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EDIBLE COFFEE CUPS: BUSINESS PLAN FOR THE DEVELOPMENT OF HEALTHY INNOVATION IN THE HORECA AND TOURISM SECTORS[1]

ЇСТІВНІ КАВОВІ СТАКАНЧИКИ: БІЗНЕС-ПЛАН РОЗВИТКУ ЗДОРОВОЇ ІННОВАЦІЇ В ГАЛУЗЯХ HORECA ТА ТУРИЗМУ

The study examines strategic innovations in the food industry, focusing on edible coffee cups as an eco-friendly alternative to plastic. The analyzed startup of Ukraine aims to reduce plastic waste with durable, tasty, biodegradable cups. A market analysis highlights growing demand, key competitors, financial projections, and risk assessments. The production process ensures sustainability through automation and quality control. Target consumers include eco-conscious individuals and businesses. Marketing strategies focus on education, partnerships, and digital promotion. The study also explores the role of government regulations in promoting sustainable packaging. Financial planning indicates high profitability potential within three years. Competitor analysis reveals key differentiators in taste, pricing, and innovation. Concluded that "CUPFFEE" aligns with global sustainability trends, offering strong market potential for expansion.

Keywords: strategic innovations, edible coffee cups, sustainable packaging, food industry, gastronomic tourism, consumer behaviour.

[1] Дослідження виконане в межах науково-дослідної роботи «Інституційно-функціональна адаптація системи громадського здоров'я для забезпечення повоєнного відновлення економічного та людського потенціалу України (номер державної реєстрації 0125U000531)

Дослідження присвячене стратегічним інноваціям у харчовій промисловості, зокрема просуванню продукту – їстівних кавових стаканчиків як екологічної альтернативи пластику. Стартап «CUPFFEE» в Україні пропонує біорозкладні, міцні та смачні стаканчики, спрямовані на зменшення пластикових відходів. Проведений аналіз ринку виявив зростаючий попит, основних конкурентів, фінансові прогнози та оцінку ризиків. Виробничий процес забезпечує сталість завдяки автоматизації та контролю якості. Основними споживачами продукту визначеном екосвідомих людей та суб'єкти господарювання в галузі гостинності та туризму. Маркетингові стратегії зосереджені на освітніх кампаніях, партнерствах та цифровому просуванні. Фінансовий аналіз показав значний потенціал прибутковості проєкту впродовж трьох років. Аналіз конкурентів виявив ключові відмінності у смакових характеристиках, ціновій політиці та рівні інноваційності. Визначено перспективи розширення бізнесу «CUPFFEE» та виходу на міжнародні ринки. Оцінено можливості масштабування виробництва та оптимізації витрат. Дослідження підкреслює важливість стійких інновацій у зменшенні екологічного навантаження та зміні споживчих звичок. Впровадження їстівного посуду є перспективним напрямом, що відповідає сучасним екологічним трендам. Окремо розглянуто виробничий процес, що включає використання натуральних інгредієнтів, таких як висівки та пшеничне борошно. Процес виготовлення передбачає автоматизоване змішування, формування, випікання та пакування стаканчиків. Контроль якості забезпечується на кожному етапі виробництва для відповідності міжнародним стандартам. Також досліджено поведінкові фактори, що впливають на вибір споживачів, включаючи смакові уподобання та готовність платити за екологічні альтернативи. Запропоновані маркетингові стратегії включають співпрацю з кафе, ресторанами та мережами швидкого харчування. Аналізується соціальний вплив проєкту, включаючи створення нових робочих місць та підвищення екологічної свідомості населення. Визначено основні виклики, пов'язані з розширенням ринку та підвищенням рівня довіри до їстівного посуду. Дослідження також пропонує шляхи подальшої оптимізації виробництва та зменшення собівартості продукції.

Ключові слова: стратегічні інновації, їстівні кавові стаканчики, стале пакування, харчова галузь, гастрономічний туризм, поведінка споживача.

Statement of the problem. Nowadays, there is a growing awareness of the need for protection. environment and introduce environmentally friendly technologies in the production and consumption of products. Plastic waste is one of them. the most significant environmental problems, prompting the search for alternative ones. solutions. One of these innovative solutions is edible cups, which allow you to reduce the amount of plastic waste by offering significantly. Consumers have convenient, environmentally friendly, and tasty packaging options for drinks. In coursework, which simultaneously performs the function of a business plan, will. The startup "CUPFFEE," which specializes in producing edible cups in Ukraine, has been considered and investigated. The purpose of this work is to analyze the market, assess risk, and develop strategies. development of this project. The work will consider the main aspects of business, such as target audience research, production plan, financial plan, and. attracting investment. This project has significant potential not only from a commercial point of view but also. in the context of a positive environmental impact. Introduction of edible. cups can be an essential step towards sustainable development and reducing ecological load.

Analysis of recent research and publications. Scientists in the works contributed significantly to studying the features of introducing socially responsible and healthy innovations on the market. Rehfeld K.-M. analyzes integrated product policy and eco-innovation, arguing that eco-friendly business models contribute to the competitiveness of enterprises [1]. Slater S.F. et al. consider radical innovations and their role in creating unique competitive advantages [2]. Nagel Ch et al. consider the impact of eco-innovation on consumer demand, especially in overcoming barriers associated with risk perception [3]. Igwe et al. emphasize the importance of technological innovations in increasing the sustainability of supply chains, especially in the food sector [4]. Bilan Y. et al. investigate sustainable business models that ensure long-term success through environmental responsibility [5]. Rosokhata A.S. analyzes the innovative development of industrial enterprises and the role of various factors, particularly effective business management [6], in their work productivity. Ziabina Y. et al. perform a meta-analysis of the transition to a carbon-free economy, an essential aspect of implementing healthy innovations [7]. Also, Ziabina Y. and Navickas V. investigate the role of public administration in the implementation of innovations in the field of energy efficiency [8]. Rosokhata A. and Chykalova A. investigated the marketing features of different business structures [9]. The study [10] of Letunovska N. focuses on social innovations in the transformation economy, which is especially relevant for healthy innovations. Olefirenko O. et al. propose a systematic approach to developing marketing policy for innovatively active enterprises [11]. Pimonenko T. et al. analyze modern economic and environmental tools of sustainable development, which must be considered in the business plan [12]. Chygryn O. et al. emphasize the importance of the communication system for ensuring "green" competitiveness [13]. In work [14], the authors Minchenko M. et al. systematize modern tools for ensuring a stable flow of consumers through online sales, an essential aspect of the digitalization of healthy innovations. Kuzior A. et al. consider post-industrial tourism a driver of sustainable development, which can become the basis for developing environmentally friendly products [15]. A literature review demonstrates the importance of innovation in business planning, particularly in healthy innovations. The key factors for success are integrating environmental sustainability, using modern technologies, and effective marketing management.

The current study focuses on forecasts regarding developing edible ecological innovations as innovations in the national market. It describes in detail the features

of introducing this product and its promotion for different categories of consumers.

Formulation of the research task. This study analyzes the market potential, competitive landscape, and financial feasibility of edible coffee cups as a sustainable innovation in the food and beverage industry. The research aims to assess consumer behavior, production processes, and strategic marketing approaches to facilitate the successful implementation and expansion of the "CUPFFEE" project. Additionally, the study explores the environmental benefits of replacing plastic cups with biodegradable alternatives and examines the role of government regulations in promoting eco-friendly packaging solutions.

Summary of the main research material. The proposed example of healthy innovation is the "CUPFFEE" project, an innovative initiative that produces edible coffee cups. Such projects aim to reduce plastic waste and promote sustainable consumption, making products from natural ingredients [17]. It minimizes the environmental footprint, ensuring a reduced environmental impact.

"CUPFFEE" offers cups in various sizes and shapes to meet all customers' needs. Our products are made from durable materials that do not soften when in contact with liquids, providing convenience and reliability. Additionally, they have a pleasant taste, enhancing the coffee experience for enthusiasts. The production of "CUPFFEE" cups originated in Bulgaria. Utilizing the latest technologies, they have integrated all stages of CUPFFEE creation into a single automated process: from mixing the dough ingredients and dosing to packaging. The company actively develops new technologies to improve its products and increase efficiency. "CUPFFEE" strives to collaborate with coffee shops, cafes, and other food service establishments to promote edible cups and develop a culture of sustainable consumption, providing their partners with tools and support to implement this initiative. The market for edible coffee cups is a promising and rapidly growing segment in the food industry, driven by the increasing demand for eco-friendly and sustainable alternatives to plastic products [1]. As awareness of plastic pollution spreads, consumers increasingly turn to products that can be used without harming the environment. This creates favorable conditions for companies specializing in the production of edible cups. Key factors influencing the edible coffee cup market include production technological capabilities, product usability, taste quality, production cost, and end-consumer pricing [2]. The growing popularity of coffee culture supports market development as the number of coffee establishments and the popularity of coffee beverages among consumers increase. This market is projected to continue to grow as consumers increasingly seek eco-friendly and sustainable alternatives to plastic.

In the edible coffee cup market, "CUPFFEE" faces several competitors working on innovative products to create eco-friendly alternatives to plastic cups. The detailed analysis of competitors is in Table 1.

CUPFFEE operates in the edible tableware market, which is part of the broader eco-friendly product market. This market includes edible and compostable items that replace traditional single-use plastic products. CUPFFEE's target audience is environmentally conscious consumers, particularly young people who actively support green initiatives. Additionally, coffee shops, restaurants, and food service establishments aiming to reduce plastic use are key customers. Major competitors include producers of alternative eco-friendly products, such as compostable and biodegradable cups and tableware. Competitors include companies producing paper cups with coatings and other edible tableware manufacturers. The project's mission is to provide consumers with an eco-friendly alternative to traditional disposable tableware, reduce plastic waste, and protect the environment.

The project team's vision is to become a global leader in producing edible tableware, delivering high-quality, innovative solutions, and environmental responsibility.

Table 1

Competitors in the market of edible cups and their comparison

Criteria	Description	CUPFFEE	Lvivski Kraftovi Bombony	Lecorna	Takida_ shoko lade
Naturalness	Degree of use of natural ingredients in the manufacture of cups	Used	Used	Used	Partially used
Biodegradation	The product's ability to decompose naturally without harming the environment	Yes	Yes	Yes	Yes
Variety of flavors	Number and variety of flavor options for the cups	Large	Large	Quite limited	Limited
Innovations	Level of innovative solutions and technologies used in the manufacture	Applied	Applied	Not applied	Applied
Product quality	Overall quality of manufacturing and materials used in the product	High	High	High	Medium
Marketing strategies	Effectiveness of marketing strategies and product promotion on the market	Effective	Effective	Effective	Partially effective
Pricing policy	Level of product prices compared to other competitors	Medium	Medium	High	High

Source: compiled based on the analysis of companies' official sites

Short-term goals: to increase brand recognition through active marketing campaigns; to expand the product range, including new types of edible tableware; to strengthen partnerships with coffee shops and restaurants.

Long-term goals: enter international markets, particularly in Europe; implement the latest technologies in production to reduce costs and increase efficiency; to become the market leader in eco-friendly tableware.

"CUPFFEE" focuses on the commercial segment, collaborating with cafes and restaurants that aim to offer their customers a unique and eco-friendly experience. Commercial users, such as coffee shops and fast-food establishments, can become key consumers of CUPFFEE products, as they strive to reduce plastic usage and attract environmentally conscious customers.

Factor analysis involves examining various factors that impact sales volume and effectiveness. For "CUPFFEE," the main factors to consider are: demand for ecological products; growing popularity of eco-friendly and sustainable products; expansion of the eco-products market in Ukraine and abroad; attracting conscious consumers willing to pay for ecological products; differentiating our products by taste, design, and quality; effective marketing strategies to stand out in the market; choosing optimal pricing strategies for different markets; analyzing production costs and setting prices with margin considerations; implementing special offers to attract new customers and encourage repeat purchases.

As for the production process of the edible "Cupffee" cups and their composition, the cups are made from only seven natural ingredients, primarily oat bran and wheat flour. Initially, the oat bran and wheat flour are mixed in the correct proportions to form the base mixture used for cup formation. Additional natural ingredients, such as sugar, salt, and natural flavorings, can then be added to the base mixture. The cups are then shaped in special molds using casting machines. This process is automated to ensure product uniformity and quality. The cups are baked, cooled to room temperature to crisp, and then packaged according to customer needs and requirements. This may include individual packaging for each cup or group packaging.

Quality control is conducted at every production stage to ensure the product meets safety and quality standards. The production of "Cupffee" cups will be zero-waste, with all edible remnants used in other food products. Our production process produces no industrial waste, only clean steam and the delicious aroma of cookies. All processes will be optimized through advanced technology. Everything will flow from ingredient mixing to dough preparation, dosing, baking, and packaging in one elegant continuous stream. Modern digital systems control and manage all processes to ensure accuracy, stability, and product quality. Production will use modern equipment from renowned global manufacturers such as Buhler and Konig. Buhler is a world leader in manufacturing equipment for the food industry, with technologies used in grain processing and bakery product manufacturing. Buhler machines are known for their reliability, productivity, and innovation. Konig specializes in equipment for the bakery and confectionery industries, with machines known for their precision and reliability.

These modern types of equipment allow for quick adaptation of production to changes in market demand. A vital component of the automated output is quality control systems that ensure product safety and quality standards are met at every production stage.

Initially, production scales will be small. As mentioned earlier, edible cups are just beginning to gain popularity in Ukraine. Therefore, we will first define our target audience and consider the approximate demand for the product and potential growth in different market segments. Determining the production capacities of the future enterprise is also crucial. We will calculate how much time, labor, and materials are needed to produce one cup. We will determine how many cups we can produce per working day, week, and month.

The production facility will be located in Uzhgorod. The city has well-developed infrastructure and transport links, facilitating the supply of raw materials and delivery of finished products to the markets. The initial facility space will not be ample; its area will meet the equipment and technological process needs. If the space is insufficient and production becomes continuous and robust, we will consider options for expansion at the current address or establishing another facility. Essential factors for the facility include:

1. Ceiling height: a ceiling height of at least 4–5 meters to provide sufficient space for equipment operation and maneuverability.
2. Ventilation: adequate ventilation of production facilities is crucial to ensure clean air and remove vapors during production.
3. Utilities (electricity, water, etc.) are key to uninterrupted production processes.
4. Safety: compliance with fire and occupational safety requirements is also necessary. This includes installing fire extinguishers, evacuation exits, emergency switches, and other safety systems.

If production meets the planned demand, we will increase production capacities, expand production facilities, improve processes, develop the product range, and modernize equipment.

Table 2

The staff of the enterprise

Position	Number of employees	Salary (UAH)
Director	1	29000
Deputy director for production	1	25000
Production Engineer	2	17500
Equipment operator	4	15000
Quality control	2	20000
Packaging worker	6	15000
Sales manager	2	17500
Logistics manager	2	17500
Accountant	2	16000
Marketing Specialist	2	18000
Deputy director for sales	1	25000

Source: compiled based on the [17]

The organizational structure of our company will be functional, meaning it is oriented towards the functions performed within the enterprise. The company is divided into departments or units based on their functions, such as production, marketing, finance, human resources, etc. Each department specializes in its functional area and has

its manager, who reports directly to the company's top management. This structure ensures a precise distribution of duties and responsibilities among departments and promotes the specialization of employees in their areas of expertise, which can contribute to efficiency and optimization of work processes.

Conclusions. While researching and developing the "CUPFFEE" business plan, various aspects of the edible cups business in Ukraine were considered and analyzed. The project aims to create an environmentally friendly, innovative product to replace disposable plastic utensils and reduce environmental pollution.

A thorough analysis of the edible products market showed high potential for introducing an innovative product – edible cups. This is confirmed by the growing demand for environmentally friendly and convenient products. A detailed business plan and financial model have been developed, demonstrating the project's high profitability with a payback period of approximately three years. The economic analysis included revenue, expense, and profit forecasts, which allowed for determining the necessary investments and expected revenue levels. The main project risks have been identified and assessed, including risks associated with marketing activities and possible emergency decision-making errors. Risk management strategies have been proposed, including active market monitoring, staff training, and implementing quality management systems. The project contributes to reducing environmental pollution, popularizing environmentally friendly products, and increasing the ecological awareness of the population. This, in turn, contributes to forming a positive company image and enhances its competitiveness. In conclusion, the "CUPFFEE" startup has a high potential for successful implementation in the Ukrainian market. Its uniqueness and environmental friendliness align with current trends and consumer demands, ensuring high interest and potential profitability. The proposed risk management strategies and detailed development roadmap will ensure sustainable business growth and achievement of the set goals.

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