

**Can we change the title to reflect the essence of partnership with MERALCO? Para it gives a gist on how MERALCO helps Angel's (so as to pique interest?)** ~~The astronomical rise of Angel's Hamburger~~

*Partnership with Meralco paves way for ~~SME's~~ success*

A brightly colored stall of Angel's Hamburger shines like a familiar beacon of answered prayers to every hungry commuter. Its signature sweet and salty blend enveloped by soft buns is something many are accustomed to but before every burger passes through its iconic yellow lattice, an entire army of men and machines work together to craft the Buy One, Take One sandwiches we know today.

Now a celebrated household name, it can be difficult to believe that Joseph Mojica, president and chief executive officer of Angelica DL Mojica Corporation (ADLMC), was hand mixing batches of ground beef with his wife, Victoria, in their living room not too long ago.

*"Eighteen years ago, nag-start kaming magtimpla-timpla ng wife ko ng patty. Sinubukan namin 'yung iba't ibang mga ingredients. Mga tatlong buwan din kaming puro trial and error bago namin na-perfect 'yung lasa. Doon sa sala pa kami nagtitimpla kasi maliit 'yung bahay namin (18 years ago, my wife and I started mixing our own patties. We tried different ingredients. It took us about three months to perfect the taste. We actually worked in our living room because our house was so small)," he said.*

Mojica chanced upon the opportunity to exponentially expand his startup venture when a colleague proffered to franchise his establishment in 2003.

*"Noong mayroon na akong mga 25 outlets, lumapit sa akin 'yung classmate ko noong college. Nalugi siya sa business niya at mayroon na lang siyang natitirang P40,000. Tinanong niya ako kung pwede siyang mag-franchise. Nag-open siya ng first outlet niya sa Cubao. Siya yung nagluluto, siya yung kahero, pati delivery boy! (A former classmate approached me back when I already had about 25 outlets. His business folded and all he had left was P40,000. He asked me if he could franchise and he opened his first outlet in Cubao. He was the cook, the cashier, even the delivery boy!)," he said.*

Angel's Hamburger now has more than 1,150 branches peppered across the archipelago that are manned by a 4,000-strong team of trained food service professionals. All of the outlets are open 24 hours and offer the same quality eats and refreshments with unique come-ons such as the Buy One, Take One promo.

## Keeping up with demands

One of ADLMC's trade secrets in effectively keeping its costs low is producing its own raw materials. A self-sufficient integrated manufacturer, ADLMC even has a farm in Cavite dedicated to the production of its own spice requirements.

*"Kailangan kunin mo 'yung pinaka-root, yung pinaka-source talaga. Kung saan ka makakamura kasi ang competition ngayon ay mahigpit. Isipin mo yung competitive edge mo sa kalaban. Kapag sumabay sila sa presyo mo, hindi ka tatalunin kasi, pareho nga kayo ng presyo, 'yung quality naman ng produkto mo, masarap talaga. Hindi baleng manipis lang kita basta quality (You need to get to the very source. The competition right now is very tight and you need to find ways to be more resourceful. Always think of your competitive edge against your rivals. Even if they decide to match their prices with yours, they would not win against you because you give out quality products. It does not matter if your profit margin is slim as long as you always deliver delicious food)," Mojica said.*

Considered a formidable threat even by the giants, Mojica's family-run business has even been approached by a leading multinational fast food corporation with an offer to buy out.

## Partner for progress

ADLMC recently began rolling out its plans to shift to a fully automated manufacturing plant. Its patty line now runs completely lights-out, a far cry from the manual assembly system they used to implement.

*"Malaki ang maitutulong ng Meralco kapag nag-full auto ka kasi lahat iyan, puro gagamit ng kuryente. So kailangan ko talaga 'yung suporta nila para gumana ang lahat (Meralco is going to be a big help to me when we start the full automation because all of our facilities will be using electricity. I need their support for everything to run smoothly)," Mojica said.*

Meralco has been actively championing ADLMC's efforts since its inception. Mojica recounted Meralco's commendable service when their old plant's account exceeded its contracted capacity. Meralco pushed for the activation of their new plant in Marikina and upgraded their capacity to 462 kW and 460V service.

Meralco's involvement in the business goes beyond power requirements and power quality. The power distributor is also instrumental in counseling ADLMC on how to optimize their production and reallocate their resources to other commissary functions.

ADLMC's valuable partnership with Meralco was recently recognized when ADLMC was chosen as one of the Outstanding Businesses in the Meralco Luminaries 2015 Awards. *The Luminaries* is an annual awards ceremony geared towards honoring the utility's most outstanding partners for progress from the public and private sectors.

“As an energy provider, we play a huge role in shaping and reshaping the **business landscape in the Philippines**—a role that we take seriously and keep close to heart. Through the quality and consistency of our service and the electricity that we provide, we hope to be the driving force behind this sector’s growth,” said **Meralco Senior Vice President and Head of Customer Retail Services & Corporate Communications Alfredo S. Panlilio**.

### **Words to live by**

Despite the meteoric financial success of Angel’s Hamburger, Mojica believes that success is measured entirely by a different scale.

*“Ang success kasi, parati kong sinasabi sa kanila, hindi yan na-me-measure sa dami ng pera, kung gaano kalaki negosyo mo. Ang sa akin, ang pamantayan ko ng success, kapag ikaw nakakatulog ka sa gabi nang mahimbing—‘yun ang success. Wala kang iniintindi, wala kang problema. Yun ang success sa buhay (I always tell them that success cannot be measured by how much money you have or how prosperous your business is. For me, the standard of success is how peacefully you sleep at night—that is success. When you do not have worries or problems bothering you, that is when you know that you have reached success in life),”* he said.

[End off with our standard closing line.: Create INSET: with the following elements.](#)

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