



Market Analysis: SM Turon & Lumpiang Toge vs Lumpia Central

The Philippine snack market has long been driven by affordable, high-frequency food items that are deeply embedded in daily consumption habits. Among these, banana turon and lumpiang toge stand out as two of the most widely consumed Filipino snacks, cutting across all income levels and geographic locations. The commercial success of these products has been clearly demonstrated by SM Markets, one of the largest retail operators in the country.

In 2016, SM Markets recorded approximately **24 million pieces of banana turon sold in a single year**, translating to an average of around **65,000 pieces per day nationwide**. At an estimated retail price of **₱15 per piece**, this equates to roughly **₱360 million in annual revenue** from turon alone. This performance was achieved through SM's network of over **200 supermarket formats**, including SM Supermarket, Hypermarket, and Savemore stores.

Breaking this down operationally, each store generated approximately **500 to 600 pieces of turon per day**, highlighting not only strong consumer demand but also consistent repeat purchasing behavior. What is particularly notable is that these figures represent only supermarket-based sales. They do not include the extensive informal sector—such as street

vendors, food carts, school canteens, and neighborhood sellers—which collectively account for a significant portion of the market.

Lumpiang toge, while not individually reported in exact volumes, is part of SM’s broader ready-to-eat product line, indicating sustained demand for fried lumpia variants alongside turon. The inclusion of lumpiang toge in supermarket offerings reinforces the idea that Filipino consumers consistently seek convenient, ready-to-eat snack options that are both affordable and familiar.

The success of SM’s turon business demonstrates a critical principle: **standardization enables scale**. By centralizing production, maintaining consistent quality, and distributing through high-traffic retail locations, SM effectively transformed a traditional street food into a structured, high-volume retail product.

However, despite this success, the current market remains highly fragmented. SM’s distribution is limited to fixed retail locations, meaning it captures only a portion of the total addressable market. A large share of demand still exists outside malls—in streets, transport terminals, residential areas, and community centers—where accessibility and convenience play a major role in purchasing decisions.

This gap presents a significant opportunity for a more flexible and scalable model.

Lumpia Central is designed to capitalize on this opportunity by taking a fundamentally different approach. Instead of relying on fixed retail locations, Lumpia Central operates through a **mobile, decentralized distribution system**, anchored on food carts that bring the product directly to the customer. This “go-to-market” strategy allows the brand to penetrate areas that traditional supermarkets cannot efficiently serve.

For example, with just **100 deployed carts**, each selling an average of **300 pieces per day**, Lumpia Central can generate approximately **30,000 pieces daily**, or **10.9 million pieces annually**. This represents nearly **45% of SM’s reported turon volume**, achieved with a fraction of the infrastructure and significantly lower overhead costs.

Beyond mobility, Lumpia Central introduces several structural advantages.

First, it leverages a **family-based operating model**, where carts are run by household members—such as spouses of riders—creating an additional income stream that is not dependent on fuel or transportation costs. This not only strengthens economic resilience at the household level but also builds a deeper emotional connection to the business.

Second, the system is supported by a **centralized commissary**, ensuring product consistency, quality control, and efficient supply chain management—similar to SM’s production model, but optimized for distributed operations.

Third, the use of **solar-powered systems and alternative fuel (such as used cooking oil)** significantly reduces operating expenses, resulting in higher margins compared to traditional retail setups that rely heavily on electricity and rent.

Fourth, Lumpia Central benefits from **faster scalability**. While opening a new supermarket location requires significant capital and time, deploying a new cart can be done rapidly, allowing the network to expand in a matter of days rather than months.

Finally, the model supports **multi-channel growth**, including franchise expansion, affiliate distribution, and community-based selling networks. This creates a multiplier effect, where growth is no longer linear (per store), but exponential (per participant in the system).

In essence, SM has already validated the product category by proving that turon and lumpia can generate hundreds of millions in revenue annually within a controlled retail environment. Lumpia Central builds on this foundation by unlocking the larger, underserved market outside malls—where demand is equally strong, but distribution remains fragmented.

The strategic difference is clear:

SM has demonstrated **product success within retail locations**, while Lumpia Central is positioned to build a **nationwide distribution system that brings the product directly to the people**.

This shift—from fixed retail to mobile, scalable distribution—creates the potential for Lumpia Central to not only compete within the category but to define it at a national level.





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



LUMPIA CENTRAL FOOD CART

Features & System Overview

The Lumpia Central Food Cart is a **fully integrated, mobile food business unit** designed to deliver consistent, high-quality Filipino 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 Lumpia Central 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 frying
- Significantly reduces fuel expenses
- Environmentally sustainable and cost-effective

This system directly addresses fuel price volatility, making daily operations more stable and predictable.

Built-in Freezer System

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

- Maintains **-18°C storage temperature**
- Keeps products fresh and ready-to-cook
- Supports **inventory buffering for daily operations**

This enables the cart to operate using a **ready-to-cook system**, eliminating the need for on-site preparation.

Display Warmer & Serving Station

The cart features a **glass display warmer** for showcasing finished products:

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

Combined with an ergonomic serving area, the cart is designed for **efficient customer flow and quick transactions**.

Integrated Water System

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

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

This ensures compliance with sanitation requirements and promotes safe food handling practices.

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

Its **compact footprint** allows it to operate in high-traffic areas such as sidewalks, terminals, and community spaces.

Commissary-Based System

All products are supplied from a centralized commissary:

- Pre-prepared and pre-portioned
- Standardized recipes and quality
- Ready-to-cook format

This ensures:

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

Fast Service Model

The cart is designed for **high-speed operations**:

- Cooking time: 3–5 minutes
- Serving time: 30–60 seconds
- Capable of handling peak-hour demand

This allows each cart to achieve **high daily sales volume**.

Digital Integration (Optional)

The system supports modern payment and operations tools:

- QR code payments (GCash, Maya)
- Inventory and ordering via mobile app
- Sales tracking and reporting

This enhances convenience for both operators and customers.

Family-Based Business Model

The cart is designed to be operated by **household members**, such as spouses of riders:

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

This makes it an ideal **livelihood platform for families**, not just individual entrepreneurs.

Sustainable and Scalable

The Lumpia Central cart combines:

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

This creates a **sustainable business model** that can be scaled rapidly across multiple locations.

The Lumpia Central Food Cart is more than just a food stall—it is a **complete business system**. By integrating energy independence, cost-efficient fuel technology, centralized production, and mobile distribution, it provides a powerful platform for scalable growth.

Designed for both profitability and accessibility, the cart empowers operators to generate stable income while delivering high-quality Filipino food to communities nationwide.