

2026 Sari-Sari Store Price List & Inventory Guide

293 products across 22 categories | Starter inventory baskets for ₱5K / ₱10K / ₱20K / ₱50K capital | Wholesale supplier directory

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How to verify prices: DTI Suggested Retail Price (SRP) bulletin — <https://www.dti.gov.ph/konsyumer/srp/>

How to Use This Price List

This PDF is the companion download for our complete sari-sari store price list and inventory guide. Use it three ways: (1) print 1–2 copies for your store as a quick lookup for tindera; (2) bring it to your wholesale supplier so you negotiate against the same benchmarks we used; (3) use the matching Excel sheet to track your actual stock and sales against these targets.

Pricing convention

Wholesale Cost is what you pay your distributor or cash-and-carry per unit. **Suggested SRP** is our recommended selling price for a typical Metro Manila barangay, applying a 15–40% markup depending on tier (see Section 6). For items covered by the DTI BNPC bulletin (sardines, canned milk, coffee, laundry powder), the suggested SRP is set at or just below the DTI cap.

Tags you'll see throughout this PDF

FAST	Fast-moving — turns over within 1–3 days. Stock deep.
REGIONAL	Prices vary significantly by region. Verify with your local supplier.
NEW	Newer fast-mover category (pet food, digital services). Growing demand in 2026.

Starter Inventory Baskets by Capital

Four pre-built starter inventories, each sized to fit a realistic capital level. Each basket includes merchandise + operating buffer (transport, packaging, utilities, miscellaneous).

Capital	SKUs	Merchandise	Buffer	Total Capital
₱5,000	32	₱3,483	₱470	₱3,953
₱10,000	59	₱8,192	₱1,350	₱9,542
₱20,000	95	₱16,971	₱2,700	₱19,671
₱50,000	141	₱40,202	₱6,750	₱46,952

₱5,000 Starter Inventory (32 SKUs)

Bare-bones village store. Focus on tingi sachets, candies, cigarettes per stick, instant noodles, coffee, and mobile load. Skip frozen and fresh produce until your second restock.

Category	Product	Units	Cost/Unit	Subtotal
Coffee	Nescafé 3-in-1 Original (twin pack)	24	₱12.50	₱300.00
Coffee	Kopiko Brown Coffee (twin pack)	12	₱13.00	₱156.00
Powdered Drinks	Milo Sachet (24g)	12	₱11.00	₱132.00
Powdered Drinks	Bear Brand Milk Powder (33g)	6	₱15.00	₱90.00
Powdered Drinks	Tang Orange/Mango (19g)	12	₱6.00	₱72.00
Instant Noodles	Lucky Me! Pancit Canton Original (60g)	24	₱14.50	₱348.00
Instant Noodles	Lucky Me! Beef Mami (55g)	12	₱10.50	₱126.00
Canned Goods	Mega Sardines Green (155g)	6	₱22.50	₱135.00
Canned Goods	Argentina Corned Beef (175g)	3	₱42.00	₱126.00
Biscuits	SkyFlakes Crackers (single pack)	12	₱8.50	₱102.00
Biscuits	Hansel Sandwich (single)	12	₱9.00	₱108.00
Chips and Snacks	Chippy Barbecue (27g)	12	₱8.00	₱96.00
Chips and Snacks	Oishi Prawn Crackers (small)	12	₱8.00	₱96.00
Chocolates and Candies	Maxx Candy (per piece)	125	₱0.55	₱68.75
Chocolates and Candies	Choc-Nut (per piece)	24	₱1.50	₱36.00
Soft Drinks	Coca-Cola Mismo (295ml)	12	₱16.50	₱198.00
Bottled Beverages	Wilkins Pure Water (500ml)	12	₱11.00	₱132.00
Condiments	Silver Swan Soy Sauce (200ml)	3	₱12.50	₱37.50
Condiments	Silver Swan Vinegar (200ml)	3	₱10.50	₱31.50
Condiments	Datu Puti Patis (150ml)	3	₱16.00	₱48.00
Cooking Ingredients	Cooking Oil Sachet/Tingi (50ml)	12	₱12.00	₱144.00
Cooking Ingredients	Magic Sarap (8g sachet)	12	₱5.50	₱66.00
Cooking Ingredients	Iodized Salt Asin (small pack)	6	₱5.50	₱33.00
Toiletries	Sunsilk Shampoo Sachet (12ml)	12	₱7.50	₱90.00
Toiletries	Safeguard Bar Soap (60g)	6	₱22.00	₱132.00
Toiletries	Colgate Toothpaste Sachet (4g)	24	₱4.00	₱96.00
Laundry Products	Surf Powder Twin Pack (60g)	12	₱12.50	₱150.00
Laundry Products	Downy Fabric Conditioner Sachet	12	₱7.50	₱90.00
Household Supplies	Candle, white small (per piece)	12	₱4.00	₱48.00
Household Supplies	Matches (per box)	12	₱3.00	₱36.00
Household Supplies	Katol Mosquito Coil (per coil)	12	₱2.50	₱30.00
Dairy Products	Alaska Evaporated Milk (370ml)	3	₱43.00	₱129.00
			Merchandise Total	₱3,482.75
			+ Transport / Logistics	₱250
			+ Packaging (tingi bags)	₱120
			+ Misc / buffer	₱100

Category	Product	Units	Cost/Unit	Subtotal
			TOTAL CAPITAL	REQUIRED

₱10,000 Starter Inventory (59 SKUs)

Adds breadth — second flavors per category, basic toiletries, fabric softener, more snack SKUs.
Introduces a small ice candy line.

Category	Product	Units	Cost/Unit	Subtotal
Coffee	Nescafé 3-in-1 Original (twin pack)	24	₱12.50	₱300.00
Coffee	Kopiko Brown Coffee (twin pack)	12	₱13.00	₱156.00
Coffee	Great Taste White (twin pack)	12	₱12.00	₱144.00
Powdered Drinks	Milo Sachet (24g)	12	₱11.00	₱132.00
Powdered Drinks	Bear Brand Milk Powder (33g)	6	₱15.00	₱90.00
Powdered Drinks	Tang Orange/Mango (19g)	12	₱6.00	₱72.00
Instant Noodles	Lucky Me! Pancit Canton Original (60g)	24	₱14.50	₱348.00
Instant Noodles	Lucky Me! Pancit Canton Chilimansi (60g)	12	₱14.50	₱174.00
Instant Noodles	Lucky Me! Beef Mami (55g)	12	₱10.50	₱126.00
Instant Noodles	Nissin Cup Noodles Seafood (40g)	6	₱21.00	₱126.00
Canned Goods	Mega Sardines Green (155g)	6	₱22.50	₱135.00
Canned Goods	555 Sardines (155g)	3	₱21.00	₱63.00
Canned Goods	Argentina Corned Beef (175g)	3	₱42.00	₱126.00
Canned Goods	Century Tuna Flakes in Oil (155g)	3	₱41.00	₱123.00
Biscuits	SkyFlakes Crackers (single pack)	24	₱8.50	₱204.00
Biscuits	Hansel Sandwich (single)	24	₱9.00	₱216.00
Biscuits	Rebisco Sandwich (single)	12	₱8.50	₱102.00
Chips and Snacks	Chippy Barbecue (27g)	24	₱8.00	₱192.00
Chips and Snacks	Oishi Prawn Crackers (small)	24	₱8.00	₱192.00
Chips and Snacks	Piattos (40g)	12	₱16.00	₱192.00
Chocolates and Candies	Maxx Candy (per piece)	150	₱0.55	₱82.50
Chocolates and Candies	Choc-Nut (per piece)	25	₱1.50	₱37.50
Chocolates and Candies	Cloud 9 Mini	12	₱7.00	₱84.00
Soft Drinks	Coca-Cola Mismo (295ml)	12	₱16.50	₱198.00
Soft Drinks	Sprite Mismo (295ml)	12	₱16.50	₱198.00
Soft Drinks	Royal Tru-Orange Mismo (295ml)	12	₱16.50	₱198.00
Bottled Beverages	Wilkins Pure Water (500ml)	12	₱11.00	₱132.00
Bottled Beverages	C2 Green Tea (500ml)	6	₱24.00	₱144.00
Energy Drinks	Cobra Energy Drink Yellow (240ml)	12	₱18.00	₱216.00
Condiments	Silver Swan Soy Sauce (200ml)	6	₱12.50	₱75.00
Condiments	Silver Swan Vinegar (200ml)	6	₱10.50	₱63.00
Condiments	Datu Puti Patis (150ml)	6	₱16.00	₱96.00
Condiments	UFC Banana Ketchup Pouch (200g)	6	₱20.00	₱120.00
Cooking Ingredients	Cooking Oil Sachet/Tingi (50ml)	12	₱12.00	₱144.00
Cooking Ingredients	Magic Sarap (8g sachet)	24	₱5.50	₱132.00
Cooking Ingredients	Knorr Cube Beef/Pork (single)	24	₱6.00	₱144.00

Category	Product	Units	Cost/Unit	Subtotal
Cooking Ingredients	Sinigang Mix Sampaloc (22g)	12	₱14.00	₱168.00
Cooking Ingredients	Iodized Salt Asin (small pack)	12	₱5.50	₱66.00
Cooking Ingredients	Brown Sugar (per 1/4 kg)	3	₱20.00	₱60.00
Toiletries	Sunsilk Shampoo Sachet (12ml)	12	₱7.50	₱90.00
Toiletries	Creamsilk Conditioner Sachet	12	₱8.50	₱102.00
Toiletries	Safeguard Bar Soap (60g)	12	₱22.00	₱264.00
Toiletries	Colgate Toothpaste Sachet (4g)	25	₱4.00	₱100.00
Toiletries	Modess Sanitary Pad (single)	12	₱8.50	₱102.00
Laundry Products	Surf Powder Twin Pack (60g)	12	₱12.50	₱150.00
Laundry Products	Ariel Powder Twin Pack (66g)	12	₱13.00	₱156.00
Laundry Products	Downy Fabric Conditioner Sachet	12	₱7.50	₱90.00
Laundry Products	Surf Bar Soap (Long Bar)	6	₱22.00	₱132.00
Household Supplies	Joy Dishwashing Liquid Sachet	12	₱12.00	₱144.00
Household Supplies	Candle, white small (per piece)	24	₱4.00	₱96.00
Household Supplies	Matches (per box)	24	₱3.00	₱72.00
Household Supplies	Katol Mosquito Coil (per coil)	24	₱2.50	₱60.00
Household Supplies	Disposable Lighter	6	₱12.00	₱72.00
Household Supplies	Eveready Battery AA (pair)	6	₱32.00	₱192.00
Dairy Products	Alaska Evaporated Milk (370ml)	6	₱43.00	₱258.00
Dairy Products	Alaska Condensed Milk (300ml)	3	₱62.00	₱186.00
Dairy Products	Egg (per piece, retail)	24	₱8.00	₱192.00
Frozen Products	Ice Candy (per piece, homemade)	25	₱4.00	₱100.00
Bread and Bakery Items	Pan de Sal (per piece, local supplier)	25	₱2.50	₱62.50
			Merchandise Total	₱8,191.50
			+ Transport / Logistics	₱500
			+ Packaging (tingi bags)	₱250
			+ Utilities (electricity)	₱400
			+ Misc / buffer	₱200
			TOTAL CAPITAL	₱9,541.50

₱20,000 Starter Inventory (95 SKUs)

Full FMCG store plus a small freezer (hotdogs, ice cream), retail rice, eggs by tray, alcohol/cigarettes per stick, and a digital services kit.

Category	Product	Units	Cost/Unit	Subtotal
Coffee	Nescafé 3-in-1 Original (twin pack)	25	₱12.50	₱312.50
Coffee	Kopiko Brown Coffee (twin pack)	12	₱13.00	₱156.00
Coffee	Great Taste White (twin pack)	12	₱12.00	₱144.00
Coffee	Nescafé Classic Stick (1.8g)	12	₱3.00	₱36.00
Powdered Drinks	Milo Sachet (24g)	12	₱11.00	₱132.00
Powdered Drinks	Bear Brand Milk Powder (33g)	12	₱15.00	₱180.00
Powdered Drinks	Tang Orange/Mango (19g)	24	₱6.00	₱144.00
Powdered Drinks	Eight O'Clock Powdered Juice (20g)	12	₱5.50	₱66.00
Instant Noodles	Lucky Me! Pancit Canton Original (60g)	25	₱14.50	₱362.50
Instant Noodles	Lucky Me! Pancit Canton Chilimansi (60g)	12	₱14.50	₱174.00
Instant Noodles	Lucky Me! Pancit Canton Sweet & Spicy (60g)	12	₱14.50	₱174.00
Instant Noodles	Lucky Me! Beef Mami (55g)	24	₱10.50	₱252.00
Instant Noodles	Lucky Me! Chicken Mami (55g)	12	₱10.50	₱126.00
Instant Noodles	Nissin Cup Noodles Seafood (40g)	12	₱21.00	₱252.00
Canned Goods	Mega Sardines Green (155g)	12	₱22.50	₱270.00
Canned Goods	Mega Sardines Red (155g)	6	₱22.50	₱135.00
Canned Goods	555 Sardines (155g)	6	₱21.00	₱126.00
Canned Goods	Argentina Corned Beef (175g)	6	₱42.00	₱252.00
Canned Goods	CDO Karne Norte (150g)	3	₱32.00	₱96.00
Canned Goods	Century Tuna Flakes in Oil (155g)	6	₱41.00	₱246.00
Canned Goods	Del Monte Tomato Sauce Pouch (200g)	6	₱18.00	₱108.00
Biscuits	SkyFlakes Crackers (single pack)	25	₱8.50	₱212.50
Biscuits	Fita Crackers (single pack)	12	₱8.50	₱102.00
Biscuits	Hansel Sandwich (single)	25	₱9.00	₱225.00
Biscuits	Rebisco Sandwich (single)	12	₱8.50	₱102.00
Biscuits	Fudgee Barr (single)	12	₱8.50	₱102.00
Chips and Snacks	Chippy Barbecue (27g)	25	₱8.00	₱200.00
Chips and Snacks	Oishi Prawn Crackers (small)	25	₱8.00	₱200.00
Chips and Snacks	Piattos (40g)	12	₱16.00	₱192.00
Chips and Snacks	Nova Multigrain (40g)	12	₱16.00	₱192.00
Chips and Snacks	Cheese Ring (60g)	12	₱11.00	₱132.00
Chocolates and Candies	Maxx Candy (per piece)	175	₱0.55	₱96.25
Chocolates and Candies	Choc-Nut (per piece)	50	₱1.50	₱75.00
Chocolates and Candies	Cloud 9 Mini	12	₱7.00	₱84.00
Chocolates and Candies	Stick-O Junior	12	₱10.00	₱120.00
Chocolates and Candies	Mentos (single roll)	12	₱14.00	₱168.00

Category	Product	Units	Cost/Unit	Subtotal
Soft Drinks	Coca-Cola Mismo (295ml)	20	₱16.50	₱330.00
Soft Drinks	Sprite Mismo (295ml)	12	₱16.50	₱198.00
Soft Drinks	Royal Tru-Orange Mismo (295ml)	12	₱16.50	₱198.00
Soft Drinks	Coca-Cola 1.5L PET	3	₱68.00	₱204.00
Bottled Beverages	Wilkins Pure Water (500ml)	24	₱11.00	₱264.00
Bottled Beverages	C2 Green Tea (500ml)	12	₱24.00	₱288.00
Bottled Beverages	Yakult (single bottle)	12	₱8.50	₱102.00
Bottled Beverages	Chuckie Choco Drink (250ml)	12	₱18.00	₱216.00
Energy Drinks	Cobra Energy Drink Yellow (240ml)	12	₱18.00	₱216.00
Energy Drinks	Sting Energy (240ml, Red/Gold)	12	₱22.00	₱264.00
Condiments	Silver Swan Soy Sauce (200ml)	12	₱12.50	₱150.00
Condiments	Silver Swan Vinegar (200ml)	12	₱10.50	₱126.00
Condiments	Datu Puti Patis (150ml)	12	₱16.00	₱192.00
Condiments	UFC Banana Ketchup Pouch (200g)	12	₱20.00	₱240.00
Condiments	Mang Tomas All-Purpose (small)	6	₱18.00	₱108.00
Condiments	Mama Sita's Oyster Sauce	6	₱9.00	₱54.00
Cooking Ingredients	Cooking Oil Sachet/Tingi (50ml)	24	₱12.00	₱288.00
Cooking Ingredients	Golden Fiesta Cooking Oil (1L)	2	₱145.00	₱290.00
Cooking Ingredients	Magic Sarap (8g sachet)	25	₱5.50	₱137.50
Cooking Ingredients	Knorr Cube Beef/Pork (single)	25	₱6.00	₱150.00
Cooking Ingredients	Sinigang Mix Sampaloc (22g)	12	₱14.00	₱168.00
Cooking Ingredients	Iodized Salt Asin (small pack)	12	₱5.50	₱66.00
Cooking Ingredients	Brown Sugar (per 1/4 kg)	6	₱20.00	₱120.00
Cooking Ingredients	White Sugar (per 1/4 kg)	6	₱22.00	₱132.00
Cooking Ingredients	Rice Sinandomeng (per kilo)	7	₱52.00	₱364.00
Cooking Ingredients	Eggs (per piece, retail)	25	₱8.00	₱200.00
Toiletries	Sunsilk Shampoo Sachet (12ml)	24	₱7.50	₱180.00
Toiletries	Palmolive Shampoo Sachet	12	₱7.50	₱90.00
Toiletries	Creamsilk Conditioner Sachet	12	₱8.50	₱102.00
Toiletries	Safeguard Bar Soap (60g)	12	₱22.00	₱264.00
Toiletries	Colgate Toothpaste Sachet (4g)	50	₱4.00	₱200.00
Toiletries	Modess Sanitary Pad (single)	12	₱8.50	₱102.00
Toiletries	Rexona Deodorant Sachet	12	₱11.00	₱132.00
Toiletries	Alcohol 40% Ethyl (250ml)	6	₱32.00	₱192.00
Laundry Products	Surf Powder Twin Pack (60g)	24	₱12.50	₱300.00
Laundry Products	Ariel Powder Twin Pack (66g)	12	₱13.00	₱156.00
Laundry Products	Tide Powder Twin Pack (61g)	12	₱12.50	₱150.00
Laundry Products	Downy Fabric Conditioner Sachet	24	₱7.50	₱180.00
Laundry Products	Surf Bar Soap (Long Bar)	12	₱22.00	₱264.00

Category	Product	Units	Cost/Unit	Subtotal
Laundry Products	Zonrox Bleach (250ml)	6	₱18.00	₱108.00
Household Supplies	Joy Dishwashing Liquid Sachet	12	₱12.00	₱144.00
Household Supplies	Toilet Paper Tissue (per roll)	12	₱14.00	₱168.00
Household Supplies	Candle, white small (per piece)	25	₱4.00	₱100.00
Household Supplies	Matches (per box)	25	₱3.00	₱75.00
Household Supplies	Katol Mosquito Coil (per coil)	25	₱2.50	₱62.50
Household Supplies	Disposable Lighter	12	₱12.00	₱144.00
Household Supplies	Eveready Battery AA (pair)	12	₱32.00	₱384.00
Dairy Products	Alaska Evaporated Milk (370ml)	8	₱43.00	₱344.00
Dairy Products	Alaska Condensed Milk (300ml)	6	₱62.00	₱372.00
Dairy Products	Egg, large (per tray of 30)	1	₱240.00	₱240.00
Frozen Products	Purefoods Tender Juicy Hotdog (1kg)	1	₱235.00	₱235.00
Frozen Products	Selecta Cornetto Single	12	₱28.00	₱336.00
Frozen Products	Ice Candy (per piece, homemade)	50	₱4.00	₱200.00
Bread and Bakery Items	Pan de Sal (per piece, local supplier)	50	₱2.50	₱125.00
Bread and Bakery Items	Gardenia Classic White Loaf (600g)	1	₱78.00	₱78.00
Baby Products	EQ Diaper Medium (single)	12	₱9.00	₱108.00
Baby Products	Baby Wipes (small pack 30s)	6	₱22.00	₱132.00
Mobile Load and Digital Services	Smart/TNT Load (per peso)	150	₱0.97	₱145.50
Mobile Load and Digital Services	Globe/TM Load (per peso)	150	₱0.97	₱145.50
			Merchandise Total	₱16,970.75
			+ Transport / Logistics	₱1,000
			+ Packaging (tingi bags)	₱500
			+ Utilities (electricity)	₱800
			+ Misc / buffer	₱400
			TOTAL CAPITAL REQUIRED	₱19,670.75

₱50,000 Starter Inventory (141 SKUs)

Full-service neighborhood store: complete frozen line, baby aisle, school supplies, pet food sachets, OTC medicines, multiple beer SKUs, and a 7-day safety stock buffer on every fast-mover.

Category	Product	Units	Cost/Unit	Subtotal
Coffee	Nescafé 3-in-1 Original (twin pack)	50	₱12.50	₱625.00
Coffee	Kopiko Brown Coffee (twin pack)	25	₱13.00	₱325.00
Coffee	Kopiko Blanca (twin pack)	24	₱13.00	₱312.00
Coffee	Great Taste White (twin pack)	25	₱12.00	₱300.00
Coffee	Great Taste Premium (Trio)	24	₱9.50	₱228.00
Coffee	Nescafé Classic Stick (1.8g)	25	₱3.00	₱75.00
Coffee	Nescafé Original 50g jar	3	₱95.00	₱285.00
Powdered Drinks	Milo Sachet (24g)	25	₱11.00	₱275.00
Powdered Drinks	Bear Brand Milk Powder (33g)	24	₱15.00	₱360.00
Powdered Drinks	Nido Fortified (33g)	12	₱18.00	₱216.00
Powdered Drinks	Ovaltine Sachet (25g)	12	₱9.00	₱108.00
Powdered Drinks	Tang Orange/Mango (19g)	50	₱6.00	₱300.00
Powdered Drinks	Eight O'Clock Powdered Juice (20g)	24	₱5.50	₱132.00
Powdered Drinks	Hi-C Orange (25g)	12	₱6.50	₱78.00
Instant Noodles	Lucky Me! Pancit Canton Original (60g)	75	₱14.50	₱1,087.50
Instant Noodles	Lucky Me! Pancit Canton Chilimansi (60g)	24	₱14.50	₱348.00
Instant Noodles	Lucky Me! Pancit Canton Sweet & Spicy (60g)	24	₱14.50	₱348.00
Instant Noodles	Lucky Me! Beef Mami (55g)	50	₱10.50	₱525.00
Instant Noodles	Lucky Me! Chicken Mami (55g)	24	₱10.50	₱252.00
Instant Noodles	Nissin Cup Noodles Seafood (40g)	12	₱21.00	₱252.00
Instant Noodles	Spaghetti Pasta (500g)	3	₱62.00	₱186.00
Instant Noodles	Spaghetti Sauce Pouch (250g)	6	₱35.00	₱210.00
Canned Goods	Mega Sardines Green (155g)	12	₱22.50	₱270.00
Canned Goods	Mega Sardines Red (155g)	12	₱22.50	₱270.00
Canned Goods	555 Sardines (155g)	12	₱21.00	₱252.00
Canned Goods	Ligo Sardines Chili (155g)	12	₱23.00	₱276.00
Canned Goods	Argentina Corned Beef (175g)	12	₱42.00	₱504.00
Canned Goods	CDO Karne Norte (150g)	12	₱32.00	₱384.00
Canned Goods	Argentina Meat Loaf (150g)	6	₱25.00	₱150.00
Canned Goods	Century Tuna Flakes in Oil (155g)	12	₱41.00	₱492.00
Canned Goods	Purefoods Luncheon Meat (165g)	3	₱88.00	₱264.00
Canned Goods	Del Monte Tomato Sauce Pouch (200g)	12	₱18.00	₱216.00
Canned Goods	Del Monte Fruit Cocktail (432g)	3	₱95.00	₱285.00
Biscuits	SkyFlakes Crackers (single pack)	50	₱8.50	₱425.00
Biscuits	Fita Crackers (single pack)	25	₱8.50	₱212.50
Biscuits	M.Y. San Grahams (single)	12	₱9.00	₱108.00

Category	Product	Units	Cost/Unit	Subtotal
Biscuits	Hansel Sandwich (single)	50	₱9.00	₱450.00
Biscuits	Rebisco Sandwich (single)	25	₱8.50	₱212.50
Biscuits	Cream-O Sandwich (single)	12	₱8.50	₱102.00
Biscuits	Fudgee Barr (single)	12	₱8.50	₱102.00
Chips and Snacks	Chippy Barbecue (27g)	50	₱8.00	₱400.00
Chips and Snacks	Oishi Prawn Crackers (small)	50	₱8.00	₱400.00
Chips and Snacks	Piattos (40g)	24	₱16.00	₱384.00
Chips and Snacks	Nova Multigrain (40g)	12	₱16.00	₱192.00
Chips and Snacks	V-Cut Spicy BBQ (60g)	12	₱16.00	₱192.00
Chips and Snacks	Cheese Ring (60g)	24	₱11.00	₱264.00
Chips and Snacks	Boy Bawang (100g)	6	₱22.00	₱132.00
Chocolates and Candies	Maxx Candy (per piece)	450	₱0.55	₱247.50
Chocolates and Candies	Choc-Nut (per piece)	150	₱1.50	₱225.00
Chocolates and Candies	Cloud 9 Mini	24	₱7.00	₱168.00
Chocolates and Candies	Stick-O Junior	12	₱10.00	₱120.00
Chocolates and Candies	KitKat 2-Finger	12	₱18.00	₱216.00
Chocolates and Candies	Mentos (single roll)	12	₱14.00	₱168.00
Soft Drinks	Coca-Cola Mismo (295ml)	50	₱16.50	₱825.00
Soft Drinks	Sprite Mismo (295ml)	24	₱16.50	₱396.00
Soft Drinks	Royal Tru-Orange Mismo (295ml)	24	₱16.50	₱396.00
Soft Drinks	Mountain Dew Mismo (295ml)	12	₱16.50	₱198.00
Soft Drinks	RC Cola Big (1L)	6	₱28.00	₱168.00
Soft Drinks	Coca-Cola 1.5L PET	6	₱68.00	₱408.00
Bottled Beverages	Wilkins Pure Water (500ml)	50	₱11.00	₱550.00
Bottled Beverages	Wilkins Pure Water (1L)	12	₱22.00	₱264.00
Bottled Beverages	C2 Green Tea (500ml)	12	₱24.00	₱288.00
Bottled Beverages	Yakult (single bottle)	25	₱8.50	₱212.50
Bottled Beverages	Chuckie Choco Drink (250ml)	12	₱18.00	₱216.00
Bottled Beverages	Zesto Juice Box (200ml)	12	₱9.50	₱114.00
Energy Drinks	Cobra Energy Drink Yellow (240ml)	24	₱18.00	₱432.00
Energy Drinks	Sting Energy (240ml, Red/Gold)	12	₱22.00	₱264.00
Energy Drinks	Gatorade (500ml)	6	₱42.00	₱252.00
Condiments	Silver Swan Soy Sauce (200ml)	12	₱12.50	₱150.00
Condiments	Silver Swan Soy Sauce (1L)	3	₱55.00	₱165.00
Condiments	Silver Swan Vinegar (200ml)	12	₱10.50	₱126.00
Condiments	Datu Puti Vinegar (385ml)	6	₱22.00	₱132.00
Condiments	Datu Puti Patis (150ml)	12	₱16.00	₱192.00
Condiments	UFC Banana Ketchup Pouch (200g)	12	₱20.00	₱240.00
Condiments	Mang Tomas All-Purpose (small)	12	₱18.00	₱216.00

Category	Product	Units	Cost/Unit	Subtotal
Condiments	Mama Sita's Oyster Sauce	12	P9.00	P108.00
Condiments	Knorr Liquid Seasoning (130ml)	3	P52.00	P156.00
Condiments	Bagoong Alamang (small jar)	3	P35.00	P105.00
Cooking Ingredients	Cooking Oil Sachet/Tingi (50ml)	50	P12.00	P600.00
Cooking Ingredients	Golden Fiesta Cooking Oil (1L)	6	P145.00	P870.00
Cooking Ingredients	Palm Cooking Oil (1L)	3	P135.00	P405.00
Cooking Ingredients	Magic Sarap (8g sachet)	50	P5.50	P275.00
Cooking Ingredients	Knorr Cube Beef/Pork (single)	50	P6.00	P300.00
Cooking Ingredients	Sinigang Mix Sampaloc (22g)	25	P14.00	P350.00
Cooking Ingredients	Ajinomoto Small Pack	12	P4.50	P54.00
Cooking Ingredients	Iodized Salt Asin (small pack)	24	P5.50	P132.00
Cooking Ingredients	Brown Sugar (per 1/4 kg)	12	P20.00	P240.00
Cooking Ingredients	White Sugar (per 1/4 kg)	12	P22.00	P264.00
Cooking Ingredients	Rice Sinandomeng (per kilo)	12	P52.00	P624.00
Cooking Ingredients	Eggs (per piece, retail)	75	P8.00	P600.00
Toiletries	Sunsilk Shampoo Sachet (12ml)	50	P7.50	P375.00
Toiletries	Palmolive Shampoo Sachet	24	P7.50	P180.00
Toiletries	Pantene Shampoo Sachet	12	P8.00	P96.00
Toiletries	Creamsilk Conditioner Sachet	24	P8.50	P204.00
Toiletries	Safeguard Bar Soap (60g)	24	P22.00	P528.00
Toiletries	Bioderm Bar Soap (60g)	12	P18.00	P216.00
Toiletries	Silka Papaya Soap (75g)	12	P35.00	P420.00
Toiletries	Colgate Toothpaste Sachet (4g)	100	P4.00	P400.00
Toiletries	Modess Sanitary Pad (single)	24	P8.50	P204.00
Toiletries	Whisper Sanitary Pad (single)	12	P8.50	P102.00
Toiletries	Rexona Deodorant Sachet	12	P11.00	P132.00
Toiletries	Alcohol 40% Ethyl (250ml)	12	P32.00	P384.00
Laundry Products	Surf Powder Twin Pack (60g)	50	P12.50	P625.00
Laundry Products	Ariel Powder Twin Pack (66g)	24	P13.00	P312.00
Laundry Products	Tide Powder Twin Pack (61g)	12	P12.50	P150.00
Laundry Products	Downy Fabric Conditioner Sachet	50	P7.50	P375.00
Laundry Products	Surf Bar Soap (Long Bar)	12	P22.00	P264.00
Laundry Products	Zonrox Bleach (250ml)	12	P18.00	P216.00
Household Supplies	Joy Dishwashing Liquid Sachet	24	P12.00	P288.00
Household Supplies	Toilet Paper Tissue (per roll)	12	P14.00	P168.00
Household Supplies	Candle, white small (per piece)	50	P4.00	P200.00
Household Supplies	Matches (per box)	50	P3.00	P150.00
Household Supplies	Katol Mosquito Coil (per coil)	50	P2.50	P125.00
Household Supplies	Disposable Lighter	12	P12.00	P144.00

Category	Product	Units	Cost/Unit	Subtotal
Household Supplies	Eveready Battery AA (pair)	12	P32.00	P384.00
Household Supplies	Eveready Battery AAA (pair)	12	P32.00	P384.00
Household Supplies	Off Lotion Sachet	12	P9.00	P108.00
Dairy Products	Alaska Evaporated Milk (370ml)	12	P43.00	P516.00
Dairy Products	Alaska Condensed Milk (300ml)	12	P62.00	P744.00
Dairy Products	Egg, large (per tray of 30)	3	P240.00	P720.00
Frozen Products	Purefoods Tender Juicy Hotdog (1kg)	1	P235.00	P235.00
Frozen Products	CDO Hotdog Classic (1kg)	1	P215.00	P215.00
Frozen Products	Virginia Tocino (450g)	3	P95.00	P285.00
Frozen Products	Selecta Ice Cream (1L)	1	P175.00	P175.00
Frozen Products	Selecta Cornetto Single	12	P28.00	P336.00
Frozen Products	Ice Candy (per piece, homemade)	100	P4.00	P400.00
Bread and Bakery Items	Pan de Sal (per piece, local supplier)	100	P2.50	P250.00
Bread and Bakery Items	Gardenia Classic White Loaf (600g)	3	P78.00	P234.00
Baby Products	EQ Diaper Medium (single)	12	P9.00	P108.00
Baby Products	EQ Diaper Large (single)	12	P10.00	P120.00
Baby Products	Baby Wipes (small pack 30s)	12	P22.00	P264.00
Baby Products	Lactum 0-6 / 6-12 Sachet	12	P28.00	P336.00
School Supplies	Panda Ballpen Black/Blue	12	P5.00	P60.00
School Supplies	Pencil Mongol No. 2	12	P6.00	P72.00
School Supplies	Notebook 80 pages (single)	12	P18.00	P216.00
School Supplies	Bond Paper Long (per piece)	25	P1.50	P37.50
Pet Food	Pedigree Adult Dog Sachet (130g)	12	P22.00	P264.00
Pet Food	Whiskas Cat Food Sachet (80g)	12	P22.00	P264.00
Mobile Load and Digital Services	Smart/TNT Load (per peso)	450	P0.97	P436.50
Mobile Load and Digital Services	Globe/TM Load (per peso)	450	P0.97	P436.50
Mobile Load and Digital Services	DITO Load (per peso)	150	P0.97	P145.50
			Merchandise Total	P40,202.50
			+ Transport / Logistics	P2,500
			+ Packaging (tingi bags)	P1,250
			+ Utilities (electricity)	P2,000
			+ Misc / buffer	P1,000
			TOTAL CAPITAL	P47,952.50

Fast-Moving Products Quick List

These 105 products turn over within 1–3 days in a typical residential barangay. Stock them deep — running out signals to your suki to try another store.

Category	Product	Wholesale	SRP	Margin %
Coffee	Nescafé 3-in-1 Original (twin pack)	₱12.50	₱16.00	22%
Coffee	Nescafé Classic Stick (1.8g)	₱3.00	₱5.00	40%
Coffee	Kopiko Brown Coffee (twin pack)	₱13.00	₱17.00	24%
Coffee	Kopiko Blanca (twin pack)	₱13.00	₱17.00	24%
Coffee	Great Taste White (twin pack)	₱12.00	₱16.00	25%
Powdered Drinks	Milo Sachet (24g)	₱11.00	₱15.00	27%
Powdered Drinks	Bear Brand Milk Powder (33g)	₱15.00	₱20.00	25%
Powdered Drinks	Tang Orange/Mango (19g)	₱6.00	₱9.00	33%
Bottled Beverages	Wilkins Pure Water (500ml)	₱11.00	₱15.00	27%
Bottled Beverages	Nature's Spring Water (500ml)	₱10.00	₱14.00	29%
Bottled Beverages	C2 Green Tea (500ml)	₱24.00	₱30.00	20%
Bottled Beverages	Zesto Juice Box (200ml)	₱9.50	₱13.00	27%
Bottled Beverages	Chuckie Choco Drink (250ml)	₱18.00	₱24.00	25%
Bottled Beverages	Yakult (single bottle)	₱8.50	₱12.00	29%
Soft Drinks	Coca-Cola Mismo (295ml)	₱16.50	₱22.00	25%
Soft Drinks	Coca-Cola Sakto (200ml)	₱13.00	₱18.00	28%
Soft Drinks	Sprite Mismo (295ml)	₱16.50	₱22.00	25%
Soft Drinks	Royal Tru-Orange Mismo (295ml)	₱16.50	₱22.00	25%
Energy Drinks	Cobra Energy Drink Yellow (240ml)	₱18.00	₱24.00	25%
Energy Drinks	Sting Energy (240ml, Red/Gold)	₱22.00	₱28.00	21%
Instant Noodles	Lucky Me! Pancit Canton Original (60g)	₱14.50	₱18.00	19%
Instant Noodles	Lucky Me! Pancit Canton Chilimansi (60g)	₱14.50	₱18.00	19%
Instant Noodles	Lucky Me! Pancit Canton Sweet & Spicy (60g)	₱14.50	₱18.00	19%
Instant Noodles	Lucky Me! Beef Mami (55g)	₱10.50	₱14.00	25%
Instant Noodles	Lucky Me! Chicken Mami (55g)	₱10.50	₱14.00	25%
Instant Noodles	Nissin Cup Noodles Seafood (40g)	₱21.00	₱26.00	19%
Canned Goods	Mega Sardines Green (155g)	₱22.50	₱28.00	20%
Canned Goods	Mega Sardines Red (155g)	₱22.50	₱28.00	20%
Canned Goods	555 Sardines (155g)	₱21.00	₱26.00	19%
Canned Goods	Argentina Corned Beef (175g)	₱42.00	₱50.00	16%
Biscuits	SkyFlakes Crackers (single pack)	₱8.50	₱12.00	29%
Biscuits	Fita Crackers (single pack)	₱8.50	₱12.00	29%
Biscuits	M.Y. San Grahams (single)	₱9.00	₱13.00	31%
Biscuits	Hansel Sandwich (single)	₱9.00	₱13.00	31%
Biscuits	Rebisco Sandwich (single)	₱8.50	₱12.00	29%
Chips and Snacks	Piattos (40g)	₱16.00	₱22.00	27%

Category	Product	Wholesale	SRP	Margin %
Chips and Snacks	Nova Multigrain (40g)	₱16.00	₱22.00	27%
Chips and Snacks	Chippy Barbecue (27g)	₱8.00	₱12.00	33%
Chips and Snacks	Oishi Prawn Crackers (small)	₱8.00	₱12.00	33%
Chips and Snacks	Oishi Pillows (38g)	₱11.00	₱15.00	27%
Chips and Snacks	Cheese Ring (60g)	₱11.00	₱15.00	27%
Chocolates and Candies	Maxx Candy (per piece)	₱0.55	₱1.00	45%
Chocolates and Candies	Snow Bear Candy (per piece)	₱0.55	₱1.00	45%
Chocolates and Candies	Choc-Nut (per piece)	₱1.50	₱3.00	50%
Chocolates and Candies	Cloud 9 Mini	₱7.00	₱10.00	30%
Bread and Bakery Items	Gardenia Classic White Loaf (600g)	₱78.00	₱92.00	15%
Bread and Bakery Items	Pan de Sal (per piece, local supplier)	₱2.50	₱4.00	38%
Dairy Products	Alaska Evaporated Milk (370ml)	₱43.00	₱50.00	14%
Dairy Products	Alaska Condensed Milk (300ml)	₱62.00	₱72.00	14%
Dairy Products	Egg, large (per tray of 30)	₱240.00	₱270.00	11%
Dairy Products	Egg (per piece, retail)	₱8.00	₱10.00	20%
Frozen Products	Purefoods Tender Juicy Hotdog (1kg)	₱235.00	₱270.00	13%
Frozen Products	CDO Hotdog Classic (1kg)	₱215.00	₱250.00	14%
Frozen Products	Selecta Ice Cream (1L)	₱175.00	₱210.00	17%
Frozen Products	Selecta Cornetto Single	₱28.00	₱38.00	26%
Frozen Products	Ice Candy (per piece, homemade)	₱4.00	₱8.00	50%
Condiments	Silver Swan Soy Sauce (200ml)	₱12.50	₱16.00	22%
Condiments	Silver Swan Vinegar (200ml)	₱10.50	₱14.00	25%
Condiments	Datu Puti Patis (150ml)	₱16.00	₱22.00	27%
Condiments	UFC Banana Ketchup Pouch (200g)	₱20.00	₱26.00	23%
Condiments	Mang Tomas All-Purpose (small)	₱18.00	₱25.00	28%
Cooking Ingredients	Cooking Oil Sachet/Tingi (50ml)	₱12.00	₱16.00	25%
Cooking Ingredients	Brown Sugar (per 1/4 kg)	₱20.00	₱25.00	20%
Cooking Ingredients	White Sugar (per 1/4 kg)	₱22.00	₱28.00	21%
Cooking Ingredients	Iodized Salt Asin (small pack)	₱5.50	₱8.00	31%
Cooking Ingredients	Magic Sarap (8g sachet)	₱5.50	₱8.00	31%
Cooking Ingredients	Knorr Cube Beef/Pork (single)	₱6.00	₱9.00	33%
Cooking Ingredients	Sinigang Mix Sampaloc (22g)	₱14.00	₱18.00	22%
Cooking Ingredients	Eggs (per piece, retail)	₱8.00	₱10.00	20%
Cooking Ingredients	Rice Sinandomeng (per kilo)	₱52.00	₱60.00	13%
Toiletries	Safeguard Bar Soap (60g)	₱22.00	₱28.00	21%
Toiletries	Sunsilk Shampoo Sachet (12ml)	₱7.50	₱11.00	32%
Toiletries	Palmolive Shampoo Sachet	₱7.50	₱11.00	32%
Toiletries	Creamsilk Conditioner Sachet	₱8.50	₱12.00	29%
Toiletries	Colgate Toothpaste Sachet (4g)	₱4.00	₱7.00	43%

Category	Product	Wholesale	SRP	Margin %
Toiletries	Modess Sanitary Pad (single)	₱8.50	₱12.00	29%
Toiletries	Whisper Sanitary Pad (single)	₱8.50	₱12.00	29%
Toiletries	Rexona Deodorant Sachet	₱11.00	₱15.00	27%
Toiletries	Alcohol 40% Ethyl (250ml)	₱32.00	₱42.00	24%
Laundry Products	Surf Powder Twin Pack (60g)	₱12.50	₱17.00	26%
Laundry Products	Ariel Powder Twin Pack (66g)	₱13.00	₱18.00	28%
Laundry Products	Tide Powder Twin Pack (61g)	₱12.50	₱17.00	26%
Laundry Products	Surf Bar Soap (Long Bar)	₱22.00	₱30.00	27%
Laundry Products	Downy Fabric Conditioner Sachet	₱7.50	₱11.00	32%
Laundry Products	Zonrox Bleach (250ml)	₱18.00	₱24.00	25%
Household Supplies	Joy Dishwashing Liquid Sachet	₱12.00	₱16.00	25%
Household Supplies	Toilet Paper Tissue (per roll)	₱14.00	₱20.00	30%
Household Supplies	Candle, white small (per piece)	₱4.00	₱7.00	43%
Household Supplies	Matches (per box)	₱3.00	₱5.00	40%
Household Supplies	Disposable Lighter	₱12.00	₱20.00	40%
Household Supplies	Katol Mosquito Coil (per coil)	₱2.50	₱5.00	50%
Household Supplies	Eveready Battery AA (pair)	₱32.00	₱45.00	29%
Baby Products	EQ Diaper Medium (single)	₱9.00	₱13.00	31%
Baby Products	EQ Diaper Large (single)	₱10.00	₱14.00	29%
Baby Products	Baby Wipes (small pack 30s)	₱22.00	₱32.00	31%
School Supplies	Panda Ballpen Black/Blue	₱5.00	₱8.00	38%
School Supplies	HBW Ballpen Black/Blue	₱6.00	₱10.00	40%
School Supplies	Pencil Mongol No. 2	₱6.00	₱10.00	40%
School Supplies	Notebook 80 pages (single)	₱18.00	₱25.00	28%
Pet Food	Pedigree Adult Dog Sachet (130g)	₱22.00	₱30.00	27%
Mobile Load and Digital Services	Sinest/TNT Load (per peso)	₱0.97	₱1.00	3%
Mobile Load and Digital Services	Globe/TM Load (per peso)	₱0.97	₱1.00	3%
Mobile Load and Digital Services	Sinest/Globe Promo Load (e.g., GIGA 50)	₱48.00	₱50.00	4%
Mobile Load and Digital Services	GCash Cash-In Service Fee	₱0.00	₱10.00	100%
Mobile Load and Digital Services	GCash Cash-Out Service Fee	₱0.00	₱20.00	100%

Most Profitable Products (Top 25 by Margin %)

Margin % alone isn't the whole story — but on items that also move quickly, high margin compounds fast.

#	Product	Category	Cost	SRP	Margin %
1	Bond Paper Long (per piece)	School Supplies	₱1.50	₱3.00	50%
2	Coffee-Mate Creamer Sachet (5g)	Powdered Drinks	₱1.50	₱3.00	50%
3	Katol Mosquito Coil (per coil)	Household Supplies	₱2.50	₱5.00	50%
4	Ice Candy (per piece, homemade)	Frozen Products	₱4.00	₱8.00	50%
5	White Rabbit (per piece)	Chocolates and Candies	₱1.50	₱3.00	50%
6	Mik-Mik Powdered Candy	Chocolates and Candies	₱2.50	₱5.00	50%
7	Marbles Bubble Gum (per piece)	Chocolates and Candies	₱1.00	₱2.00	50%
8	Lollipop (Yummy/Sweet Corn)	Chocolates and Candies	₱1.50	₱3.00	50%
9	Choc-Nut (per piece)	Chocolates and Candies	₱1.50	₱3.00	50%
10	Snow Bear Candy (per piece)	Chocolates and Candies	₱0.55	₱1.00	45%
11	Maxx Candy (per piece)	Chocolates and Candies	₱0.55	₱1.00	45%
12	Colgate Toothpaste Sachet (4g)	Toiletries	₱4.00	₱7.00	43%
13	Close-Up Toothpaste Sachet	Toiletries	₱4.00	₱7.00	43%
14	Eraser (single)	School Supplies	₱4.00	₱7.00	43%
15	Brown Envelope Long	School Supplies	₱4.00	₱7.00	43%
16	Candle, white small (per piece)	Household Supplies	₱4.00	₱7.00	43%
17	Pencil Mongol No. 2	School Supplies	₱6.00	₱10.00	40%
18	HBW Ballpen Black/Blue	School Supplies	₱6.00	₱10.00	40%
19	Matches (per box)	Household Supplies	₱3.00	₱5.00	40%
20	Disposable Lighter	Household Supplies	₱12.00	₱20.00	40%
21	Nescafé Classic Stick (1.8g)	Coffee	₱3.00	₱5.00	40%
22	Spanish Bread (per piece)	Bread and Bakery Items	₱6.00	₱10.00	40%
23	Monay (per piece)	Bread and Bakery Items	₱6.00	₱10.00	40%
24	Cheese Bread (per piece)	Bread and Bakery Items	₱6.00	₱10.00	40%
25	Panda Ballpen Black/Blue	School Supplies	₱5.00	₱8.00	38%

Complete 2026 Sari-Sari Store Price List

22 categories, 293 products. Tags: FAST = 1-3 day turnover. REGIONAL = price varies by province. NEW = newer growth category.

Coffee

Coffee sachets are the #1 morning seller in most Philippine sari-sari stores. Twin-packs and 3-in-1 sticks turn over fastest.

Product	Pack	Cost	SRP	Margin	Tags
Nescafé 3-in-1 Original (twin pack)	20	₱12.50	₱16.00	22%	FAST
Nescafé Classic Stick (1.8g)	30	₱3.00	₱5.00	40%	FAST
Kopiko Brown Coffee (twin pack)	20	₱13.00	₱17.00	24%	FAST
Kopiko Blanca (twin pack)	20	₱13.00	₱17.00	24%	FAST
Great Taste White (twin pack)	20	₱12.00	₱16.00	25%	FAST
Great Taste Premium (Trio)	20	₱9.50	₱13.00	27%	
San Mig Super Coffee 3-in-1 (twin)	20	₱11.50	₱15.00	23%	
Café Puro Black Stick (2g)	30	₱2.50	₱4.00	38%	
Nescafé Original 50g jar	12	₱95.00	₱115.00	17%	
Birch Tree Coffee Creamer (sachet 25g)	24	₱7.50	₱11.00	32%	

Powdered Drinks

Single-serve juice and chocolate drink sachets sell to kids and yayas all day. Stock cold-water flavors heavily in summer.

Product	Pack	Cost	SRP	Margin	Tags
Milo Sachet (24g)	20	₱11.00	₱15.00	27%	FAST
Bear Brand Milk Powder (33g)	20	₱15.00	₱20.00	25%	FAST
Nido Fortified (33g)	20	₱18.00	₱24.00	25%	
Ovaltine Sachet (25g)	20	₱9.00	₱13.00	31%	
Tang Orange/Mango (19g)	24	₱6.00	₱9.00	33%	FAST
Eight O'Clock Powdered Juice (20g)	24	₱5.50	₱8.00	31%	
Zest-O Powdered (35g, 1L make)	24	₱11.00	₱15.00	27%	
Sun-Up Orange Juice (20g)	24	₱5.00	₱8.00	38%	
Hi-C Orange (25g)	24	₱6.50	₱10.00	35%	
Coffee-Mate Creamer Sachet (5g)	100	₱1.50	₱3.00	50%	

Bottled Beverages

Bottled water, juices, and RTD teas are essential. Margins are small but volume is huge — especially in hot months.

Product	Pack	Cost	SRP	Margin	Tags
Wilkins Pure Water (500ml)	24	₱11.00	₱15.00	27%	FAST
Wilkins Pure Water (1L)	12	₱22.00	₱30.00	27%	

Product	Pack	Cost	SRP	Margin	Tags
Nature's Spring Water (500ml)	24	₱10.00	₱14.00	29%	FAST
C2 Green Tea (500ml)	12	₱24.00	₱30.00	20%	FAST
Zesto Juice Box (200ml)	30	₱9.50	₱13.00	27%	FAST
Del Monte Pineapple Juice (240ml)	24	₱24.00	₱32.00	25%	
Minute Maid Pulpy Orange (250ml)	24	₱18.00	₱25.00	28%	
Chuckie Choco Drink (250ml)	24	₱18.00	₱24.00	25%	FAST
Yakult (single bottle)	50	₱8.50	₱12.00	29%	FAST
Vitamilk Soya (300ml)	24	₱22.00	₱28.00	21%	

Soft Drinks

Coke, Royal, Sprite, and RC remain non-negotiable. Mismo and Sakto sizes give the best per-bottle margin for sari-sari volume.

Product	Pack	Cost	SRP	Margin	Tags
Coca-Cola Mismo (295ml)	24	₱16.50	₱22.00	25%	FAST
Coca-Cola Sakto (200ml)	24	₱13.00	₱18.00	28%	FAST
Coca-Cola 1.5L PET	6	₱68.00	₱85.00	20%	
Sprite Mismo (295ml)	24	₱16.50	₱22.00	25%	FAST
Royal Tru-Orange Mismo (295ml)	24	₱16.50	₱22.00	25%	FAST
RC Cola Big (1L)	12	₱28.00	₱38.00	26%	
RC Cola Small (250ml)	24	₱12.00	₱17.00	29%	
Mountain Dew Mismo (295ml)	24	₱16.50	₱22.00	25%	
Pop Cola (250ml)	24	₱11.00	₱15.00	27%	
Pepsi Mismo (295ml)	24	₱16.50	₱22.00	25%	

Energy Drinks

Energy drinks sell to drivers, construction workers, and night-shift call-center commuters. Higher unit price = higher peso margin.

Product	Pack	Cost	SRP	Margin	Tags
Cobra Energy Drink Yellow (240ml)	24	₱18.00	₱24.00	25%	FAST
Sting Energy (240ml, Red/Gold)	24	₱22.00	₱28.00	21%	FAST
Red Bull (250ml can)	24	₱45.00	₱55.00	18%	
Gatorade (500ml)	12	₱42.00	₱50.00	16%	
Pocari Sweat (500ml)	12	₱48.00	₱58.00	17%	
Lipovitan (100ml)	24	₱16.00	₱22.00	27%	
Extra Joss Sachet (4g)	24	₱7.00	₱11.00	36%	

Instant Noodles

Pancit canton is the all-day, all-budget hero. Stock 4-6 flavors plus cup-noodles for office workers and tricycle drivers.

Product	Pack	Cost	SRP	Margin	Tags
Lucky Me! Pancit Canton Original (60g)	24	P14.50	P18.00	19%	FAST
Lucky Me! Pancit Canton Chilimansi (60g)	24	P14.50	P18.00	19%	FAST
Lucky Me! Pancit Canton Sweet & Spicy (60g)	24	P14.50	P18.00	19%	FAST
Lucky Me! Beef Mami (55g)	24	P10.50	P14.00	25%	FAST
Lucky Me! Chicken Mami (55g)	24	P10.50	P14.00	25%	FAST
Lucky Me! La Paz Batchoy (55g)	24	P10.50	P14.00	25%	
Payless Xtra Big Pancit Canton	12	P16.00	P20.00	20%	
Nissin Cup Noodles Seafood (40g)	12	P21.00	P26.00	19%	FAST
Nissin Yakisoba (109g)	12	P32.00	P40.00	20%	
Homi Instant Mami	24	P9.50	P13.00	27%	
Quickchow Pancit Canton	24	P12.00	P16.00	25%	
Sotanghon (small pack)	12	P18.00	P25.00	28%	
Bihon (small pack)	12	P18.00	P25.00	28%	
Misua (small pack)	12	P8.00	P12.00	33%	
Spaghetti Pasta (500g)	6	P62.00	P75.00	17%	
Spaghetti Sauce Pouch (250g)	12	P35.00	P42.00	17%	

Canned Goods

Sardines, corned beef, and tuna are pantry essentials and remittance gifts. DTI SRP applies — don't price above the bulletin.

Product	Pack	Cost	SRP	Margin	Tags
Mega Sardines Green (155g)	10	P22.50	P28.00	20%	FAST
Mega Sardines Red (155g)	10	P22.50	P28.00	20%	FAST
555 Sardines (155g)	10	P21.00	P26.00	19%	FAST
Ligo Sardines Chili (155g)	10	P23.00	P28.00	18%	
Young's Town Sardines (155g)	10	P21.00	P26.00	19%	
Argentina Corned Beef (175g)	10	P42.00	P50.00	16%	FAST
Purefoods Star Corned Beef (150g)	10	P36.00	P42.00	14%	
CDO Karne Norte (150g)	10	P32.00	P38.00	16%	
Argentina Meat Loaf (150g)	10	P25.00	P30.00	17%	
CDO Liver Spread (85g)	12	P22.00	P28.00	21%	
Purefoods Luncheon Meat (165g)	10	P88.00	P105.00	16%	
Century Tuna Flakes in Oil (155g)	10	P41.00	P48.00	15%	
555 Tuna Spanish Style (155g)	10	P35.00	P42.00	17%	
Del Monte Tomato Sauce Pouch (200g)	12	P18.00	P24.00	25%	
Del Monte Fruit Cocktail (432g)	6	P95.00	P115.00	17%	
Vienna Sausage (small can)	12	P32.00	P40.00	20%	

Biscuits

Crackers are merienda staples and ulam-stretchers for cash-strapped households. Shelf life is long — safe to over-stock.

Product	Pack	Cost	SRP	Margin	Tags
SkyFlakes Crackers (single pack)	30	₱8.50	₱12.00	29%	FAST
Fita Crackers (single pack)	30	₱8.50	₱12.00	29%	FAST
M.Y. San Grahams (single)	24	₱9.00	₱13.00	31%	FAST
Hansel Sandwich (single)	30	₱9.00	₱13.00	31%	FAST
Rebisco Sandwich (single)	30	₱8.50	₱12.00	29%	FAST
Magic Flakes (single)	30	₱8.50	₱12.00	29%	
Presto Creams (single)	30	₱8.00	₱11.00	27%	
Bingo Sandwich (single)	30	₱8.00	₱11.00	27%	
Cream-O Sandwich (single)	30	₱8.50	₱12.00	29%	
Fudgee Barr (single)	24	₱8.50	₱12.00	29%	
Eng Bee Tin Hopia (small)	12	₱12.00	₱16.00	25%	

Chips and Snacks

Chichirya turn over fastest right after school dismissal. Stock the ₱10 and ₱20 packs heaviest.

Product	Pack	Cost	SRP	Margin	Tags
Piattos (40g)	12	₱16.00	₱22.00	27%	FAST
Nova Multigrain (40g)	12	₱16.00	₱22.00	27%	FAST
Chippy Barbecue (27g)	20	₱8.00	₱12.00	33%	FAST
Clover Chips (60g)	20	₱14.00	₱20.00	30%	
V-Cut Spicy BBQ (60g)	12	₱16.00	₱22.00	27%	
Tortillos Cheese (40g)	12	₱14.00	₱20.00	30%	
Oishi Prawn Crackers (small)	30	₱8.00	₱12.00	33%	FAST
Oishi Pillows (38g)	24	₱11.00	₱15.00	27%	FAST
Ding Dong Mixed Nuts (small)	24	₱8.50	₱12.00	29%	
Boy Bawang (100g)	12	₱22.00	₱28.00	21%	
Roller Coaster (60g)	20	₱14.00	₱20.00	30%	
Cheese Ring (60g)	20	₱11.00	₱15.00	27%	FAST
Mr. Chips (60g)	20	₱14.00	₱20.00	30%	
Marty's Cracklin' (90g)	12	₱22.00	₱28.00	21%	
Mang Juan (60g)	20	₱11.00	₱15.00	27%	

Chocolates and Candies

Tingi candies (₱1 each) drive impulse purchases and round out change. Chocolate bars sell heaviest before payday.

Product	Pack	Cost	SRP	Margin	Tags
Maxx Candy (per piece)	100	₱0.55	₱1.00	45%	FAST
Snow Bear Candy (per piece)	100	₱0.55	₱1.00	45%	FAST

Product	Pack	Cost	SRP	Margin	Tags
Mentos (single roll)	24	P14.00	P18.00	22%	
Choc-Nut (per piece)	100	P1.50	P3.00	50%	FAST
Cloud 9 Mini	24	P7.00	P10.00	30%	FAST
Stick-O Junior	24	P10.00	P15.00	33%	
KitKat 2-Finger	24	P18.00	P25.00	28%	
Hershey's Kisses (per piece)	100	P4.00	P6.00	33%	
Toblerone Tiny	24	P22.00	P30.00	27%	
White Rabbit (per piece)	100	P1.50	P3.00	50%	
Goya Chocolate Bar (35g)	24	P18.00	P25.00	28%	
Mik-Mik Powdered Candy	50	P2.50	P5.00	50%	
Marbles Bubble Gum (per piece)	100	P1.00	P2.00	50%	
Lollipop (Yummy/Sweet Corn)	100	P1.50	P3.00	50%	

Bread and Bakery Items

Pan de sal is the morning anchor — partner with a local bakery for daily delivery. Loaf bread sells through the day.

Product	Pack	Cost	SRP	Margin	Tags
Gardenia Classic White Loaf (600g)	6	P78.00	P92.00	15%	FAST
Gardenia Whole Wheat (450g)	6	P88.00	P105.00	16%	
Pan de Sal (per piece, local supplier)	100	P2.50	P4.00	38%	FAST REG
Monay (per piece)	50	P6.00	P10.00	40%	REG
Spanish Bread (per piece)	50	P6.00	P10.00	40%	REG
Ensaymada (per piece)	24	P12.00	P18.00	33%	REG
Bread Pan (Lemon/Pinipig)	24	P9.00	P13.00	31%	
Loaf Bread Tasty (450g)	6	P65.00	P80.00	19%	
Cheese Bread (per piece)	30	P6.00	P10.00	40%	REG

Dairy Products

Evap and condensed milk power Filipino kitchens. Stock both per-can and tingi/repacked.

Product	Pack	Cost	SRP	Margin	Tags
Alaska Evaporated Milk (370ml)	12	P43.00	P50.00	14%	FAST
Alaska Condensed Milk (300ml)	12	P62.00	P72.00	14%	FAST
Carnation Evaporada (370ml)	12	P45.00	P52.00	13%	
Liberty Condensada (300ml)	12	P60.00	P70.00	14%	
Magnolia Fresh Milk (1L)	6	P110.00	P130.00	15%	
Cheez Whiz Pouch (220g)	6	P78.00	P95.00	18%	
Quickmelt Cheese (165g)	6	P78.00	P95.00	18%	
Eden Cheese (165g block)	6	P78.00	P95.00	18%	
Anchor Butter (small)	6	P95.00	P115.00	17%	

Product	Pack	Cost	SRP	Margin	Tags
Egg, large (per tray of 30)	1	P240.00	P270.00	11%	FAST REG
Egg (per piece, retail)	30	P8.00	P10.00	20%	FAST REG

Frozen Products

Hotdogs and tocino move best around breakfast and weekend. Requires a working freezer — add ~P800/mo electricity buffer.

Product	Pack	Cost	SRP	Margin	Tags
Purefoods Tender Juicy Hotdog (1kg)	4	P235.00	P270.00	13%	FAST
CDO Hotdog Classic (1kg)	4	P215.00	P250.00	14%	FAST
Virginia Tocino (450g)	6	P95.00	P115.00	17%	
Pampanga's Best Longganisa (250g)	6	P80.00	P98.00	18%	
Magnolia Chicken Nuggets (200g)	6	P95.00	P115.00	17%	
Selecta Ice Cream (1L)	4	P175.00	P210.00	17%	FAST
Selecta Cornetto Single	24	P28.00	P38.00	26%	FAST
Magnum Mini (single)	12	P38.00	P50.00	24%	
Frozen Bangus (per piece)	6	P65.00	P85.00	24%	REG
Ice Candy (per piece, homemade)	50	P4.00	P8.00	50%	FAST REG

Condiments

Toyo, suka, patis, and ketchup — bought weekly by every kitchen. Tingi/repack drives the highest peso margin.

Product	Pack	Cost	SRP	Margin	Tags
Silver Swan Soy Sauce (200ml)	12	P12.50	P16.00	22%	FAST
Silver Swan Soy Sauce (1L)	6	P55.00	P70.00	21%	
Datu Puti Soy Sauce (200ml)	12	P12.50	P16.00	22%	
Silver Swan Vinegar (200ml)	12	P10.50	P14.00	25%	FAST
Datu Puti Vinegar (385ml)	12	P22.00	P28.00	21%	
Datu Puti Patis (150ml)	12	P16.00	P22.00	27%	FAST
UFC Banana Ketchup Pouch (200g)	12	P20.00	P26.00	23%	FAST
Del Monte Ketchup Pouch (200g)	12	P28.00	P36.00	22%	
Mang Tomas All-Purpose (small)	12	P18.00	P25.00	28%	FAST
Mama Sita's Oyster Sauce	12	P9.00	P13.00	31%	
Knorr Liquid Seasoning (130ml)	12	P52.00	P65.00	20%	
Heinz Mayonnaise (small pouch)	12	P18.00	P25.00	28%	
Lady's Choice Sandwich Spread (small)	6	P38.00	P48.00	21%	
Bagoong Alamang (small jar)	6	P35.00	P45.00	22%	REG
Tabasco-Style Hot Sauce (small)	12	P32.00	P42.00	24%	

Cooking Ingredients

Cooking oil tingi (sachet) is the highest-volume item after rice. Sugar and salt sell daily — stock both per-kilo and repacked.

Product	Pack	Cost	SRP	Margin	Tags
Cooking Oil Sachet/Tingi (50ml)	24	₱12.00	₱16.00	25%	FAST
Golden Fiesta Cooking Oil (1L)	6	₱145.00	₱170.00	15%	
Palm Cooking Oil (1L)	6	₱135.00	₱160.00	16%	
Brown Sugar (per 1/4 kg)	1	₱20.00	₱25.00	20%	FAST
White Sugar (per 1/4 kg)	1	₱22.00	₱28.00	21%	FAST
Iodized Salt Asin (small pack)	24	₱5.50	₱8.00	31%	FAST
Magic Sarap (8g sachet)	50	₱5.50	₱8.00	31%	FAST
Knorr Cube Beef/Pork (single)	50	₱6.00	₱9.00	33%	FAST
Sinigang Mix Sampaloc (22g)	30	₱14.00	₱18.00	22%	FAST
Ajinomoto Small Pack	30	₱4.50	₱7.00	36%	
Paminta Powder (small)	24	₱5.00	₱8.00	38%	
Bawang (per head, retail)	1	₱8.00	₱12.00	33%	REG
Sibuyas Bombay (per piece)	1	₱8.00	₱12.00	33%	REG
Garlic Powder (small)	12	₱18.00	₱25.00	28%	
Star Margarine 100g	12	₱38.00	₱48.00	21%	
Flour All-Purpose (1/4 kg)	1	₱18.00	₱25.00	28%	
Baking Powder (small)	12	₱22.00	₱30.00	27%	
Eggs (per piece, retail)	30	₱8.00	₱10.00	20%	FAST
Rice Sinandomeng (per kilo)	25	₱52.00	₱60.00	13%	FAST REG
Rice Dinorado (per kilo)	25	₱62.00	₱72.00	14%	REG

Toiletries

Shampoo, soap, and toothpaste sachets are payday-cycle staples. Sachet margins are 30%+ when repacked correctly.

Product	Pack	Cost	SRP	Margin	Tags
Safeguard Bar Soap (60g)	24	₱22.00	₱28.00	21%	FAST
Bioderm Bar Soap (60g)	24	₱18.00	₱24.00	25%	
Silka Papaya Soap (75g)	24	₱35.00	₱45.00	22%	
Sunsilk Shampoo Sachet (12ml)	24	₱7.50	₱11.00	32%	FAST
Palmolive Shampoo Sachet	24	₱7.50	₱11.00	32%	FAST
Pantene Shampoo Sachet	24	₱8.00	₱12.00	33%	
Creamsilk Conditioner Sachet	24	₱8.50	₱12.00	29%	FAST
Colgate Toothpaste Sachet (4g)	50	₱4.00	₱7.00	43%	FAST
Colgate Toothpaste 75g Tube	12	₱35.00	₱45.00	22%	
Close-Up Toothpaste Sachet	50	₱4.00	₱7.00	43%	
Toothbrush (single, generic)	24	₱12.00	₱18.00	33%	
Modess Sanitary Pad (single)	24	₱8.50	₱12.00	29%	FAST

Product	Pack	Cost	SRP	Margin	Tags
Whisper Sanitary Pad (single)	24	₱8.50	₱12.00	29%	FAST
Rexona Deodorant Sachet	24	₱11.00	₱15.00	27%	FAST
Bench Cologne (small)	12	₱38.00	₱50.00	24%	
Baby Powder Small (50g)	12	₱22.00	₱30.00	27%	
Cotton Buds (small pack)	24	₱10.00	₱15.00	33%	
Cotton Balls (small pack)	24	₱12.00	₱18.00	33%	
Razor Disposable (single)	24	₱12.00	₱18.00	33%	
Alcohol 40% Ethyl (250ml)	12	₱32.00	₱42.00	24%	FAST
Hand Sanitizer (small)	12	₱25.00	₱35.00	29%	

Laundry Products

Powder sachets, fabcon, and bar soap are weekly purchases. Twin-packs give better margin than single sachets.

Product	Pack	Cost	SRP	Margin	Tags
Surf Powder Twin Pack (60g)	24	₱12.50	₱17.00	26%	FAST
Ariel Powder Twin Pack (66g)	24	₱13.00	₱18.00	28%	FAST
Tide Powder Twin Pack (61g)	24	₱12.50	₱17.00	26%	FAST
Breeze Powder Twin Pack	24	₱11.50	₱16.00	28%	
Wings Powder Twin Pack	24	₱9.00	₱13.00	31%	
Surf Bar Soap (Long Bar)	12	₱22.00	₱30.00	27%	FAST
Pride Detergent Bar	12	₱8.00	₱12.00	33%	
Champion Detergent Bar	12	₱9.00	₱13.00	31%	
Downy Fabric Conditioner Sachet	24	₱7.50	₱11.00	32%	FAST
Surf Fabric Conditioner Sachet	24	₱7.50	₱11.00	32%	
Del Rosa Fabric Conditioner (1L)	6	₱52.00	₱65.00	20%	
Zonrox Bleach (250ml)	12	₱18.00	₱24.00	25%	FAST
Zonrox Color Safe (500ml)	12	₱38.00	₱50.00	24%	
Ariel Liquid Detergent Sachet	24	₱8.00	₱12.00	33%	

Household Supplies

The miscellaneous category that quietly drives traffic — candles during brownouts, matches and katol every evening.

Product	Pack	Cost	SRP	Margin	Tags
Joy Dishwashing Liquid Sachet	24	₱12.00	₱16.00	25%	FAST
Joy Dishwashing Liquid (250ml)	12	₱45.00	₱58.00	22%	
Scotch-Brite Scouring Pad	24	₱15.00	₱22.00	32%	
Steel Wool (per pack)	24	₱8.00	₱12.00	33%	
Domex Toilet Cleaner (small)	12	₱42.00	₱52.00	19%	
Lysol Disinfectant Spray (small)	12	₱95.00	₱120.00	21%	

Product	Pack	Cost	SRP	Margin	Tags
Glade Air Freshener (small)	12	P75.00	P95.00	21%	
Toilet Paper Tissue (per roll)	24	P14.00	P20.00	30%	FAST
Paper Towel (single roll)	12	P32.00	P45.00	29%	
Candle, white small (per piece)	50	P4.00	P7.00	43%	FAST
Matches (per box)	100	P3.00	P5.00	40%	FAST
Disposable Lighter	24	P12.00	P20.00	40%	FAST
Katol Mosquito Coil (per coil)	50	P2.50	P5.00	50%	FAST
Off Lotion Sachet	24	P9.00	P12.00	25%	
Baygon Spray (small)	6	P95.00	P120.00	21%	
Eveready Battery AA (pair)	24	P32.00	P45.00	29%	FAST
Eveready Battery AAA (pair)	24	P32.00	P45.00	29%	
Plastic Cup (pack of 50)	12	P27.00	P38.00	29%	
Plastic Spoon & Fork (pack)	12	P27.00	P38.00	29%	
Plastic Bag (per bundle)	12	P18.00	P28.00	36%	
Aluminum Foil (small roll)	12	P35.00	P48.00	27%	
Clothes Hanger (per piece)	50	P5.00	P8.00	38%	

Baby Products

Diapers and baby wipes are recession-proof — parents buy even when budgets are tight. Stock by size, not just brand.

Product	Pack	Cost	SRP	Margin	Tags
EQ Diaper Medium (single)	24	P9.00	P13.00	31%	FAST
EQ Diaper Large (single)	24	P10.00	P14.00	29%	FAST
Pampers Baby-Dry Medium (single)	24	P12.00	P16.00	25%	
Huggies Dry Medium (single)	24	P11.00	P15.00	27%	
Cycles Baby Detergent Sachet	24	P9.00	P13.00	31%	
Johnson's Baby Powder (50g)	12	P32.00	P42.00	24%	
Johnson's Baby Shampoo (50ml)	12	P38.00	P50.00	24%	
Johnson's Baby Cologne (small)	12	P45.00	P58.00	22%	
Baby Wipes (small pack 30s)	12	P22.00	P32.00	31%	FAST
Lactum 0-6 / 6-12 Sachet	24	P28.00	P38.00	26%	
Promil Gold Sachet	24	P32.00	P42.00	24%	
Bonna Sachet	24	P28.00	P38.00	26%	
Feeding Bottle (small)	12	P65.00	P85.00	24%	
Pacifier (single)	12	P35.00	P50.00	30%	

School Supplies

Spike inventory two weeks before classes open (early June) and during exam season. Pens and notebooks sell year-round.

Product	Pack	Cost	SRP	Margin	Tags
Panda Ballpen Black/Blue	50	₱5.00	₱8.00	38%	FAST
HBW Ballpen Black/Blue	50	₱6.00	₱10.00	40%	FAST
Pilot Pen (single)	24	₱22.00	₱30.00	27%	
Pencil Mongol No. 2	50	₱6.00	₱10.00	40%	FAST
Eraser (single)	50	₱4.00	₱7.00	43%	
Pencil Sharpener (single)	24	₱8.00	₱12.00	33%	
Notebook 80 pages (single)	30	₱18.00	₱25.00	28%	FAST
Spiral Notebook 80 lvs	24	₱28.00	₱38.00	26%	
Yellow Pad Paper (50s)	24	₱35.00	₱48.00	27%	
Bond Paper Long (per piece)	100	₱1.50	₱3.00	50%	
Ruler 12-inch	24	₱12.00	₱18.00	33%	
Scissors (small)	12	₱25.00	₱38.00	34%	
Glue Stick (small)	24	₱12.00	₱18.00	33%	
Elmer's Glue (small)	24	₱18.00	₱25.00	28%	
Crayons 8 colors	24	₱35.00	₱48.00	27%	
Pentel Pen (single)	24	₱28.00	₱38.00	26%	
Folder Plastic (single)	24	₱9.00	₱14.00	36%	
Brown Envelope Long	50	₱4.00	₱7.00	43%	
Index Card 3x5 (per pack)	12	₱18.00	₱25.00	28%	
Manila Paper (single sheet)	50	₱5.00	₱8.00	38%	

Pet Food

Newer category for sari-sari stores but growing fast — urban barangays especially. Stock dry kibble in sachets.

Product	Pack	Cost	SRP	Margin	Tags
Pedigree Adult Dog Sachet (130g)	24	₱22.00	₱30.00	27%	FAST NEW
Pedigree Puppy Sachet (130g)	24	₱24.00	₱32.00	25%	NEW
Vitality Adult Dog Sachet	24	₱18.00	₱26.00	31%	NEW
Aozi Premium Dog (sachet)	24	₱16.00	₱24.00	33%	NEW
Whiskas Cat Food Sachet (80g)	24	₱22.00	₱30.00	27%	NEW
Friskies Cat Food Sachet	24	₱18.00	₱26.00	31%	NEW
Vitakraft Bird Seed (small)	6	₱65.00	₱85.00	24%	
Cat Litter (1kg pack)	6	₱55.00	₱75.00	27%	NEW

Mobile Load and Digital Services

The fastest-growing revenue line for modern sari-sari stores. Mobile load, e-load, GCash cash-in/out, and bills payment turn your store into a mini-bank with near-zero inventory cost.

Product	Pack	Cost	SRP	Margin	Tags
Smart/TNT Load (per peso)	1	₱0.97	₱1.00	3%	FAST NEW

Product	Pack	Cost	SRP	Margin	Tags
Globe/TM Load (per peso)	1	₱0.97	₱1.00	3%	FAST NEW
DITO Load (per peso)	1	₱0.97	₱1.00	3%	NEW
Smart/Globe Promo Load (e.g., GIGA 50)	1	₱48.00	₱50.00	4%	FAST
GCash Cash-In Service Fee	1	₱0.00	₱10.00	100%	FAST NEW
GCash Cash-Out Service Fee	1	₱0.00	₱20.00	100%	FAST NEW
Bills Payment Service Fee (Meralco, water)	1	₱0.00	₱15.00	100%	NEW
Signal/SatLite Load	1	₱95.00	₱100.00	5%	
ML Diamonds / Game Pin (small)	1	₱95.00	₱105.00	10%	NEW
Sim Card (per piece, Smart/Globe/DITO)	12	₱35.00	₱50.00	30%	NEW

Pricing Strategy & Markup Tiers

A common mistake is applying the same markup percentage to every category. Fast-movers, controlled-price staples, and tingi items each follow different rules.

Tier	Examples	Typical Markup
DTI-regulated essentials	Mega/555 sardines, Lucky Me, Argentina corned beef, Borden Brand (at/below DTI SRP)	15-20%
FMCG fast-movers	Coffee sachets, Milo, shampoo sachets, Surf powder	20-30%
Tingi / repacked	Cooking oil sachet, repacked sugar, salt, vinegar, soy sauce	25-40%
Impulse / per-piece	Maxx candy, Choc-Nut, cigarettes per stick, candles, matches	40-50%

Three pricing pitfalls to avoid

- 1. Pricing above DTI SRP on regulated items.** Sardines, evap milk, coffee, and laundry powder are on the BNPC bulletin. Customers complain to DTI and you risk a regulator visit.
- 2. Forgetting hidden costs.** Transport, repacking, electricity for cold drinks, and spoilage shave 5-10% off your gross margin. Bake those into your markup, not your goodwill.
- 3. Never raising prices.** When suppliers raise wholesale by ₱2, your selling price must move too. Review prices weekly — not yearly.

Wholesale Supplier Directory

1. Brand Distributors (Direct)

- Universal Robina Corporation (URC) — Jack n Jill, C2, Great Taste. urc.com.ph
- Monde Nissin — Lucky Me, SkyFlakes, Fita. mondenissin.com
- Nestlé Philippines — Nescafé, Milo, Bear Brand.
- Unilever Philippines — Surf, Sunsilk, Closeup, Knorr.
- Procter & Gamble Philippines — Ariel, Tide, Pampers, Pantene.

2. Cash-and-Carry Wholesale Chains

- MerryMart Wholesale — merrymartwholesale.com
- S&R; Membership Shopping — bulk canned goods, frozen, paper.
- Puregold Tindahan ni Aling Puring (TNAP) — discount program for sari-sari owners.
- SM Hypermarket — reliable for emergency restock.

3. Wet Markets and Bagsakan

- Divisoria (Manila) — candies, school supplies, toys, seasonal.
- Baclaran — household goods, accessories.
- Cartimar — pet supplies, hardware.
- Go early (5–7am) for best prices and stock availability.

4. Online B2B Platforms

- Peddlr Wholesale — app-based wholesale, peddlr.io
- Lazada Wholesale / Shopee Bulk — non-perishables, niche items.
- GrowSari — sari-sari distributor app with mobile load + digital services.

5. Cooperative & Government Channels

- DTI Negosyo Center — free advisory, occasional starter kits. dti.gov.ph/negosyo
- Local cooperative (kooperatiba) — member rates on rice, sugar, basics.

Inventory Tracking Worksheets

These printable templates pair with the companion Excel sheet. Print one copy per shelf section and recount weekly. Discrepancies between counted stock and the running sales log = spoilage or shrinkage.

Worksheet 1: Weekly Stock Count

Product	Reorder Level	Counted	Need to Order?	Order Qty
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	
			☐ Yes ☐ No	

Worksheet 2: Daily Sales Log (One Day Per Sheet)

Date: _____ Day: ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun

[illegible]

Worksheet 3: Suki Utang/Credit Ledger

Track customer credit so unpaid balances don't quietly eat your capital.

Customer Name	Date	Amount	Reason	Paid?	Date Paid
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Pricing Sources & How We Keep This Updated

This price list is reviewed monthly by the PinoyNegosyo.net editorial team. Wholesale costs and suggested SRPs are benchmarked against:

- DTI Suggested Retail Price (SRP) bulletin — basic necessities and prime commodities
- DTI e-Presyo price monitoring portal — dti.gov.ph/konsyumer/e-presyo
- Philippine Statistics Authority (PSA) — monthly retail price reports
- MerryMart Wholesale, Peddlr, and regional sari-sari store associations
- Reader submissions from active store owners across Metro Manila, Cebu, Davao, and provincial barangays

Found an outdated price?

Email editor@pinoynegosyo.net with the product, your region, and the wholesale price you're seeing.

Disclaimer

Prices in this guide are estimates intended for planning purposes. Actual wholesale and retail prices vary by region, supplier, and date. Always verify with your local supplier and check the current DTI SRP bulletin before committing capital. PinoyNegosyo.net is not liable for losses arising from reliance on these estimates.