh
- Supports inventory buffering for daily operations

Display & Serving Station

The cart features a glass display warmer and serving area for finished products:

- Maintains optimal serving temperature
- Enhances product visibility and customer appeal
- Supports fast service and high turnover

Integrated Water System

To maintain hygiene and food safety standards, the cart includes:

- Fresh water tank
- Waste water tank
- Sink with faucet

Compact, Mobile, and Durable Design

The cart is built for real-world operations:

- Heavy-duty stainless steel construction
- Mounted on a mobile electric platform
- Easy to maneuver in tight urban spaces
- Weather-resistant with protective roofing

Commissary-Based System

All products are supplied from a centralized commissary:

- Pre-prepared burger patties and ingredients
- Standardized recipes and quality
- Ready-to-cook format

- ✓ Consistency across all carts
- ✓ Faster operations
- ✓ Minimal training requirements

Fast Service Model

The cart is designed for high-speed operations:

- Cooking time: 2–4 minutes
- Serving time: 5 minutes
- Capable of handling peak-hour demand

WHAT WE OFFER

GRAB & GO BURGER MENU

BUY 1 TAKE 1 BURGER – ₱49

- Plain Burger

Special Burgers

- Premium loaded burgers
- Cheese, sauces, and add-ons

 **Ham & Cheese Sandwiches**

 **Hotdogs**

Family-Based Business Model

The cart is designed to be operated by household members:

- Simple operations (grill and serve)
- Low learning curve
- Immediate daily income

Sustainable and Scalable

The Grab & Go Burger cart combines:

- Renewable energy (solar)
- Recycled fuel (used oil)
- Efficient production (commissary system)

FRANCHISE AFFILIATE BUSINESS

Start Your Own Food Business Today

- Turn burgers into a high-income, fast-return business
- Franchise investment: ONLY ₱250,000
- Fully equipped cart
- Complete business system
- Ready-to-operate setup

What You Get

- Premium food cart
- Eye-catching design
- Built-in grill + warmer

Why This Business Wins

- High demand product – burgers sell fast
- Affordable pricing (Buy 1 Take 1)
- Low operating cost
- Fast ROI – payback in 5-6 months
- Daily cash flow

Earnings Potential

- Daily sales: ₱6,000 – ₱12,000
- Monthly: ₱180,000 – ₱300,000
- Net profit: ₱60,000 – ₱110,000/month



Backed by Unilink Food Mfg. Corp.

- Centralized production
- Consistent quality
- Reliable supply



Contact

Start your Grab & Go Burger cart today

Contact: 09088123995

GRAB & GO BURGER

Buy 1 Take 1. Fast. Affordable. Profitable.