



# Horlanys Jimenez Team



Camile, Vanessa, Elysa, Lian, Ryan



# About the Client

## Horlanys Jimenez

### About Horlanys:

- 43 years old living in with her husband and 2 kids
- Working since the age of 17
- Currently sells homemade meals, delivers them 2-3 times a week



### Goals:

- Establish her product with new clientele– around the community and in super markets
- Develop a better method of tracking finances
- Create an established brand image within her community (logos, ads, personal selling)



# Phase 1

**Step 1:** Set up shop and post fliers outside of community bank in order to gain new clients

**Step 2:** Create Whatsapp group chat with existing and new clients (we will also provide info on how to do this)

**Step 3:** Message clients new flier we created with her logo, times, and new location

**Step 4:** Include document of tips on how to network and gain new clients at these pop up shops outside the bank



## Phase 2

**Step 1:** With her new network of clients, she can now reach out on her community on WhatsApp and host days where she will be doing at home sales

**Step 2:** Organize her finances with the templates we provided in order to be prepared for the increase of new clients and have her at home sales run smoothly.

**Step 3:** Her home could now act as a shop where she can also still watch over her children for convenience.



# Phase 3

**Step 1:** Connect with employee at supermarket to sell products within the supermarket



**Step 2:** Get sanitary certificate in order to sell within the supermarket

**Step 3:** Cook, package, and sell products in the supermarket

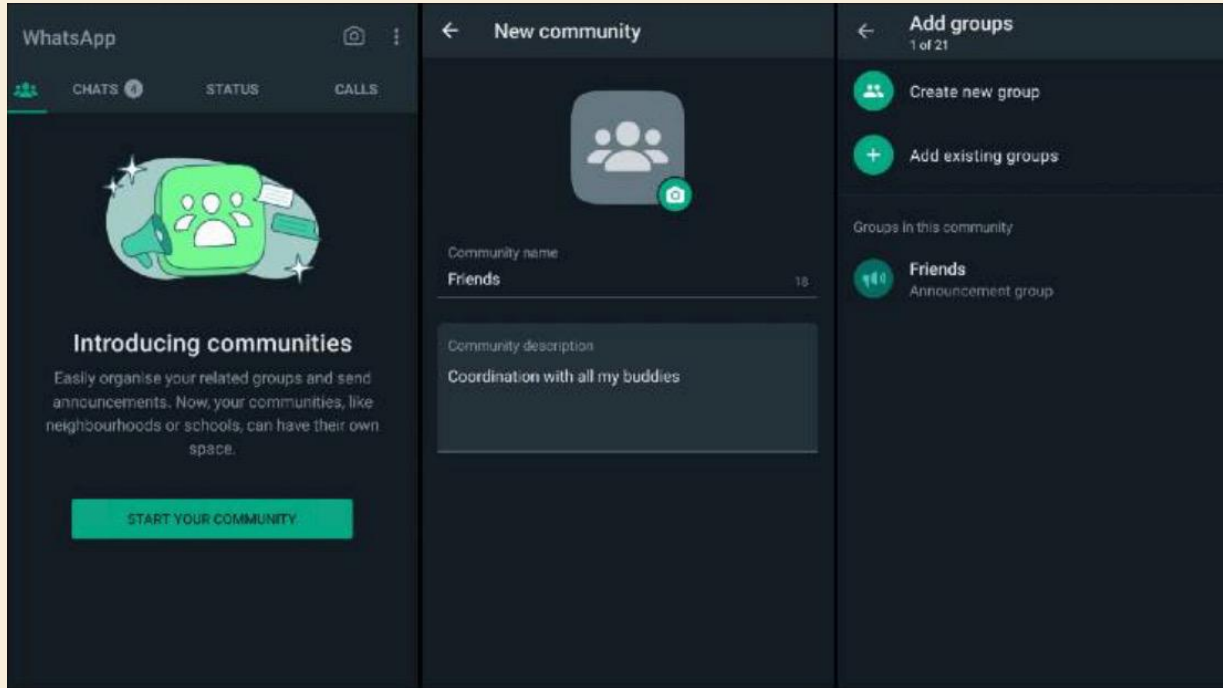




# How to Create a WhatsApp Community Group Chat

1. Click on Community Tab
  2. Click "start new community"
  3. Enter name of your business and a description of what this community will be used for. (Example: Announcements of selling dates, times, and location of Carlo y Carla Cocina will be posted here!)
  4. Add logo into profile picture
  5. Then you will be able to add all the client contacts you have and the new ones you make.
  6. You can also invite new members by sending a link to your group chat out. Anyone who clicks on the link will be able to join the community you have created.
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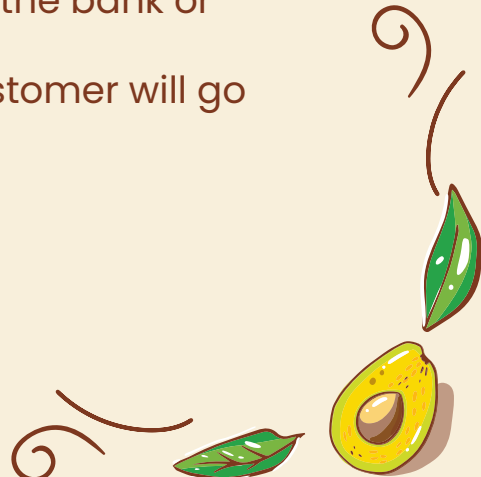
# Visual Of Steps









# Tips for Networking

- Find things you have **in common with the new clients** you are speaking to or **something to bond over.**
  - Introduce your connections to one another.
  - Find a right time in your conversation to ask if they would like to **join a WhatsApp group** chat to hear more about other pop up events you will be doing or dates for when you will be hosting at home sales.
  - These **tips** can be put to use when you go and sell outside of the bank or even when you are selling outside of your home.
  - **Word of mouth** could be very useful as well. A new happy customer will go and tell their family and friends about your business.
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# Tips for Negotiations with Other Businesses

- Give the businesses a reason to want to work with you.
  - Find a way to make it very easy for them to say yes. A way in doing this is by showing that making this deal with you will be **convenient, little effort, and beneficial for the company you are hoping to work with.**
  - Some ideas of what you could offer to the business:
    - Deliver the produce to them without cost
    - Demonstrate how high quality your products are by showing the number of clients you already have and how much they enjoy your food.
    - Ask for referrals from customers who enjoyed your food to show that people are enjoying your products and can act as evidence of success to the business's (supermarket or restaurant) you would like to work with.
    - Provide free samples to the manager or workers of a certain business you would like to work with.
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# Logo, Name, Slogan

Name of Company: Carlo y Carla Cocina

Slogan: Comida Para la Familia

Logo We Created:



# Where we Hope she will be in 5 years...



## Wider Client Network

Our client will have built a much bigger network of clients through the marketing done with her pop up shops and at home sales. She would have created a full brand of her own.

1



## Higher Profits

The increase of new clients will also increase her sales and help achieve her goal of reaching a higher profit.

2



## Working with Other Businesses

She will also achieve her goal with the networking tactics we provided of working with businesses and selling her product through supermarkets and the small restaurants in the area.

3



# Thank You



Any Questions?

